Commitment to Communication
Room for Reform

*How do you know when a community is in need of reform?*

- Depressed pockets are encroaching on other areas of the community
- Inadequate school systems
- Inadequate city government
- Deteriorating neighborhood pride
- No central hub for communication
Silos

The breakdown of a community starts and stops with communication

• Lacks communication
• Slow or no progress
• Lacks team approach
• Common goals are difficult to achieve, or even articulate

Communities in need of reform have little hope when silos dominate the landscape
Engaging a Community in Communication
Tear Down Silos

• Open dialogue
• Create ‘Key Communicator’ groups
• Advocate for community-wide efforts
• Engage in grassroots communication
• Practice transparency
• Find the common denominator
Mission Statement
The mission of 12 Blocks West is to collaborate with community partners and residents, building upon existing strengths, to promote safe, stable, multi-income neighborhoods where families, schools, and businesses thrive.

Marketing & Communication Materials
Build Bridges of Authentic Partnerships

• Identify connectors
• Create opportunities for people to work together
• Stay in communication with your core
• Send out messages of unity
Leverage Resources and Talents

• Volunteer efforts
• Politics
• Fundraising
• Disseminate messages for saturation
Independence, MO School District Annexes Seven Schools from the Kansas City, MO School District

Sampling of Annexation Press Releases

Transition Updates were posted on the District website every Friday
Keys to Positive and Productive Communication

- Targeted message
- Create excitement
- Deliver your message
- Maintain consistency
Extreme School Makeover

One weekend. Six schools. A community united.

Marketing & Communications: Event Flyer, Press Release, & Letters to the community

Extreme School Makeover Logo

Thank You!
Community Partners and Volunteers

www.ournewschools.com

Billboard: creates community awareness & excitement

Sponsorship Opportunity: Radio, TV, & Event Exposure

Inspiring Greatness
2009 Bond Campaign
Our Schools. Our Kids. Our Community

Community Letter

November 3, 2009

Dear Parents:

With an amazing show of community support, voters in Independence and Sugar Creek voted to pass the school district’s bond issue with a majority vote. We are very excited about the positive outcome of the election. We are committed to doing what is right and doing it well.

Great things will happen due to the approval of the bond issue on Tuesday. You will see much-needed building improvements throughout the district. Campus issues, due to a growing population, will be addressed with new elementary schools, one at the old Bye site and a new facility on the north side of the district. We will also be able to make needed improvements at the high school facilities in Independence and Sugar Creek. We would also like to thank the ISD for the support you have given to our county.

As you were aware, the taxes were not ideal for providing a bond issue. We were the only two counties in the state that were not able to provide for our schools. This was not ideal for the school district, but we are excited about the positive outcome.

Thank you for your support and your commitment to our children.

Sincerely,

Mike Matthews, President
Board of Education

Ad in KC Star & Examiner

November 11, 2009

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Marketing Flyer: also created Spanish version

School Signage
Inspiring Greatness is a story about how a community united to change their future. With a commitment to their students, they rallied to regain their neighborhood schools. They triumphed at the polls, in court, and worked together like never before. Learn about volunteerism, community activism, and people dedicated to the American dream.
If we always do what we have always done; we will continue to receive what we have always received.