



MT. HOOD  
COMMUNITY COLLEGE



**Our College, Our Community:**

A Historic Comeback for MHCC

## Overview



In May 2025, Mt. Hood Community College achieved what many thought was impossible: the passage of its first bond measure in 50 years. **After six failed attempts** and decades of deferred maintenance, the college secured voter approval by a razor-thin margin—less than 200 votes out of nearly 50,000 cast, or just 0.03%. On election night, *The Oregonian* called it a loss. But as late returns came in, the tide shifted, reflecting the depth of a community engagement and public relations effort that refused to give up on public higher education.

This was more than a bond marketing and PR campaign—it was a comeback story built on trust, data, community pride, and a message that resonated across political divides: MHCC is *your* college, and this bond was not about expansion, but preservation. In one of Oregon's **most economically challenged districts**, where more than 65% of K-12 students qualify for free and reduced lunch, this campaign asked voters to invest in fixing what we already have—for the sake of access, equity, and the region's economic future.

**We are so proud of what we achieved for our college and for the next generation of MHCC students!**

This campaign exemplified how strategic communications, community organizing, and values-driven messaging can overcome historic skepticism. By refusing to accept defeat, MHCC's advancement and communications teams built a movement—not just to pass a bond, but to remind thousands of Oregonians that their community college is still *theirs*.

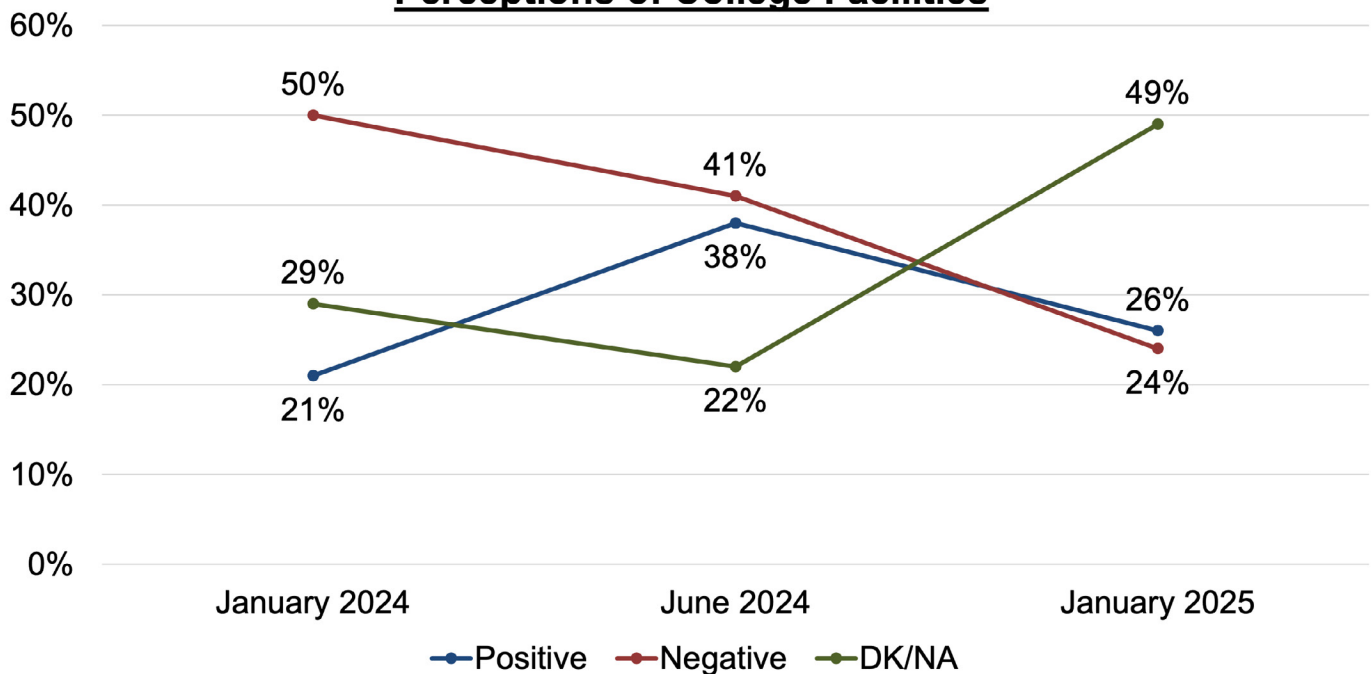
# 1. Research



## RESEARCH: Grounding the Campaign in Data and Community Insight

Unlike other Oregon colleges that had previously passed bond measures, Mt. Hood Community College had a ZERO successful track record to build upon—six failed attempts over 50 years underscored the uphill battle ahead. To ensure this campaign was worth the investment of time, energy, and resources, we grounded every step in research. Over a nine-month period, we commissioned three public opinion surveys to test voter sentiment, message effectiveness, and levels of community awareness. The results were clear: **awareness of MHCC was too low to support a bond...BUT** when voters learned more about the college's role in workforce development and regional economic impact, **enough "no" voters could be persuaded to vote yes.** This insight shaped our entire strategy. It proved that marketing and public relations weren't optional—they were essential. The surveys not only secured Board confidence in moving forward, but also identified the core impact messages that became the foundation of our communications and engagement plan.

