

Humble Independent School District

Fact Sheet: Bond Proposal - March 6, 2018

Who

- *Humble Independent School District
- *Humble ISD Superintendent Dr. Elizabeth Fagen
- *Humble ISD Board of Trustees

What

- *Proposal of a \$150 million bond
- *Inclusion of this bond proposal on local ballots
- *Vote by public/citizens of Humble ISD districts

When

- *Voting is open April 23-May 1, 2018

Where

- *Your local voting office
- *List of locations available at <https://www.votetexas.gov/voting/where.html>

Why

- *The purpose of the bond is to fund building of new schools, purchase new school buses, increase technology, and other necessary updates to Humble ISD campuses

Quote

- *Dr. Fagen: “The Board of Trustees and myself would like to propose this bond for the development of a more updated Humble Independent School District. As the area continues to grow new schools are necessary to provide education to all local youths. Increases in technology, transportation, and general funding are essential to providing a strong education for our children.”

Background on Humble Independent School District

- *A school district serving the city of Humble, Kingwood, Atascocita, and Fall Creek
- *Includes five high schools and one magnet high school, seven middle schools, and 25 elementary schools
- *One of the fastest growing school districts in Texas

Planning Sheet

Public Relations Situation: Creation of a news release to attract voters to a public election in favor of a \$150 million bond for Humble ISD.

Analysis of Key Publics: 1. Parents within Humble ISD; wants/interests/needs
*Strong educational institutions for their children
*Updated facilities and technology for students
*The best schools possible for their children

Core News: Humble ISD is proposing a \$150 million bond that will help build new schools, increase transportation, update technology, and improve overall quality of Humble ISD schools.

Benefit Statement: Citizens within Humble ISD will have the opportunity to vote on the public in the upcoming public elections giving them the opportunity to decide whether funds should be allocated to help Humble ISD in this project.

Tone of Message: The tone should be informative and persuasive, providing facts while working to convince the public that this bond is necessary.

Intended Outcomes: *Attract voters to voting locations
*Encourage the public to vote YES on the Humble ISD bond
*Inform the public about the project and Humble ISD plans

Action Statement: Attracting voters to inform them of the bond proposal and encourage a vote in the bond's favor.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

NEWS from

Humble Independent School District

2020 Eastway Village Drive

Humble, TX 77338

<https://www.humbleisd.net/>

Louis Barragan

Head of PR for Humble ISD

(832) 723-6638

Louis.AB@yahoo.com

FOR IMMEDIATE RELEASE

ATTN: HUMBLE OBSERVER OF HOUSTON CHRONICLE

March 6, 2018

Humble Independent School District Proposes \$150 Million Bond Encourages Humble ISD Residents to Vote in Favor of Bond

HUMBLE, Texas — Humble Independent School District’s Board of Trustees in conjunction with Superintendent Dr. Elizabeth Fagen have proposed a \$150 million bond to aid development of new campuses and provide updates to existing campuses.

The bond will be used to begin construction of new schools in the district while also providing increases and updates to transportation, technology, and other school supplies.

The bond proposal will be included on ballots in local elections taking place April 23-May 1, 2018. Humble ISD is encouraging citizens of the district to read the proposal in efforts to inform the public of the need for expansion and updates within Humble ISD and its schools.

“The Board of Trustees and myself would like to propose this bond for the development of a more updated Humble Independent School District,” said Dr. Fagen. “As the area continues to grow new schools are necessary to provide education to all local youths. Increases in technology, transportation, and general funding are essential to providing a strong education for our children.”

For more information on the bond proposal visit Humble ISD’s website at <https://www.humbleisd.net/humbleisd> or call the communication department of Humble ISD at (281) 641-1000. For information on voting center locations and dates visit <https://www.votetexas.gov/voting/where.html>.

— END —

Planning Sheet

Public Relations Situation: Creation of an actuality release for a radio news segment to attract voters to a public election in favor of a \$150 million bond for Humble ISD.

