

10

a 10-year retrospective

In this special issue of Funding Strategies, we look back at lessons learned over the past 10 years through conversations with school board members, administrators, communication specialists and other industry experts. As we reflect on highlights from the decade, we also look forward to the promise of new discoveries in our continued exploration of effective strategies for funding capital projects.



In 2000, Mahlum launched a new publication, Funding Strategies, aimed at consistently communicating with K-12 school districts in Washington and Oregon. The newsletter was conceived to explore how school districts secure funding for capital projects and share information on effective strategies.

Over the last decade the publication has featured diverse case studies, interviews, tips and hints, information on trends—and hopefully inspiration—for successful bond and levy elections. Amidst changing economic conditions and demographics, as well as new communication tools, many of these insights still resonate today and continue to offer guidance for capital funding campaigns.

In this new decade, we'll continue interviewing school districts in both states to understand how they approach passing bond and levy packages. We're looking forward to sharing more "lessons learned" and extending this dialogue with you through future issues of Funding Strategies.

TOP 10
 “LESSONS LEARNED”
 FROM 10 YEARS OF
 FUNDING STRATEGIES

What better way to assemble highlights from 10 years of case studies and best practices than a Top Ten list? The following themes have repeatedly proven to be critical factors to campaign success.



“Population increases and high enrollment rates continue to be reflected in more students in America’s schools than ever before.”

*Back to School Statistics for 2009
IES National Center for Education Statistics*

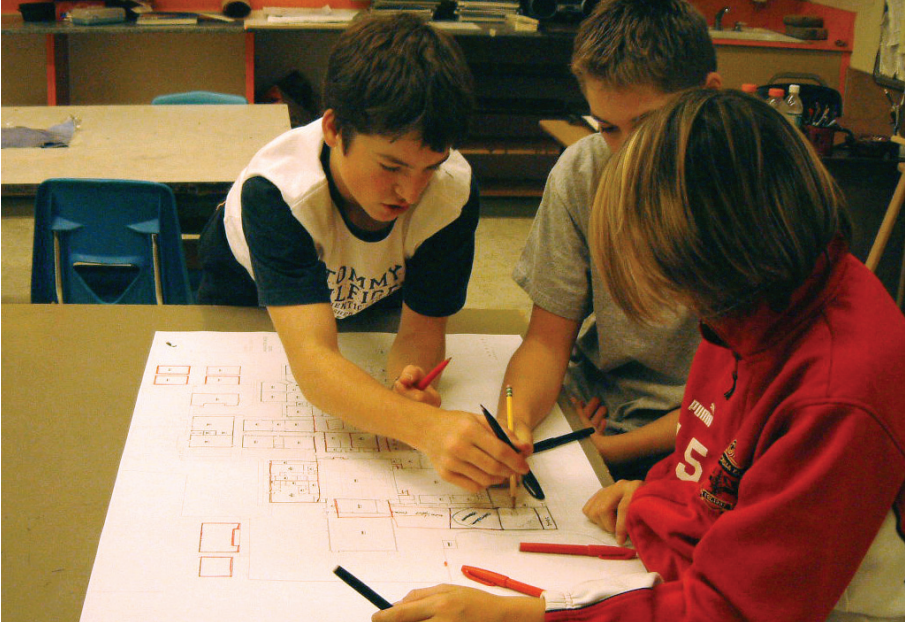
THEN & NOW

U.S. Public Elementary/Secondary Education Statistics

Source: U.S. Department of Education Institute of Education Sciences (IES), <http://nces.ed.gov/>

	10 YEARS AGO	TODAY
STUDENT ENROLLMENT	47.2 million	49.8 million
FTE TEACHERS	2.9 million	3.3 million
STUDENT/TEACHER RATIO	16.0	15.2
TOTAL NATIONAL EXPENDITURE	\$389 billion	\$543 billion
AVG. EXPENDITURE PER STUDENT	\$7,898	\$10,844
HIGH SCHOOL GRADUATES	2.6 million	3.0 million





The purpose of **Funding Strategies** is to explore how school districts secure funding for projects. Please contact Mahlum for more information, or if your district would like to be featured.

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DISTRICT CASE STUDIES

The following is a list of case studies/ topics featured in our newsletter over the past 10 years:

OREGON CASE STUDIES

- Beaverton School District
- Bend-La Pine School District
- Centennial School District
- Condon School District
- David Douglas School District
- Forest Grove School District
- Hillsboro School District
- Hood River County School District
- Lake Oswego School District
- Medford School District
- North Clackamas School District
- Phoenix-Talent Schools
- Redmond School District
- Riverdale School District
- Salem-Keizer Public Schools
- Seaside School District
- Sisters School District
- West Linn Wilsonville School District

WASHINGTON CASE STUDIES

- Bainbridge Island School District
- Bellevue School District
- Central Kitsap School District
- Clover Park School District
- Edmonds School District
- Issaquah School District
- Lake Washington School District
- Northshore School District
- North Thurston Public Schools
- Renton School District
- Shoreline School District
- Tacoma Public Schools
- Yakima School District

SPECIAL TOPICS

- 10 Steps to Successful School Finance Campaigns**
Oregon School Boards Association

A Consultant's View

C and M Consulting

Campaign Insights

Mark Wiener, Winning Mark

Capital Projects Financing

Seattle-Northwest Securities Corporation

Effective Polling for Powerful Campaigns

Grove Insight; Public Affairs Counsel

Nailing Down Construction Costs

Rider Levett Bucknall; Skanska USA; SpeeWest Construction

Navigating a Challenging Economy

Seattle-Northwest Securities Corporation

Sustainable Strategies for Schools /

Focus on Grants for Going Green

Blackbird Consulting; Oregon Department of Energy

Washington State Education

Voters Survey

Seattle-Northwest Securities Corporation

Please contact us at info@mahlum.com if you would like to receive previous issues of **Funding Strategies**.