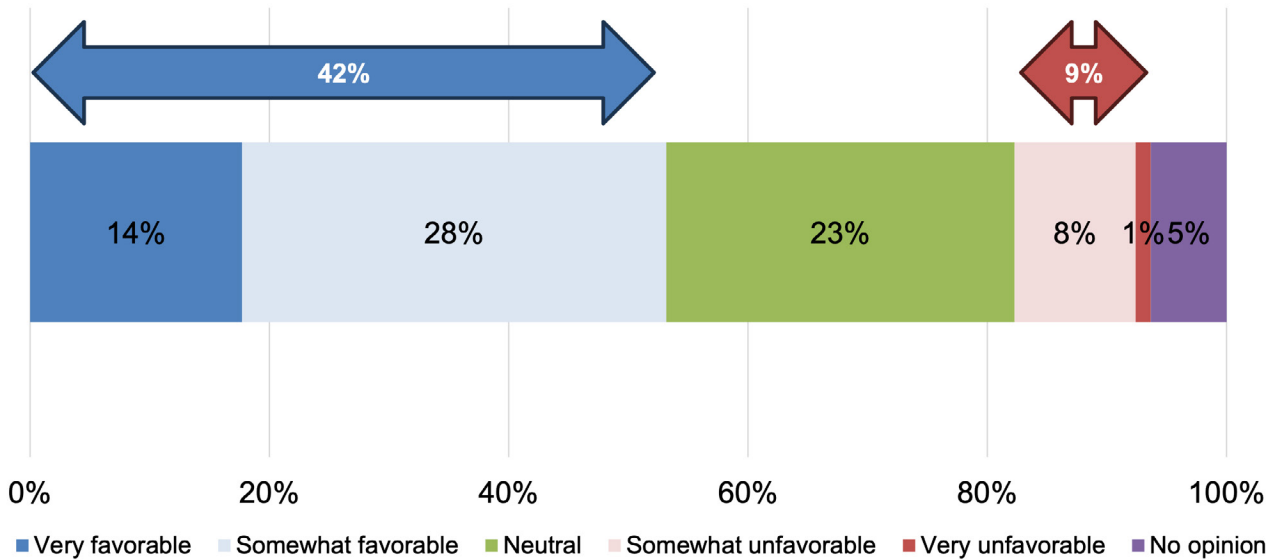
### Perceptions of College Facilities



*Do you think Mt. Hood Community College facilities are in excellent physical condition, good condition, fair condition, or are they in poor physical condition?*

# 1. Research

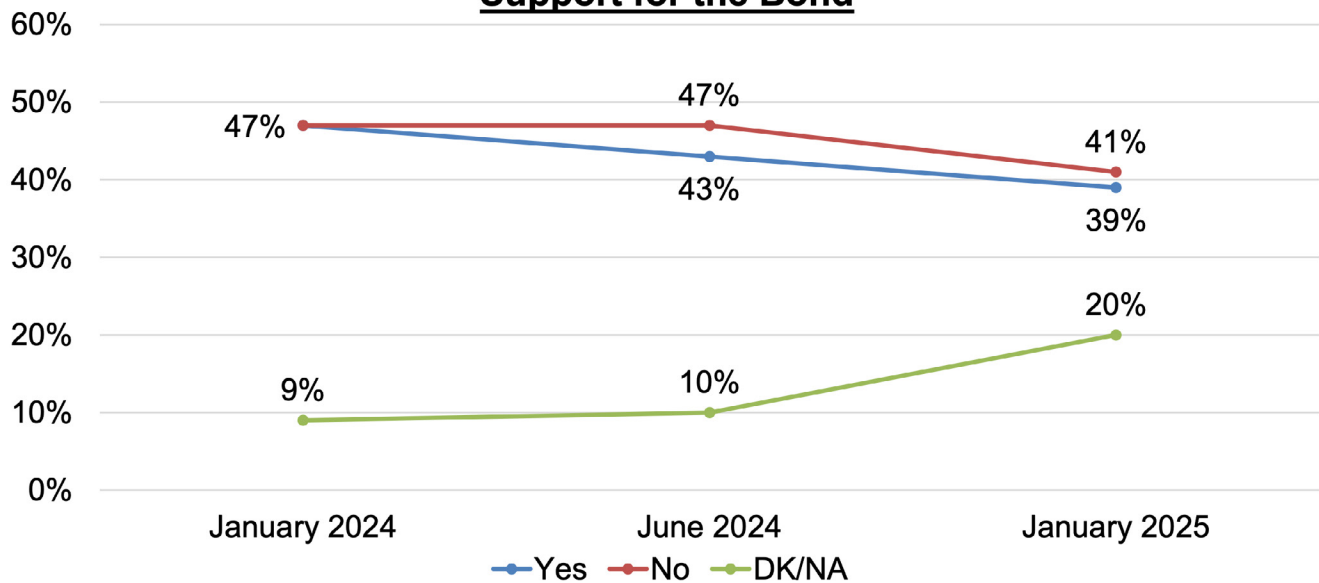
## MHCC Favorability Rating



Generally speaking, do you have a very favorable impression of Mt. Hood Community College, a somewhat favorable impression, a neutral impression, somewhat unfavorable, very unfavorable or have you never heard of it or don't know enough about it to have an opinion?

