

Capitalizing on Partnerships to Successfully Pass a Bond Election

ACCT Leadership Conference
October 31, 2008

A Presentation by Brazosport College



**Brazosport College
500 College Drive
Lake Jackson, TX 77566
979-230-3000
www.brazosport.edu**

Objectives

- **Recognize the Importance of**
 - Alliances and Partnerships
 - An Organized Plan and its Effective Implementation
 - Key Strategies for Success

Presenters

➤ **Dr. Millicent Valek**

- President, Brazosport College

➤ **Sharon Rogers**

- Member, Board of Regents

➤ **Gerald Andrews**

- Treasurer, Foundation Board of Directors



Brazosport College

- Geography
- Community
- Economy
- Students

Alliances and Partnerships

- Leveraged Power
 - Industry
 - Community
 - Faculty and Staff
 - Students
 - Foundation Board
 - Board of Regents

College Master Plan

Strategic Plan – Vision 2010

SHW Group & Architecture Etc.

- **Professional Planning Firm & Architect**
- **Research Based**
 - Internal Analysis of College Campus
 - External Analysis of Community Needs
 - Analysis of other Community Colleges

Master Plan Study

March 2007 – July 2007

- **Objectives**
 - **Attract students to main campus**
 - **Support the regional economic base**
 - **Provide for planned growth**
 - **Enhance workforce development for petrochemical industry**
- **Community Driven**
 - **Communication plan**
 - **Input from internal & external groups**

\$70 Million G.O. Bond

- **Role of Board of Regents**
 - Cost Analysis of Master Plan Projects
 - Cost Analysis of Bond on Tax Rates
 - Call for Election
- **Role of Foundation Board**
 - Community Advocates
 - Major Gifts Campaign

Keys to Effective Planning

- Study of Successful Bond Campaigns
 - Campaign Consultant Not Engaged
- Resource Personnel
 - Financial Advisor
 - Bond Council
 - Tax Assessor Collector
 - Texas Ethics Commission
- Coordination of College Resources With PAC

Leveraged Power

- Gerald Andrews
 - Foundation Board of Directors
 - Community Leader
 - Civic Involvement
 - PAC Committee

Campaign Strategy

Public Awareness Plan

- Campaign Theme
- Timeline
 - Presentations
 - Publicity
 - Special Events
- Budget
 - College: Information on Master Plan Bond Projects
 - Political Action Committee: Advocate for Bond Election



PAC Strategy

- Role
 - Provide Advocacy
 - Fundraising
 - Vote “Yes” materials
 - Vote “yes” Advocacy
 - Provide Leadership
 - Community
 - College Volunteers
 - Students

PAC Budget

Advocacy Expenses

- Newspaper Advertising
- Signs
- Student PAC Activities
- Special Events
- Printing & Postage
- Phone Campaign
- Bumper Stickers
- Buttons
- T-shirts

Leveraged Power

- Sharon Rogers
 - Board of Regents
 - Industry
 - Community Leader
 - PAC Committee

PAC Communication Plan

- **Speakers Committee**
 - 56 Presentations
- **Resolutions Committee**
 - Letters of Support by 18 Community Organizations
 - City Councils
 - Hospital & Chamber of Commerce
 - Economic Alliance of Brazoria County
 - Faculty & Students
- **Newspaper Ads**
- **Editorials & Letters to the Editor**
- **Poll Workers on Election Day**
- **Phone Bank**

Student Involvement

- **Leadership**
 - **20 Core Team Members**
- **Financial Support**
 - **College – Information**
 - Voter Registration Drive
 - Show Your Colors
 - T-Shirt Days
 - Open House
 - **PAC – Advocacy**
 - Car Window Painting
 - Letters to the Editor

Outcome

**Brazosport College
Passes \$70 million
Bond Referendum on
November 6, 2007**

For: 68%

Summary

- **Partnerships are Vital**
- **Planning is Essential**
- **Communication is Key to Success**

