

# DehlerPR continues collaborative spirit

Hawley Schools commits to transparent, ongoing communications after successful bond referendum

## Challenge

In 2022, DehlerPR assisted the Hawley School District in passing a bond referendum for constructing a new middle school. Its reputation, however, relies on continuous communication and transparency of its academic program, school district management, and facility construction process. **Based on DehlerPR's prior experience, the agency knew the district has an excellent reputation and was ready to help build on Hawley's strong foundation.**

In collaboration with DehlerPR, the district determined its overall goal of **aligning its communications with its strategic plan**. The district also wanted to **keep the positive momentum going** it had from its recent election and expand it through more of the community.

DehlerPR advised the district to keep in mind key points about the construction project taxpayers want to know:

- construction progress
- whether taxpayer dollars are being used appropriately for the purposes originally communicated by the school district.

*DehlerPR provides expertise and tangible materials to deliver regular construction updates to our community. Our stakeholders are able to see their tax dollars being put to work, as well as being able to keep up with the great things happening at our schools.*

Phil Jensen, Hawley Schools Superintendent



## HAWLEY SCHOOL DISTRICT

- 1,053 students in grades K-12
- Small class sizes and an array of course offerings
- Community shows its support for sporting and academic activities
- Voters approved a \$53 million bond referendum to build a new elementary school and provide renovations to the existing high school

## Solution

Hawley adopted a strategy of ongoing communications throughout its design and construction phases, keeping stakeholders abreast of each step in the process. DehlerPR is providing strategic counsel and is regularly submitting guest columns, media releases, eNewsletters, social media and other communications to targeted audiences.

The approach seeks to set a positive tone about progress towards project completion on a more than two-year timeline. DehlerPR creates the content and coordinates with district staff to disseminate the content to most stakeholders. When possible, content includes photos, quotes and stories from stakeholders involved in the process, such as teacher voices as they are involved in the planning process. Media articles and newspaper guest columns are included in the traditional media strategy.

*Sample eNewsletter featuring collaboration between district and city during design phase of the construction process.*



## Results

To date, stakeholders have received updates in a variety of ways. At a more than 75%, its eNewsletter open rate exceeds industry standards. The consistent messaging of all communications reflect the transparency the district wishes to show regarding the construction project and the positive happenings throughout Hawley schools.



Educate. Communicate. Motivate.

[www.DehlerPR.com](http://www.DehlerPR.com) \* [jeff@DehlerPR.com](mailto:jeff@DehlerPR.com)

## DELIVERABLES

- Strategic counsel
- Support and strategic messaging for superintendent and staff at events and meetings
- Electronic and traditional communication
- Media Relations (news releases and editorial guest columns)



*DehlerPR works with schools to develop unique campaign themes, such as Hawley's theme: GO Hawley, which highlights the school's focus on Growth and Opportunity*