As with perceptions of facilities, this is likely a result of the May 2025 universe which is older and has weaker ties to the college.

## Support for the Bond



# 1. Research

## Household financial situation

- Positive: 47% yes; 43% no
- Negative: 42% yes; 50% no

## MHCC Favorability Ratings

- Favorable: 80% yes; 15% no
- Neutral: 16% yes; 60% no
- Unfavorable: 3% yes; 95% no

## Perceptions of facilities' condition

- Positive: 49% yes; 43% no
- Negative: 70% yes; 25% no
- DK/NA: 17% yes; 48% no

**[HC]** Mt. Hood Community College has helped train nearly one thousand health care professionals like dental hygienists, physical therapists, and mental health counselors over the past five years. It serves as a vital link in the effort to increase access to high quality healthcare in our region. In fact, health professions students at the college contribute more than 60,000 hours every year in support of small, medium, large, urban and rural hospitals and clinics across the metro area

**[CHILD CARE]** Mt. Hood Community College is focused on addressing the child care crisis in the east metro area. Not only does it operate multiple Head Start programs, including one of the largest in the area—providing around 1,000 children with a high quality early education—it is also working to increase the number of child care providers in the region, providing the training and continuing education opportunities needed to increase access to and reduce the cost of child care for working parents

**[JOBS]** Mt. Hood Community College has an outsized impact on East Multnomah and Clackamas County's economies. In a single year, college alumni working in the region help add over \$350 million dollars in economic activity

**[ROI]** Mt. Hood Community College provides a good return for the community. For every dollar invested, taxpayers receive a return of one dollar and sixty cents, the direct result of better skilled college graduates staying in the region, becoming more productive, and contributing to the success of their local small and large business employers

**[HANDOUTS]** It's estimated that Mt. Hood Community College reduces demand for government services like food stamps, healthcare, and free and reduced lunch by \$10 million dollars a year by providing its graduates with a pathway to good-paying jobs that lift them and their families out of poverty

# 1. Research

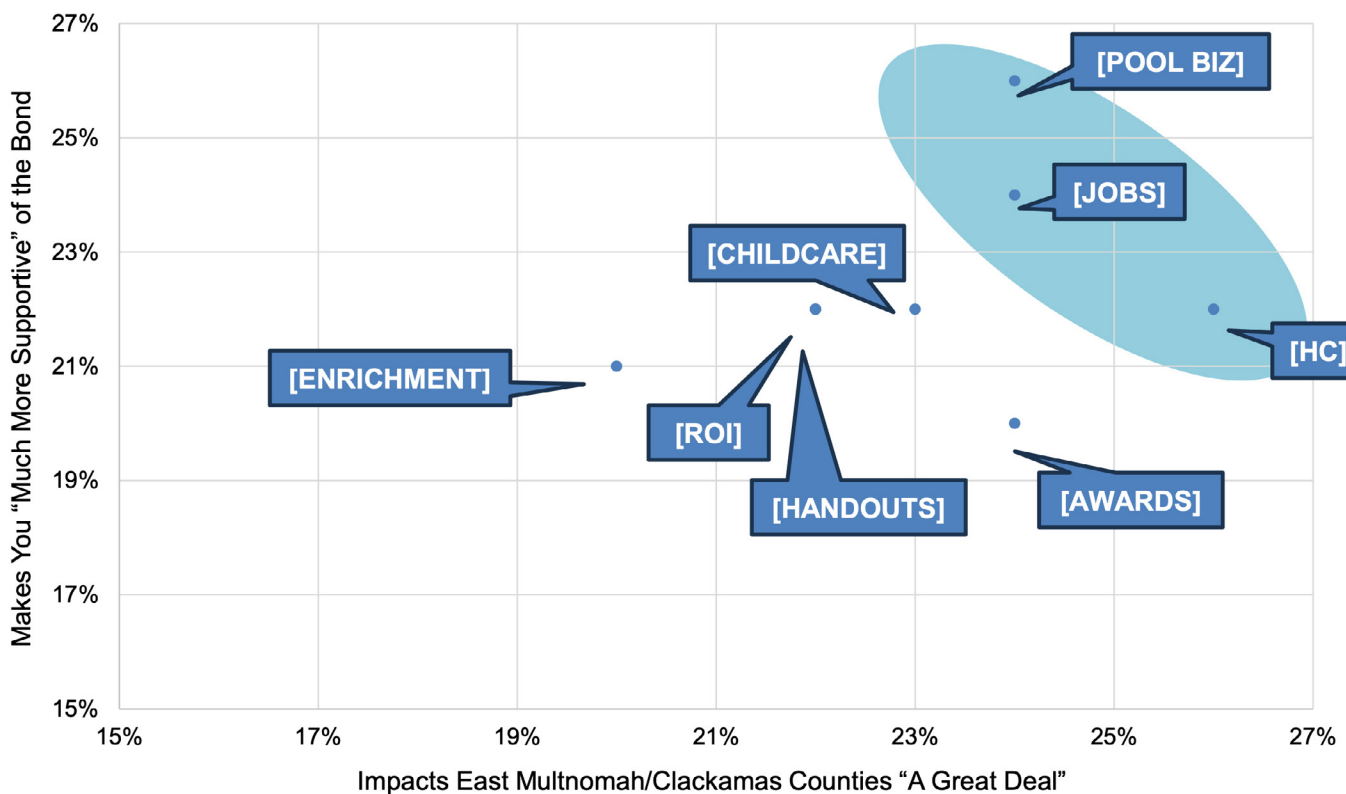
**[ENRICHMENT]** Mt. Hood Community College doesn't just provide a practical career education for students, it's also a community resource, offering dozens of non-credit personal enrichment courses and opportunities to thousands of residents of all ages—helping them develop a new skill, explore a hobby, build their small business, or stay fit and healthy

