



Warren
7-12
Regional

Warren Hills Regional Schools

Referendum Date: December 14, 2004

Total Referendum: \$42,884,168

Contact: Peter Merluzzi, *Superintendent*
or Maureen Joyce, *Business Administrator* (908) 689-3143

In September 2004, the Warren Hills Regional School District presented the public with a referendum to address issues of overcapacity at its two schools — Warren Hills Middle School and Warren Hills High School. However, the majority of residents did not support the effort. While the referendum failed, the problem of overcrowded schools and increasing enrollment remained unresolved. Knowing another referendum was necessary, the district engaged Zander Consulting for assistance.

As a first step in uniting this divided community, **Zander Consulting designed a visual identification plan to bring the community together.** A masthead and logo were created to help the district see itself as one entity united behind a common goal. Zander Consulting then implemented a comprehensive outreach plan that incorporated the new logo in a multimedia publicity campaign. In addition, a voter group was created to provide needed community input and to get the word out among various constituent groups in the district. Along with a series of targeted referendum publications including newsletters, fact sheets, and flyers, a section on the website was dedicated to providing easily accessible information on a timely basis.

Based on public input and the recommendations of the project team, the district divided the plan — which was a revised version of the unsuccessful September 2004 plan — into two proposals. The first question included new construction and renovations to existing space for academic, library, and special-needs use. The second question, contingent on passage of the first proposal, included expansion of the schools' athletic facilities.

Along with working to unite the community, the team was faced with other challenges. The communities served by Warren Hills Regional were feeling burdened by their own K-6 referendum and facilities issues, and needed to be convinced more building was necessary at the middle and high school levels.

Through a concentrated effort combining community engagement and communications, Zander Consulting aided the district in passing the first question, which met the district's long-term educational needs.

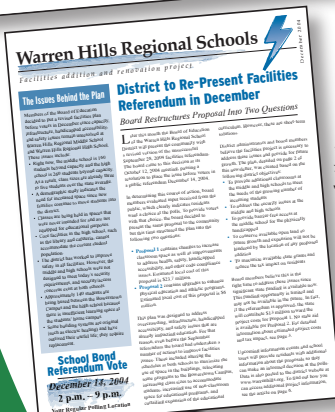


Zander Consulting, LLC

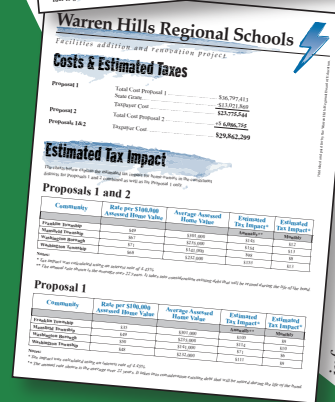
www.zanderconsultingllc.com



most head



December 2004 newsletter



information night hand out