



## **School Tax Referenda: A comprehensive Planning Model for Success**

**Presented by IAPSS, IASBO, and ISBA with Dr. Don Lifto and Dr. Deb Henton**

**January 31, 2019 9:00 A.M. – 3:45 P.M.**

**Primo South Event Center, 2615 National Ave, Indianapolis, IN 46227**

*This workshop is based on a book on referendum planning co-authored by our presenter, Dr. Don Lifto. Don is a frequent presenter at national conferences and has more than a dozen articles on referendum planning published in national journals. The workshop's content represents a marriage of research and successful practice, emphasizing systems and strategies rather than specific campaign tactics, allowing school leaders to elevate their thinking to a more comprehensive and long range vision of referendum planning. Don is joined for today's workshop by school superintendent, Dr. Deb Henton and public relations expert, Mr. Jeff Dehler.*

**NOTE: All Attendees will receive a free copy of Dr. Lifto's book on Successful Referendum Campaigns**

### AGENDA

8:30 - 9:15	Registration, Continental Breakfast and Introductions
9:15 – 10:30	Module 1: Why Referenda Fail: Research and Best Practices for Success – Presenter: Dr. Don Lifto
10:30 – 10:40	Break
10:40 – 11:30	Module 2: Development of Voter File. Target Structure and Campaign Applications – Presenter: Dr. Don Lifto
11:30 – 12:00	Developing Voter Targets and Geovisual Mapping of Targets – Presenter: Carey Charboneau, GuideK12
12:00 – 12:40	Lunch
12:40 – 1:20	Module 3: Survey Methodology and Feasibility Testing - Presenter: Dr. Don Lifto
1:20 – 1:50	Module 4: Roles and Responsibilities and Organizing the Campaign- Presenter: Dr. Don Lifto
1:50 – 2:00	Break
2:00 – 2:50	Module 5: Developing the District's Referendum Communications Plan – Presenter: Jeff Dehler – Jeff Dehler Public Relations
2:50 – 3:00	Break
3:00 – 3:45	Module 6: Case Study – “A Tale of Two Elections: North Branch – Dr. Deb Henton
3:45 – 4:00	Q/A



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REGISTRATION FORM

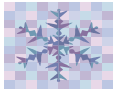
School Corporation/Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

- 1. \_\_\_\_\_  
name title
- 2. \_\_\_\_\_  
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- 4. \_\_\_\_\_  
name title

*COPY FORM FOR ADDITIONAL NAMES*



**E-mail of primary contact in case of inclement weather notifications:**

\_\_\_\_\_

PLEASE BILL SCHOOL CORPORATION/COMPANY

PO# \_\_\_\_\_ \$225.00 x \_\_\_\_\_ \$ \_\_\_\_\_

MAKE CHECK PAYABLE TO: IAPSS, ONE NORTH CAPITOL, STE 1215, INDIANAPOLIS, IN 46204

FAX TO: 317-639-4360 or email to: [lwhite@iapss-in.org](mailto:lwhite@iapss-in.org)

**Cancellations must be in the IAPSS office by: January 25, 2019**