**[POOL BIZ]** Mt. Hood Community College is a community resource. For instance, its pool—the only outdoor competition size pool in the Northwest—provided swim lessons to nearly 26,000 residents last year and hosted numerous swim meets and events that brought over 35,000 people to our community. This kind of event traffic is exactly what our local small businesses need to grow and thrive

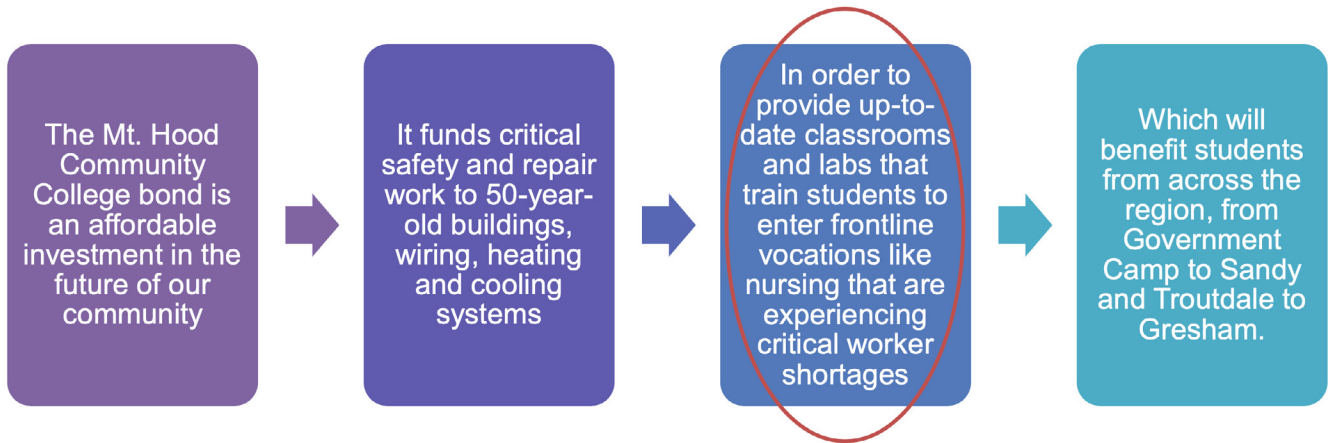
**[COLLEGE NOW]** Mt. Hood Community College maintains strong ties with area high schools, helping students get a head start on a career or college. For instance, nearly one thousand seven hundred students from local high schools like David Douglas, Parkrose, Gresham, Centennial, and Sandy were enrolled last year in the college's "College Now" vocational training and education courses

**[AWARDS]** Mt. Hood Community College has earned multiple awards for the exceptional financial stewardship and educational value it provides our community. For example, MHCC is the only college in Oregon to receive the Triple Crown Award for financial reporting, accountability and transparency. MHCC has also been ranked among the top five community colleges in the United States for delivering a high-quality education while keeping costs as low as possible—ensuring students receive the best value for their investment

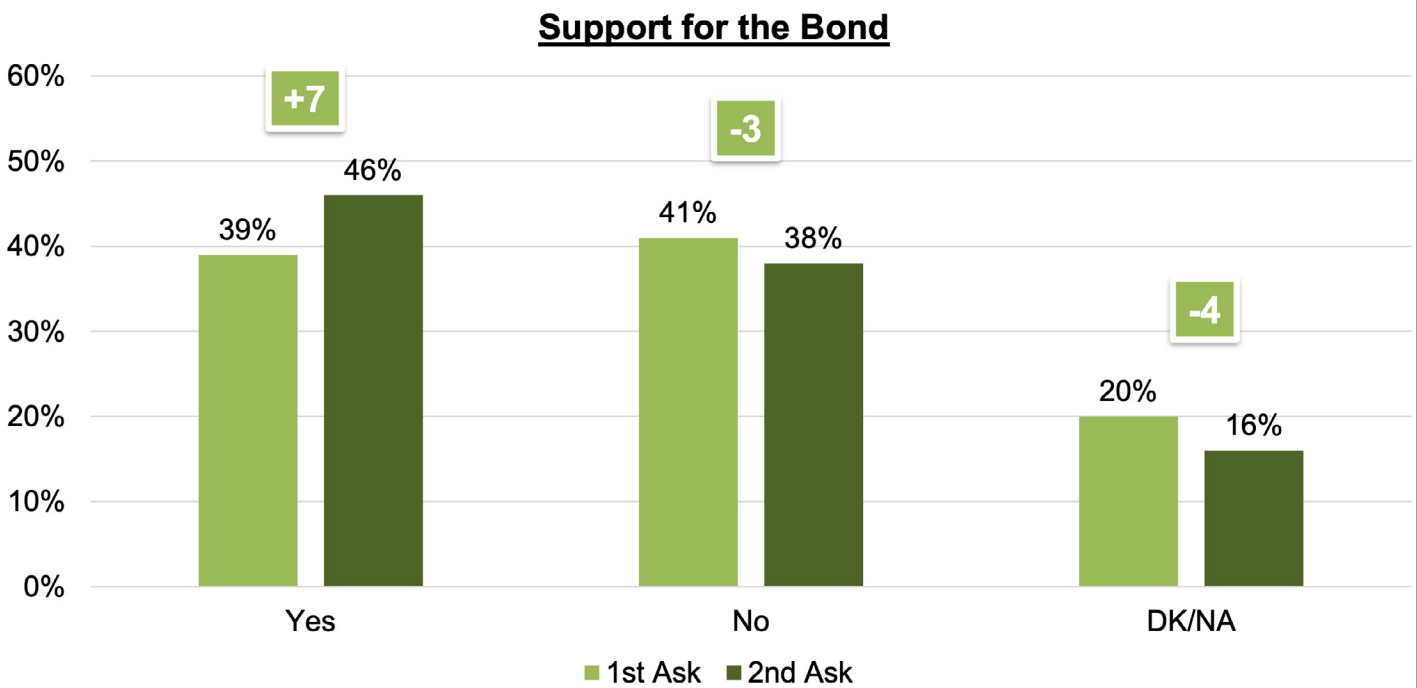
Messaging focusing on economic impact rises to the top, whether framed in terms of the pool, the local contribution of alumni, or the healthcare industry specifically



