2018 BOND PROGRAM COMMUNICATIONS UPDATE
CAPITAL ASSET ADVISORY COMMITTEE
APRIL 2021

COMPLETED WORK:
- “A School Building is Born” - Canyon Courier Marshdale Story
- Updated system and flipbook with Construction Finance Team:
  - Updated April 2021 Flipbook
- Preview of Spring Construction story
- Weekly JeffcoBuilds social media posts (see below)

Website analytics:
Jeffcobuilds.org and all pages with “jeffco builds” in the URL (ie sub-pages)

<table>
<thead>
<tr>
<th>Jeffco Builds page performance</th>
<th>Page views</th>
<th>Unique page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2021</td>
<td>1,993</td>
<td>1,741</td>
</tr>
<tr>
<td>April 2021</td>
<td>1,422</td>
<td>1,250</td>
</tr>
<tr>
<td>% change</td>
<td>13% decrease</td>
<td>12% decrease</td>
</tr>
</tbody>
</table>

UPCOMING WORK:
- Events:
  - Kendrick Lakes Ribbon cutting (Date change!) - April 23 (@ 10 am)
  - Pomona Groundbreaking - April 21 (@ 11 am)
  - Green Mountain High School Ribbon Cutting - May 1 (@ 12:30 - after their service day)
  - Marshdale - TBD
- Preview to Summer Construction story

Read the full story here: www.jps.click/spring2021update

Jeffco Public Schools - Colorado
Published by Maggie Weis @ April 7 at 10:11 AM

While our students and staff are away, our Jeffco build construction team is hard at work across the district at many of our large project sites. These projects -- which all started as ideas and designs -- are now taking shape as foundations, beams, and interiors are put into place. From nearly completed new buildings to construction kick-offs, we are excited for what is to come!