



**Morris
K-12**

Kinnelon Public School District

Referendum Date: September 26, 2006

Total Referendum: \$12,654,095

Contact: James J. Opiekun, *Superintendent*
or Alice Robinson, *Business Administrator* (973) 838-1418

The Kinnelon Public School District was faced with rising enrollment that would negatively impact educational programs and class sizes at Kinnelon High School. The district initially determined that a three-part \$14 million referendum would be the best solution to address the issues. This referendum was scheduled for December 2005.

Zander Consulting was retained to assist the district. A strategy was devised and a broad range of printed materials were developed to inform the community of all components of the referendum. The question was divided into three proposals; calling for additions and renovations, the installation of artificial turf on the athletic fields, and the addition of air conditioning on the third floor of the high school. Unfortunately, the community did not see the need for renovations outlined in proposals two and three and the entire referendum failed.

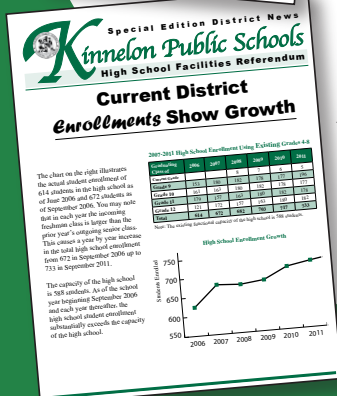
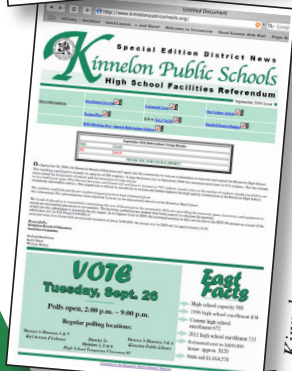
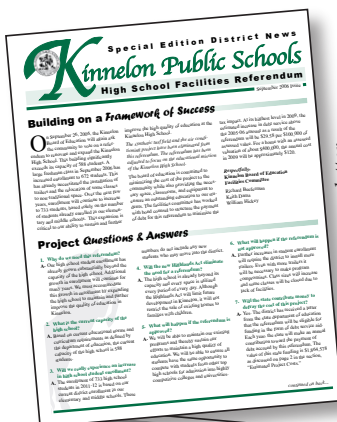
After some reconsideration, the board, with the help of Zander Consulting, revisited the plans and made revisions to the original proposal. The board made it clear to the community that they understood their concerns, and with new communication efforts, informed the community of a revised plan that excluded the athletic fields and the air conditioning project. The communications efforts emphasized the increasingly serious issue of overcrowding and the need to add trailers as classrooms if additions and renovations could not be accomplished. Additionally, newsletters were sent to every home and the district website was regularly updated. A group of Kinnelon residents modeled community-engagement efforts after a neighboring community that experienced a successful referendum. They helped to energize the community into taking another look at the district's needs.

In December 2006, the voters passed the \$12.6 million referendum.



Zander Consulting, LLC

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September 2006 newsletter

Kinnelon website September 2006

web-flyer, enrollments