

Sussex
9-12
Regional



High Point Regional School District

Referendum Date: December 13, 2005

Total Referendum: \$10,239,858

Contact: Dr. John Hannum, *Superintendent*
or Steve Kepnes, *Business Administrator* (973) 875-7205

In September 2005, voters rejected a referendum proposal to expand and renovate High Point Regional High School. Determined to resolve its overcapacity issues, the district decided to present a second referendum in December.

Zander Consulting began helping the district with its referendum communications program by devising an advertising campaign to generate awareness of and interest in the referendum. This campaign focused on promoting the district's high-quality education and fiscal responsibility. Another tool used to help spread the word about the referendum was the formation of a key communicators group. Open houses and tours were held to show voters the need for expansion. Printed materials such as newsletters, fact sheets, and flyers were created along with a district website.

Rather than presenting voters with a single, comprehensive proposal like the September 2005 referendum, the district decided to reorganize the work into two proposals. Proposal 1 included construction of new classrooms, renovations to existing classrooms, and upgrading several building systems. Proposal 2 called for renovations to the auditorium and refurbishment of the woodshop.

The High Point Regional referendum presented quite a challenge, primarily because there was a large, well-established "vote no" group within the district. Another issue was that two of the five sending communities had school-related questions on the ballot the same day as High Point. This caused confusion for some voters. Adding to that confusion was the fact that the finance period for the bond was restructured in an attempt to lessen the overall financial impact to taxpayers.

Although the project team worked diligently to overcome these difficulties, both questions failed.

High Point Regional High School
Serving high school students from Branchville, Pinebluff, Lattinville, Siler and Wintzell

A Message From Your Superintendent

Dear Parents and Community Members:

High Point Regional High School is a proud member of the High Point Regional School District. The district is committed to providing a high quality education for all students. The district is currently in the process of planning for the future. We are looking for ways to improve our facilities and programs. We are asking you to help us make these decisions. We are asking you to help us make these decisions. We are asking you to help us make these decisions.

What's Inside

- Project Description: p. 2
- Why is it needed? p. 3
- What's the cost? p. 4
- When to get started? p. 5

September 2005 newsletter

High Point Regional High School
Serving high school students from Branchville, Pinebluff, Lattinville, Siler and Wintzell

Quick Facts - Building Expansion & Facilities Upgrade Plan 2005

What is included in the plan?

The proposed building expansion and facilities upgrade plan includes the following:

- 10 New Classrooms
- 10 New Classrooms
- 10 New Classrooms

Why a building expansion and facilities upgrade now?

High Point Regional High School is a proud member of the High Point Regional School District. The district is committed to providing a high quality education for all students. The district is currently in the process of planning for the future. We are looking for ways to improve our facilities and programs. We are asking you to help us make these decisions. We are asking you to help us make these decisions. We are asking you to help us make these decisions.

quick facts flyer

High Point Regional High School
Serving high school students from Branchville, Pinebluff, Lattinville, Siler and Wintzell

New Vote Date December 13

Revised Facilities Expansion & Upgrade Plan

The district is committed to providing a high quality education for all students. The district is currently in the process of planning for the future. We are looking for ways to improve our facilities and programs. We are asking you to help us make these decisions. We are asking you to help us make these decisions. We are asking you to help us make these decisions.

The Facts are Clear - Get the Facts and Make an Informed Decision

Restructured Proposals and Financing Options

newspaper ad December 2005

