



**Morris
K-12**

School District of the Chathams

Referendum Date: April 19, 2005

Total Referendum: \$26,702,000

Contact: James F. O'Neill, *Superintendent* (973) 635-5656

Zander Consulting designed a multimedia campaign to help the School District of the Chathams pass a three-part referendum. A comprehensive plan was created that incorporated the use of district newsletters, local press coverage including a separate editorial campaign, and the establishment of a facilities website. Presentations and tours were also held. A key communicator group was convened and guided by Zander Consulting to provide continuous community involvement in the referendum process.

The greatest challenge posed by the School District of the Chathams was getting voters to understand the complexity of the three-proposal referendum. The referendum was divided into three parts. The structure of the ballot proposals provided maximum voter choices. The ballot question was broken down as follows:

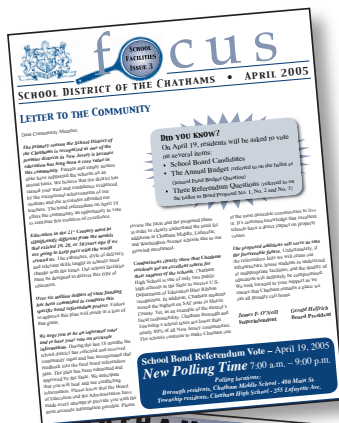
- **Proposal 1**—\$22.8 million comprehensive facilities plan to address space issues resulting from the district's growing enrollment; adding space to existing schools and maintaining the existing grade configuration
- **Proposal 2**—\$1.2 million for capital improvements
- **Proposal 3**—\$2.7 million for various upgrades to the athletic facilities; including upgrades to the locker facilities and installing artificial turf on the district's main fields

Zander Consulting worked closely with the board, administration, and public to develop a project plan to maximize voter approval as well as implement a comprehensive plan to overcome established local opposition groups. The community had to be convinced that the funds requested were truly needed despite what a very vocal group within the community was advocating. A consistent message was needed to ensure a successful outcome. The three-part referendum passed by an overwhelming majority.

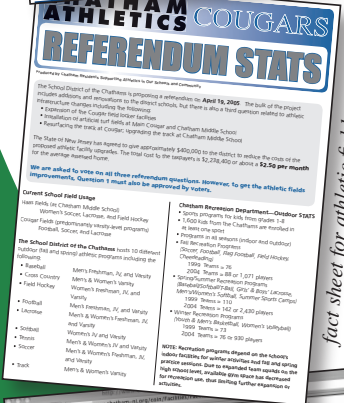


Zander Consulting, LLC

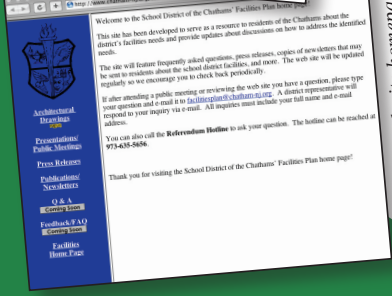
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April 2005 newsletter



fact sheet for athletic field



referendum web site homepage