# 1. Research



Support for the bond increases by seven points after positive messaging about the college



## 2. Print Materials



### PRINT MATERIALS: Equipping Our Community with Clear, Accessible Information

To support widespread understanding of the bond and ensure consistent messaging, we developed a robust suite of print materials designed for use by faculty, staff, and community partners. These included flyers, posters, pocket guides, and informational handouts—all translated into seven languages to reflect the diversity of our district. Materials were distributed across campus, at community tabling events, and throughout the region, ensuring that anyone representing the college had accessible, accurate resources to reference and share. They were also available via the website for download. Given legal requirements, all collateral was carefully crafted to maintain a neutral, informational tone—educating the public on the facts of the bond measure without advocating a vote. This collateral played a critical role in making the campaign visible, trustworthy, and inclusive.

# 2. Print Materials

## Informational Pocket Guide



**2025 Education Bond Measure**  
Vote May 20

**5 Things to know**

Remember to  
**VOTE MAY 20**  
Voter registration deadline: April 29



**MT. HOOD COMMUNITY COLLEGE**

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.



**2025 Education Bond Measure**  
Vote May 20

**5 Things to know**

The Mt. Hood Community College Education Bond Measure is on the Ballot this May.  
**FOR DETAILS, VISIT: [MHCCBOND.COM](http://MHCCBOND.COM)**



**1**

MHCC alumni contribute over  
**\$350 million annually**  
to the local economy.



**2**

The bond would  
**Expand Career Education Facilities**

If passed, the bond would make facility improvements which will equip thousands of skilled workers in high-demand fields like healthcare, technology and skilled trades, by updating classrooms and labs that prepare students for frontline careers.

If passed, the bond would make upgrades to the community pool for year-round use, improve ADA accessibility, and support new technology for both urban and rural learners. These improvements mean opening year-round access to popular programs, such as swim lessons (26,000 residents served last year) and regional events that support local businesses.



**3**

The bond would  
**Strengthen Community Impact**



**4**

The bond would  
**Secure the Campus**

If passed, the bond would increase security with modern lockdown capabilities, upgrade fire safety systems, and make seismic retrofits to 50-year-old buildings that predate today's earthquake and seismic standards.

If passed, the bond would repair 50-year-old buildings with upgraded electrical wiring, heating, and cooling systems that are original to their 1970 construction. Repairs would ensure safe and cost-efficient operations as buildings continue to age.



**5**

The bond would  
**Repair Aging Facilities**



MHCC's bond measure is estimated to cost 25 cents per \$1,000 of assessed value. For the average homeowner, that means about \$5 a month, or \$60 a year. **100% of funds stay local – all funding supports MHCC projects.**

# 2. Print Materials

## Leaflet Handout



### MHCC helps elevate our community.

- › **Building Our Economy:** MHCC drives economic growth in East Multnomah and Clackamas Counties. In a single year, college alumni working in the region add more than **\$350 million dollars in economic activity.**
- › **Fulfilling Regional Needs:** MHCC strengthens local healthcare access. In the last five years, MHCC has trained nearly 1,000 healthcare professionals and each year, has contributed more than 60,000 student volunteer hours to **local hospitals and clinics.**
- › **Earning Community Trust:** MHCC upholds financial excellence. In 2024 MHCC was the only public college in Oregon to earn the prestigious Triple Crown Award for its commitment to stewardship and transparency of **taxpayer money.**



### Why is MHCC Proposing a Bond?

It has been 50 years since MHCC last passed a bond measure. In that time, our community has grown, a college education has changed dramatically, and our facilities have aged.

