



Spotlight on a WASA Diamond-Level Sponsor:

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Planning Your School District's Capital Improvement Bond Campaign

Education administrators and school boards looking to begin a capital bond campaign may feel overwhelmed or unsure of where to start. In the face of million-dollar construction planning in addition to the normal pressures of delivering high quality curriculum, this is understandable. But there are several ways to approach such a large undertaking more confidently. For a successful bond campaign, your goals and vision must be clearly stated at the outset. A coalition of support, including the right professionals and peers, staff, and communities, should be built early. You must assess your specific district building needs and spread any planned benefits around the entire district. Finally, the messaging to the voting community stakeholders should be factual and specifically address the support that capital improvements will provide for student success. David Zeitlin, Hill International's Senior PK-12 Program Consultant adds, "School professionals understand the needs of their student scholars, Hill understands school capital improvement and bond campaigns."

Hill professionals in the Washington area, such as David Zeitlin, are capable of addressing the many complex needs of school districts pursuing capital bond campaigns. They understand that districts often have widely differing needs and goals. David says: "Even though the goal of every school district is to support the learning of its students, we're very aware that not all roads to that goal are the same. Some schools require state-of-the-art technology upgrades for their facilities, others need physical expansions to support increasing enrollment. Most districts require periodic updates to meet student safety and environmental standards." However variant the needs of a given school district, Hill can tailor its services to support even the most ambitious of capital campaigns.

David Zeitlin and the other members of Hill's Washington School Improvement Team have proven their capabilities on large and complex jobs, such as phase one of the Wenatchee School District's Capital Construction Program. For this \$82 million capital improvement program, Hill participated in pre-bond activities and the successful bond campaign, oversaw major construction

on five schools in the district, and led phase one to its successful completion while saving several million dollars for the Phase 2 High School Capital Improvement planning phase.



Washington Elementary School

Credit: Eckert and Eckert Architectural Photography

Hill continues to effect success on phase two of Wenatchee's capital program by managing a long-range planning study and facilitating the work of the Capital Improvement Committee. The 18-month study considered all aspects of long range capital improvements including twenty-first century learning environments, financial feasibility, anticipated student growth, facility condition assessments, and various operations to modernize the Wenatchee High School. Hill's work culminated in the Committee's recommendation of a capital campaign to the School Board.

Given the utterly priceless value of our students' education, Hill understands how critical it is for school districts to appropriately manage their capital assets in support of that education. With that understanding, Hill proudly provides its comprehensive long-range facility planning services to PK-12 education clients in the state of Washington. For over 19 years, Hill's multidisciplinary teams have supported projects for more than 30 school districts in Washington. The local teams draw upon institutional talent and expertise cultivated on over 10,000 international projects with a total value of \$500 billion to deliver projects on time, within budget, and without surprises.

For more information about the ways in which Hill has supported the program goals of its educational clients, please visit www.hillintl.com.



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