2018 Bond Program Communications Update
Capital Asset Advisory Committee
January 2021

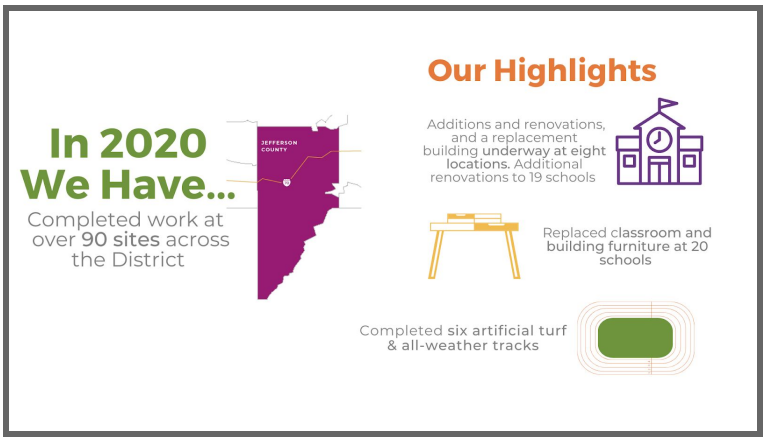
JEFFCO PUBLIC SCHOOLS

Completed Work:

- Wrote and published our year in review
  - Shared on social media
- Shared our bond sale results
- Shared Marshdale rendering video
- Golden Transcript bond progress story
- Supported schools in ongoing bond project communications

Website analytics:
Jeffcobuilds.org and all pages with "jeffco builds" in the URL (ie sub-pages)

Jeffco Builds page performance	Page views	Unique page views
December 2020	1,197	1,049
January 2021	1,559	1,321
% change	30% increase	26% increase

Upcoming Work:

- Events:
  - Foster Groundbreaking: Feb. 3 at 2:30
  - Parmalee Groundbreaking: Feb. 1 at 1:15
- Planning Kendrick Lakes Ribbon cutting
- Writing and publishing a 2021 year ahead story (going live on Wednesday, Jan 20th)
  - Producing a video that will be shared on social media
- Still trying to organize our board site tours
- Building out newsfeed (external news) for JeffcoBuilds
- Website refresh:
  - Updating the navigation of the page
  - Streamlining homepage design/layout