#### If passed, this bond would:

- ✓ **Expand Career Education Facilities to Meet Local Workforce Demand**  
Facility improvements will equip thousands of skilled workers in high-demand fields like healthcare by updating classrooms and labs that prepare students for frontline careers.
- ✓ **Help MHCC Better Serve the Community**  
Upgrades to the community pool for year-round use, improved ADA accessibility, and new technology to support both urban and rural learners. These improvements mean opening year-round access to popular programs, such as swim lessons (26,000 residents served last year) or regional events.
- ✓ **Secure the Campus**  
Strengthening security with modern lockdown capabilities, upgraded fire safety systems, and seismic retrofits for 50-year-old buildings that predate today's earthquake and seismic standards.
- ✓ **Repair Aging Facilities**  
Repair 50-year-old buildings with upgraded electrical wiring, heating, and cooling systems that are original to their 1970 construction.

#### What would it cost?

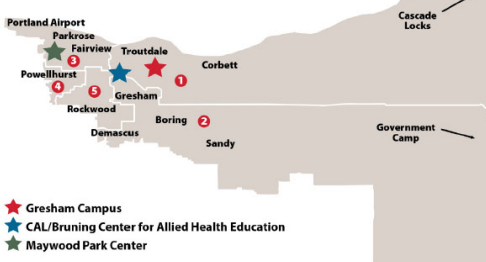
This bond is estimated to cost 25 cents / \$1,000 of assessed value. For the average homeowner, that means about \$5 a month, or \$60 a year.

From Government Camp to Sandy, East Portland to Corbett, Troutdale to Gresham our communities rely on **Mt. Hood Community College** as the **#1** provider of higher education, job training, and new workers for local businesses.

To learn more visit  
**MHCCBond.com**

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.

#### MHCC DISTRICT



MHCC is the most important provider of essential job training in this corner of Oregon. Our nurses, first responders, childcare providers, teachers, machine technicians, automotive workers, small business owners and more **all depend on Mt. Hood Community College.**

Learn what the Mt. Hood Community College May 2025 bond would do to keep our community thriving.

## 2. Print Materials

### Flyer Handout



## Why is the College Asking Voters to Consider a Bond?

### 50-year-old Facilities are Aging and in Need of Repair

- MHCC buildings are all original to when the college was first built in 1970. Now these 50-year-old facilities are in need of major repairs – like HVAC, plumbing, electrical, exterior siding, and more – just to keep pace with student and community usage today. By restoring these aging facilities, we can also plan to serve more people in the future.

### Out-Dated Safety and Security Measures

- While we work hard every day to protect students, staff, parents and community members, the fact is that many of the original safety and security features of our buildings are clearly outdated. This bond would allow us to update these systems, and to ensure a safer environment for the many people who rely on our campus facilities everyday.

### Growing Demand for our Programs

- We understand the transformational power of education and we want to make sure our campus is set up to best to help our students harness that power. This bond allows us to modernize tools, labs and learning spaces that allow for the kind of cross-disciplinary training that leads to great jobs in our community.

### Building a College for All

- The MHCC district is one of the most diverse community college districts in the state. We serve rural and urban communities across 950 square miles from Government Camp to Sandy, East Portland to Corbett and Troutdale to Gresham. Our community college is an asset for the entire region and we need to improve our facilities in order to better serve our students and community members.

To learn more and provide feedback please visit [MHCCBond.com](https://MHCCBond.com) or email [bond@mhcc.edu](mailto:bond@mhcc.edu)

# 2. Print Materials

## Campus Signage



### The bond would **Expand Career Education Facilities**

If passed, the bond would make upgrades to the community pool for year-round use, improve ADA accessibility, and support new technology for both urban and rural learners. These improvements mean opening year-round access to popular programs, such as swim lessons (26,000 residents served last year) and regional events that support local businesses.



### The bond would **Strengthen Community Impact**

If passed, the bond would make facility improvements that will equip thousands of skilled workers in high-demand fields like healthcare, technology and skilled trades, by updating classrooms and labs that prepare students for frontline careers.



### The bond would **Secure the Campus**

If passed, the bond would increase security with modern lockdown capabilities, upgrade fire safety systems, and make seismic retrofits to 50-year-old buildings that predate today's earthquake and seismic standards.



### The bond would **Repair Aging Facilities**

If passed, the bond would repair 50-year-old buildings with upgraded electrical wiring, heating, and cooling systems that are original to their 1970 construction. Repairs would ensure safe and cost-efficient operations as buildings continue to age.

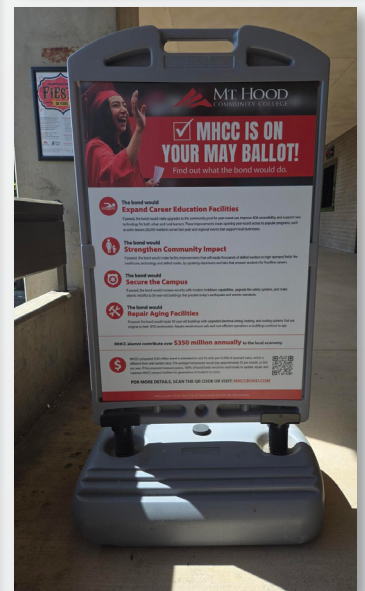
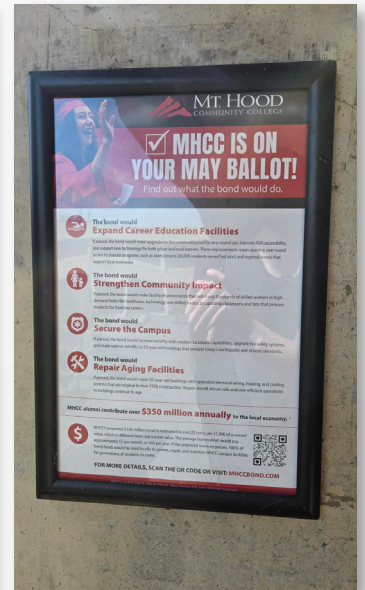
MHCC alumni contribute over **\$350 million annually** to the local economy.



