

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

ASD MEMORANDUM #169 (2011-2012)

January 23, 2012

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: REQUEST FOR FUNDS: INFORMATION ON SCHOOL BONDS
FOR APRIL ELECTION

ASD Core Value: *The district will be open, transparent and accountable to the public.*

RECOMMENDATION:

It is the Administration's recommendation that the School Board authorize the Superintendent to expend up to \$45,000 for the April 2012 school bond information program.

PERTINENT FACTS:

The Anchorage School District has proposed one bond proposition for the April 3, 2012 ballot. The \$59 million proposition provides funds for building life extension projects, career and technology education improvements at existing middle and high schools, required matching grant funds for Service High School, and design funding for Girdwood K-8 School and Airport Heights Elementary School.

The District is responsible for providing factual information to Anchorage citizens about the content of the bond propositions. As in previous years, this may include a variety of paid advertisements, direct mail to voters, a speakers' bureau, online information and a variety of printed handouts.

This funding request is based on a review of actual expenditures from the April 2009 and 2011 information programs as well as current estimates from a variety of vendors. In 2011, bond information program costs totaled \$44,319. The amount being requested for the 2011 information program is the same amount requested and approved for three previous information programs.

The source of the funds is the Non-Departmental Account. All expenditures for the information program are reported to the Alaska Public Offices Commission, as required.

CC/HE

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