

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

ASD MEMORANDUM #175 (2007-2008)

January 14, 2008

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 2008 school bond information campaign.

PERTINENT FACTS:

The Anchorage School District has proposed two bond propositions for the April 1, 2008 ballot. A proposition for the renewal of Chester Valley Elementary, renewal and addition of Sand Lake Elementary and Girdwood School design totals \$34.3 million. A proposition for districtwide major repair and building renewal projects totals \$9.4 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 2006 and 2007 information programs as well as current estimates from a variety of vendors. In 2007, bond campaign costs totaled \$43,541.70. The amount being requested for the 2008 campaign is the same amount requested and approved for two previous information programs.

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

Prepared by: Heidi Embley, Senior Communications Specialist

Approved by: Michelle Egan, Director, Communications

Approved by: Carol Comeau, Superintendent