MHCC's proposed \$136 million bond is estimated to cost 25 cents per \$1,000 of assessed value, which is different from real market value. The average homeowner would pay approximately \$5 per month, or \$60 per year. If the proposed measure passes, 100% of bond funds would be used locally to update, repair, and maintain MHCC campus facilities for generations of students to come.



**FOR MORE DETAILS, SCAN THE QR CODE OR VISIT: [MHCCBOND.COM](http://MHCCBOND.COM)**



# 2. Print Materials

## Campus Signage

# MHCC BOND

## If passed, what would the bond do for the Academic Center?

### ACADEMIC CENTER BOND PROJECTS



#### Repair and Update Facilities

- ▶ Classroom upgrades
- ▶ Science Lab upgrades
- ▶ Dining and Café renovation
- ▶ New roofs, electrical, plumbing, HVAC and windows



#### Safety and Security

- ▶ More secure building and parking lot access controls
- ▶ Card access system
- ▶ Additional security cameras
- ▶ Fire alarm system updates



#### Enhance Campus Experience

- ▶ Expanded Student Clubs spaces
- ▶ New Student Activity Nodes to include student lounges, study rooms, and all-gender restrooms

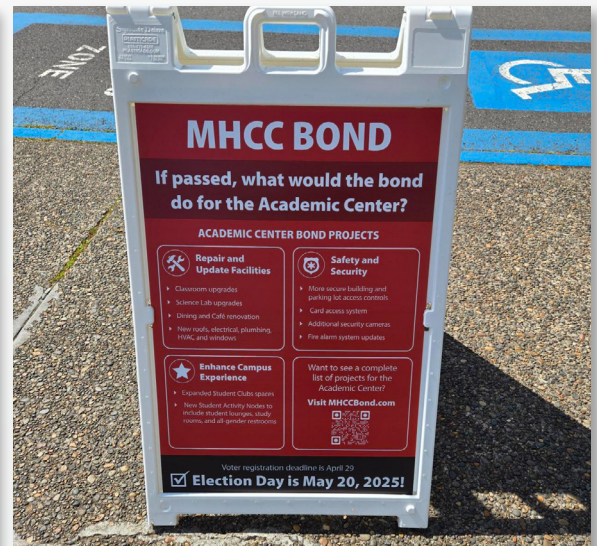
Want to see a complete list of projects for the Academic Center?

Visit [MHCCBond.com](https://www.mhccbond.com)



Voter registration deadline is April 29

**Election Day is May 20, 2025!**



## 3. Website



### **WEBSITE: A Central Hub for Transparent, Informational Outreach**

The campaign website served as a vital anchor for our outreach strategy, offering a centralized, accessible platform for community members to learn about the bond. Designed to comply with all legal requirements, the site maintained a neutral, fact-based tone while providing a clear overview of why the bond was needed, what specific projects it would fund, and how it would benefit the college and region. Key components included a detailed FAQ, project timelines, an explainer video, and background on the citizen-led bond committee. The site also highlighted MHCC's broader economic and workforce impact, using vetted data to show how the college drives regional prosperity.

# 3. Website



## Mt. Hood Community College: Serving Our Community Since 1966

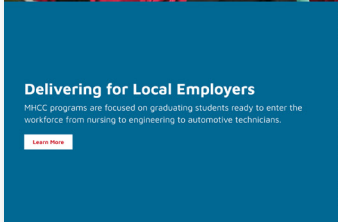
From Government Camp to Sandy, East Portland to Corbett, Troutdale to Gresham our communities rely on Mt. Hood Community College as the #1 provider of higher education, job training, and new workers for local businesses.



### Driving Economic Growth

Mt. Hood Community College (MHCC) plays a vital role in boosting the economies of East Multnomah and Clackamas Counties. Each year, alumni working in the region contribute over \$350 million to local economic activity.

[Learn More](#)



### Delivering for Local Employers

MHCC programs are focused on graduating students ready to enter the workforce from nursing to engineering to automotive technicians.

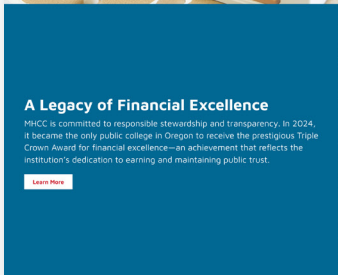
[Learn More](#)



### Strengthening Local Healthcare

MHCC is a key partner in enhancing healthcare access in our community. Over the past five years, the college has trained nearly 1,000 healthcare professionals and contributed more than 60,000 student volunteer hours annually to local hospitals and clinics.