Analysis of Key Publics: 1. Parents within Humble ISD (which is why I am utilizing adult contemporary station Sunny 99.1; wants/interests/needs

- *Strong educational institutions for their children

- *Updated facilities and technology for students

- *The best schools possible for their children

Core News: Humble ISD is proposing a \$150 million bond that will help build new schools, increase transportation, update technology, and improve overall quality of Humble ISD schools.

Benefit Statement: Citizens within Humble ISD will have the opportunity to vote on the public in the upcoming public elections giving them the opportunity to decide whether funds should be allocated to help Humble ISD in this project.

Tone of Message: The tone should be informative and persuasive, providing facts while working to convince the public that this bond is necessary.

Intended Outcomes: *Attract voters to voting locations

- *Encourage the public to vote YES on the Humble ISD bond

- *Inform the public about the project and Humble ISD plans

Action Statement: Attracting voters to inform them of the bond proposal and encourage a vote in the bond's favor.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

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<http://www.humbleisd.net/>

Louis Barragan
Head of PR for Humble ISD
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FOR IMMEDIATE RELEASE
ATTN: KODA SUNNY 99.1 RADIO IN HUMBLE, TEXAS
March 6, 2018

**Humble Independent School District Proposes \$150 Million Bond
Encourages Humble ISD Residents to Vote in Favor of Bond**

Humble ISD is proposing a \$150 million bond to help development of the district with construction of new campuses, updates to technology, expansion to transportation, and more.

The bond proposal will be included on ballots in local elections taking place April 23-May 1, 2018. Humble ISD is encouraging citizens of the district to read the proposal in efforts to inform the public of the need for expansion and updates within Humble ISD and its schools.

Dr. Fagen explains the importance of the funding

(SOUND BITE ... 10 SECONDS)

“As the area continues to grow, new schools are necessary to provide education to all local youths. Increases in technology, transportation, and general funding are essential to providing a strong education for our children.”

HUMBLE INDEPENDENT SCHOOL DISTRICT PROPOSES.....2

For more information on the bond proposal visit Humble ISD's website at www.humbleisd.net or call the communication department of Humble ISD at (281) 641-1000. For information on voting center locations and dates visit www.votetexas.gov

— END —

Note to News Directors: Dr. Fagen's sound bite can be downloaded from the Humble ISD website, www.humbleisd.net/humbleisd

Planning Sheet

Public Relations Situation: Creation of a video news release to attract voters to a public election in favor of a \$150 million bond for Humble ISD.

Analysis of Key Publics: 1. Parents within Humble ISD; wants/interests/needs

- *Strong educational institutions for their children
- *Updated facilities and technology for students
- *The best schools possible for their children

Core News: Humble ISD is proposing a \$150 million bond that will help build new schools, increase transportation, update technology, and improve overall quality of Humble ISD schools.

Benefit Statement: Citizens within Humble ISD will have the opportunity to vote on the public in the upcoming public elections giving them the opportunity to decide whether funds should be allocated to help Humble ISD in this project.

Tone of Message: The tone should be informative and persuasive, providing facts while working to convince the public that this bond is necessary.

Intended Outcomes: *Attract voters to voting locations

- *Encourage the public to vote YES on the Humble ISD bond
- *Inform the public about the project and Humble ISD plans

Action Statement: Attracting voters to inform them of the bond proposal and encourage a vote in the bond's favor.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

FICTIONAL SCENARIO FOR COLLEGE COURSE

To the Producers/Directors of ABC13 Eyewitness News - KTRK-TV Houston,

My name is Louis Barragan and I am writing on behalf of the Humble Independent School District, its Board of Trustees, and Superintendent Dr. Elizabeth Fagen. Humble ISD is proposing a \$150 million bond to be used for the construction of new campuses, updates to technology, expansion of transportation fleets, and more. I have compiled a Video News Release that would be well-suited for your network and its viewers in the Humble, Texas area.

