2018 Bond Program Communications Update  
Capital Asset Advisory Committee  
September 2021

**Completed Work:**
- Columbine High School Ribbon Cutting:
  - [Columbine High School Celebrate New Renovations](http://Youtube) (Youtube)
  - **Media Coverage:**
    - [Columbine High School Unveils Renovations, New Entrance](http://CBS 4) (CBS 4)
    - [Columbine High School Debuts Renovations](http://Spaces4Learning)
- Wayne Carle Middle School Ribbon Cutting:
  - [Wayne Carle Celebrates Addition of New Wing](http://Youtube) (Youtube)
- Bell Middle School Ribbon Cutting:
  - [What’s new at Golden middle schools? Science rooms, a music room garage door and more](http://Golden Transcript) (Golden Transcript)
- Additional coverage:
  - [New Year, New Leaders in Jeffco](http://Golden Transcript) (Golden Transcript)

**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>August 2021</td>
<td>3,715</td>
<td>3,129</td>
</tr>
<tr>
<td>September 2021</td>
<td>2,054</td>
<td>1,715</td>
</tr>
<tr>
<td>% change</td>
<td>44% decrease</td>
<td>45% decrease</td>
</tr>
</tbody>
</table>

*These are still some of the highest numbers we’ve seen this year*

**Upcoming Work:**
- **Upcoming Events:**
  - [Warren Tech South Ribbon Cutting](http://Friday, Sept. 24th @10am)
  - [Prospect Valley Elementary Groundbreaking](http://Friday, Sept. 24th @1pm)
  - [Parmalee Elementary Ribbon Cutting](http://TENTATIVE - Sept, 29th @ 10:15)
- **Storytelling & visiting schools of completed sites:**
  - Writing stories for JeffcoBuilds and for media distribution