

ANCHORAGE SCHOOL DISTRICT  
ANCHORAGE, ALASKA

ASD MEMORANDUM #156 (2006-2007)

January 22, 2007

TO: SCHOOL BOARD  
FROM: OFFICE OF THE SUPERINTENDENT  
SUBJECT: BOND INFORMATION PROGRAM

*ASD Goal: Ensure **public accountability** through effective consultation with the community to ensure wise use of financial resources and responsible construction and maintenance of facilities, and through effective communication with students, staff, parents, community and government at all levels.*

RECOMMENDATION:

It is the Administration's recommendation that the School Board authorize the Superintendent to expend up to \$45,000 for the April 2007 school bond information campaign.

PERTINENT FACTS:

The Anchorage School District has proposed two bond propositions for the April 3, 2007 ballot. A proposition for the renewal of Clark Middle School totals \$65 million. A proposition for districtwide major repair and building renewal projects totals \$20 million.

The District is responsible for providing factual information to Anchorage citizens about the content of the bond propositions. As in previous years, this will include a variety of paid advertisements, direct mail to voters, a speakers bureau, online information, and a variety of printed handouts.

This funding request is based on a review of actual expenditures from the April and November 2004 and April 2006 information programs as well as current estimates from a variety of vendors. The amount being requested is the same amount requested and approved for the April 2006 information program.

The source of the funds is the Non-Department Account. All expenditures for the information campaign are reported to the Alaska Public Offices Commission, as required.

CC/ME/HE

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Approved by: Michelle Egan, Director, Communications

Approved by: Carol Comeau, Superintendent