



Susana Measelle Hubbs &lt;susana.hubbs@capeelizabeth.org&gt;

## [CE SBAC] SBAC Communications Committee: DRAFT Survey Insert for Discussion

2 messages

Emilie B. Waugh &lt;EWaugh@harriman.com&gt;

Wed, Mar 27, 2024 at 4:36 PM

To: "SBAC (CE School Building Advisory Cmte)" &lt;cesbac@capeelizabethschools.org&gt;

Cc: "Lisa D. Sawin" &lt;LSawin@harriman.com&gt;, Chuck Adam &lt;Chuck.Adam@turntown.com&gt;, Michael Ensminger &lt;Michael.Ensminger@turntown.com&gt;, Chris Record &lt;crecord@capeelizabethschools.org&gt;

Good afternoon Communications Committee,

Attached is an in-progress draft of what we are mocking up for the survey informational insert materials, for discussion and direction in tomorrow morning's communications meeting.

- Page 1: Committee to confirm which SBAC member is writing the cover letter.
- Page 2: I have reformatted the ad content on the Needs to 8.5x11 page size. No text changes have been made.
- Page 3: We have adjusted the layout to remove the infographic bubbles and chart, and replaced with the tax impact chart for each option.
  - As you can see, in addition to our page size being much smaller than the Courier ad this was based on, the tax impact table is much wider than the infographic was. Therefore, we have to reduce each option's description by 2/3, and would only be able to fit a very cursory 1-2 sentence summary of each option.
    - **Please review this page and let us know your content recommendations.**
    - Note: font sizes are as small as they can get (10pt for the majority of the page).
    - I did look to see if we could revert back to the Courier Ad format where we had the tax impact for all options at the bottom of the page, but it runs over by about 3 columns on 8.5x11 paper.
- Page 4: We are still working on making reductions to the 'what does it solve' matrix. It requires significant cuts to the content, as it currently runs 4 pages.

Thank you all. We look forward to discussing tomorrow.

**Emilie Waugh**

Educational Facility Planning Coordinator

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1273K

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**Record, Christopher** <crecord@capeelizabetschools.org>  
To: Susana Measelle Hubbs <susana.hubbs@capeelizabeth.org>

Wed, Mar 27, 2024 at 5:28 PM

Hi,  
Please post with Communication materials if you are able.  
Thanks so much,  
Chris

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Chris Record, Ph.D.  
Cape Elizabeth Superintendent  
[320 Ocean House Rd](#)  
[Cape Elizabeth, ME 04107](#)  
#207-799-2217, ext. #271 (Jen Lakari, Admin Assistant)

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