The VNR provides information on the bond, its uses, effects, as well as where to find more information on the subject. Humble ISD is hoping to inform the public about the bond while encouraging residents to vote on the matter in local elections. Included are several segments of B-Roll footage that contain relevant information and footage to be used at your discretion. The B-Roll footage was filmed by our own videographers and news producers here at Humble ISD. The footage is exclusive to our team, but we are sharing it with you in hopes that it will aid the narrative of the story as you present it.

While I have included an outline of the VNR as I felt it could be presented, I encourage you to edit it to fit the needs of your local market. The VNR is an important piece of information and would do well to inform your viewers and, hopefully, inspire them to action. I appreciate the time taken to look over the VNR outline and content.

Thank You,

Louis Barragan
Head of Public Relations
Humble Independent School District
(832) 723-6638
Louis.AB@yahoo.com

HUMBLE INDEPENDENT SCHOOL DISTRICT
2020 Eastway Village Drive
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HUMBLE ISD PROPOSES \$150 MILLION BOND

March 6, 2018
For Immediate Release

1.INTRODUCTION OF SUBJECT: Humble ISD Bond

- a. Amount: \$150 million
- b. Purpose: Updates and improvements to Humble ISD facilities and programs
- c. Uses: Construction of new campuses, updates to technology, expansion of transportation fleet, and more
- d. B-Roll footage of Humble ISD Logo for introduction (REF 1)

2.The growth of Humble area neighborhoods is creating a need for new facilities and expansion

- a. B-Roll footage of area growth and expansion (REF 2)
- b. B-Roll footage of Atascocita High School flyover (REF 3)

3.Quote visual from Dr. Fagen

- a. “As the area continues to grow new schools are necessary to provide education to all local youths,” said Dr. Fagen. “Increases in technology, transportation, and general funding are essential to providing a strong education for our children.”

4.Humble ISD residents are encouraged to vote in the upcoming local election regarding the issuance of a bond:

Visual: For more information on the bond proposal visit Humble ISD’s website at <https://www.humbleisd.net/humbleisd> or call the communication department of Humble ISD at (281) 641-1000. For information on voting center locations and dates visit <https://www.votetexas.gov/voting/where.html>.

NOTE TO THE PRODUCERS/DIRECTORS: The B-roll is attached to this document and can be downloaded at the provided links

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FICTIONAL SCENARIO FOR COLLEGE COURSE

B-Roll Segment References for VNR

1. https://www.google.com/search?q=humble+independent+school+district&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi4tcftttvZAhVl_4MKHXFtDYoQ_AUIDCgD&biw=682&bih=788&dpr=2#imgsrc=qvfH5oZYAZDr2M:
2. <https://vimeo.com/119619018>
3. <https://youtu.be/ZzM5ofB3Leo>

FAQs About School Bonds and the Humble Independent School District Bond Proposal

What is a bond?

A bond is a tool for financing within a school district. The district sells bonds to local investors who will be paid back in full plus interest within a given timeframe.

How will the bond be given authority?

The authority to issue bonds comes from a public election where individuals within the district have the opportunity to vote on whether or not the school district's Board of Trustees is authorized to sell bonds.

How will this affect the cost of education?

Individuals who currently pay school district taxes will see an increase in tax payments depending on the size of the bond and the allocation of those funds.

Are residents without children required to pay school district taxes?

School district taxes are placed on resident homes for anyone under 65. Residents who are 65 and over are exempt from school district taxes.

What are the plans for the bond in question?

Humble ISD is seeking to build new educational facilities in developing neighborhoods. The bond would be divided between the costs of new facilities as well as providing new technology, transportation and support to existing schools.

When would the plans for this bond go into effect?

Once the bond is approved the district hopes to have investors within six months. As investments begin so would the processes of updating our schools and building new locations. Humble ISD hopes to have new facilities open by 2020.

Who can be contacted for more information on the bond?

