



Regular BOE Meeting

August, 13
2026-27



Promoting Boquet Valley

Communication Strategies to Address District Needs

Thursday, August 13, 2026

Joey LaFranca, CVES Communications & Publications Manager

How CVES Can Support Boquet Valley

Communications

- Website Management
- Social Media Posts
- Video Testimonials
- Photography
- Press Releases
- Newsletters
- Graphic Design

Printing Needs

- Newsletters
- Postcards
- Posters
- Workbooks
- Vinyl

How CVES Works With Districts

Creating Conversations, Project Analysis

- Have a Discussion
- Talk About Specific Needs
- Develop Plan
- Initiate GOST Method

Utilizing GOST Method

Defining Goals, Objectives, Strategies, and Tactics

- Goals
 - Qualitative
 - The Desired Result
- Objectives
 - Quantitative
 - Measurable Outcomes to Achieve Goal

Utilizing GOST Method (Cont.)

Defining Goals, Objectives, Strategies, and Tactics

- Strategy
 - Focusing on the How
 - Making a Plan Come to Life
- Tactics
 - Components to Complete Strategy
 - Action Points (What You Are Doing)

Analyzing Positives and Talking Points

How Do We Want to Shape Our Story?

- What Does Our District Do Well?
- What Can We Share with Stakeholders?
- How Do We Distribute Information

Communicating the Need for a Capital Project

Allowing for Community Understanding and Support

- Ensuring a Better Future
- Establishing Trust
- Enhancing Strengths

Garnering Support for a Capital Project

Goal

- Allow for a Capital Project to Begin

Objectives

- To Gain Enough Support Through Votes to Support Capital Project

Garnering Support for a Capital Project (Cont.)

Strategies and Tactics

- Develop Communication Design that Truly Capture Boquet Valley
 - Tactics (Newsletters, Social Media Posts, Informational Presentations, Press Releases, Postcards, Video Testimonials, Website Posts)
- Establish Communication Channels to Reach All Stakeholders
 - Tactics (Utilize both digital and print platforms)
- Maintain General Coverage of School Events
 - Tactics (Student and Staff Spotlights on Social Media, Photography in Classrooms and at Special Events, Maintain Already-Existing Communication Outlets)

Ready to Work Together

CVES is Here to Provide Support

- Open Approach
- Always Listening
- Committed
- Motivated

Rural School Association



WINTER CONFERENCE
SARATOGA SPRINGS
DECEMBER 3-4, 2026



Superintendent Report



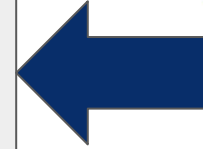
- Grants Update
- Capital Project/EPC Update
- District Safety Plan

Grants Update



- Finalizing Title (ESSA), due 8/31/2026
- IDEA Application Submitted and Approved
- Finalizing UPK, due 8/31/2026
- Awarded Extended School Day Grant, awaiting final funding award

Understanding the Scope



Priority 1:

Elementary Addition
Essential Reconstruction/Renovations
MVC Site Improvements

Priority 2:

Transportation Facility

Not part of this project

Priority 3:

Athletic Fields

Not part of this project

District Safety Plan



- No substantive changes*
- 30 day comment window
 - Emailed to jmeyer@boquetvalleycsd.org
- District Plan vs Building Plan

*adjusted formatting in a few areas, added area code to all phone numbers.

Thank you

- Next Meeting
- Any Questions?



Enrollment Report

2025-26



As of BEDS Day
+11 students
+2.7%

As of 10/8
+14 students
+3.5%

2022-23
411

14 - OOD placement	0
12 - Class of 2025-2026	39
11- Class of 2026-2027	24
10 - Class of 2027-2028	28
9 - Class of 2028-2029	29
8 - Class of 2029-2030	39
7 - Class of 2030-2031	34
6 - Class of 2031-2032	25
5 - Class of 2032-2033	29
4 - Class of 2033-2034	31
3 - Class of 2034-2035	25
2 - Class of 2035-2036	33
1 - Class of 2036-2037	23
K - Class of 2037-2038	24
PK	28
PS	1
Total	412
2024-25 Total	401