The Public Communications Department of Humble Independent School District can be contacted for more information at:

Public Communications
20200 Eastway Village Dr.
Humble, TX 77338
281-641-8200 | Fax: 281-641-1058

Planning Sheet

Public Relations Situation: Creation of a position statement to explain Humble Independent School District's stance on the necessity of public funding.

Analysis of Key Publics: 1. Parents & residents within Humble ISD; wants/interests/needs

- *Strong educational institutions for their children

- *Updated facilities and technology for students

- *The best schools possible for their children

Core News: Humble ISD is proposing a \$150 million bond that will help build new schools, increase transportation, update technology, and improve overall quality of Humble ISD schools. The continued growth of Humble area neighborhoods and subdivisions makes public funding necessary.

Benefit Statement: Citizens within Humble ISD will have the opportunity to vote on the public in the upcoming public elections giving them the opportunity to decide whether funds should be allocated to help Humble ISD in this project.

Tone of Message: The tone should be informative and persuasive, providing facts while working to convince the public that this bond is necessary.

Intended Outcomes: *Elucidate the position of Humble ISD on the need for a bond

- *Encourage the public to vote YES on the Humble ISD bond

- *Inform the public about the continuing expansion of Humble

neighborhoods and subdivisions

Action Statement: Attracting voters to inform them of the bond proposal and encourage a vote in the bond's favor.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

Humble Independent School District Position Statement

\$150 Million Bond for Humble ISD

Humble Independent School District is seeking to pass a \$150 million bond to help fund district expansion and development. The bond will be utilized in areas including construction of new campuses, updates to technology, increases in transportation fleet size, and more. The bond will be on ballots in upcoming public elections. Humble ISD encourages residents to utilize resources available to understand the bond issue, its causes, and effects. The district would like residents to understand its position on the bond to understand its necessity and urgency.

Our Observations about the Humble Area's Growth and Public Education...

Humble Independent School District notes an increase in subdivision growth and expansion. The Humble area currently has over 550 communities with over 5,700 new homes currently on the market. The 2014 enrollment for Humble ISD was recorded at 40,000 students and modest projections anticipated a 13,500-student growth in enrollment by 2022. As development in the Humble area continues, funding is necessary to aid Humble ISD in providing quality education that meets the developing needs of our students.

...subdivision growth and expansion

Over the past decade the Humble area has seen the development of dozens of new subdivisions. Hundreds of new homes built in these subdivisions are filled by local families with children of all ages. Two new large high schools have been built in these areas over the last decade: Atascocita High School and Summer Creek High School. The development of these schools has helped provide education to youths in the area, but as population growth continues new schools are necessary.

...growth in school enrollment

High schools in the area average an enrollment of 3000+ students. Classroom sizes have increased from an average of 20 students to 30 or more. Special campuses for Freshman students have been attached to pre-existing schools in an effort to maintain appropriate class sizes. As new subdivisions are built, enrollment will see an increase making development of new facilities imminent.

...funding is necessary to aid Humble ISD

The increase in enrollment, area development, and overall population growth displays a clear need for funding in public education. In addition to these factors, consideration must also be given to the development and implementation of new technology. Staying up-to-date in the modern world requires funding to provide students the latest technology that will help them in careers of today and the future. Increases and updates in technology are of top priority for the allocation of the bond.

Position Paper #1
Promulgated March 2018
By Louis Barragan,
Head of Public Relations,
Humble Independent School District

FICTIONAL SCENARIO FOR COLLEGE COURSE

Humble Independent School District Bond Proposal

Humble ISD is proposing the issuance of a \$150
million bond

Funds will be allocated toward:

- *Construction of New Schools
- *Transportation
- *Technology updates
- *Overall improvements to Humble area education

Voting is open to Humble ISD residents

Voting locations can be found at:
<https://www.vote texas.gov/voting/where.html>

For more information visit

<https://www.humbleisd.net/humbleisd>

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