[Learn More](#)



### A Legacy of Financial Excellence

MHCC is committed to responsible stewardship and transparency. In 2024, it became the only public college in Oregon to receive the prestigious Triple Crown Award for financial excellence—an achievement that reflects the institution's dedication to earning and maintaining public trust.

[Learn More](#)

### MHCC Bond and Facility Needs



by College

[Select Language](#)

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## Why is the College Considering a Bond?

It has been 50 years since MHCC last passed a bond measure. In that time, our community has grown, a college education has changed dramatically, and our facilities have aged.

### Expand Career Education Facilities to Meet Local Workforce Demand

Facility improvements will equip thousands of skilled workers in high-demand fields like healthcare by updating classrooms and labs that prepare students for frontline careers.

### Help MHCC Better Serve the Community

Upgrades to the community pool for year-round use, improved ADA accessibility, and new technology to support both urban and rural learners. These improvements mean opening year-round access to popular programs, such as swim lessons (26,000 residents served last year) or regional events.

### Secure the Campus

Strengthening security with modern lockdown capabilities, upgraded fire safety systems, and seismic retrofits for 50-year-old buildings that predate today's earthquake and seismic standards.

### Repair Aging Facilities

Repair 50-year-old buildings with upgraded electrical wiring, heating, and cooling systems that are original to their 1966 construction.



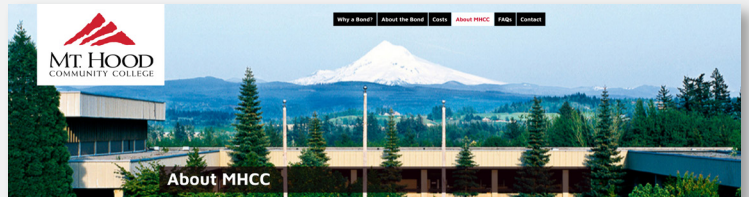
### Placing a Bond on the Ballot

- Community Colleges in Oregon do not receive money from the State to fund major capital construction projects. Colleges can borrow funding from banks to pay for the construction, expansion and renovation of grounds and buildings but often are very limited in what they can borrow.
- Bonds are a way of funding large scale capital construction projects through assessment of property in the college district.
- A community college will develop a list of proposed project and total project cost and make a request of voters to fund these projects.
- Voters must approve these funds, and projects through a bond election on the ballot.
- MHCC hasn't had a bond since 1970, that's 50 years!
- MHCC is looking to put a bond measure on the May 2025 ballot.

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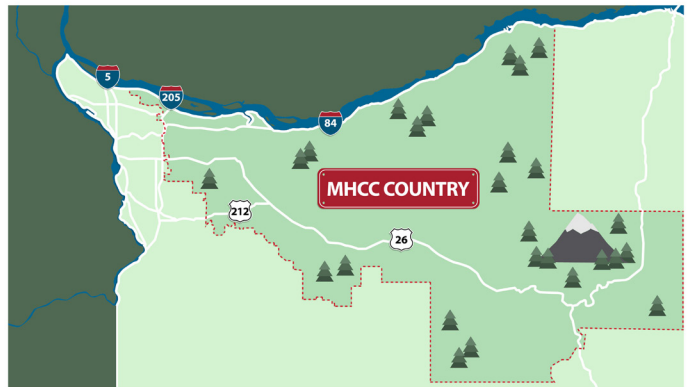


## About MHCC

### MHCC helps elevate our community as:

- Our region's #1 essential resource for job training and workforce development.
- Our community's college. From Government Camp to Sandy, East Portland to Corbett, Troutdale to Gresham our mission impacts many, and
- Has earned the prestigious 2024 Triple Crown Award for financial excellence -- recognizing unwavering commitment to stewardship and transparency of taxpayer money.

Above all, MHCC is the most important provider of economic-backbone job training in this corner of Oregon. Our trained nurses, first responders, childcare providers, teachers, machine technicians, automotive workers, small business owners and more all depend on Mt. Hood Community College.

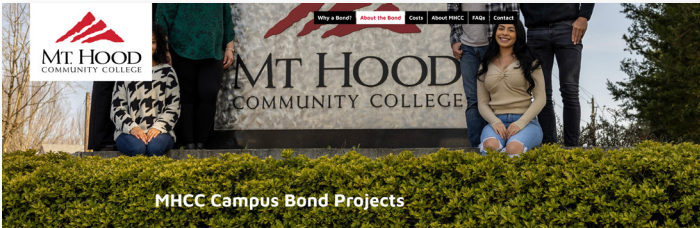


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# 3. Website



## MHCC Campus Bond Projects

### Academic Center



#### Repair and Update Facilities

- Repair or replace roofs, windows, plumbing, electrical, HVAC, flooring, and IT infrastructure
- Repairs and updates to parking lots, sidewalks, roads
- Science Lab upgrades
- Classroom upgrades
- Library Study upgrades
- Food Service renovation to Vista Dining and North Cafe
- Health Professions: Renovate existing space and relocate the Nursing Program to centralize all Health Professions programs in one location
- Update other existing HPE labs and classrooms

#### Safety and Security

- More secure building and parking lot access controls
- Card access system
- Additional security cameras
- Fire alarm system updates
- Dispatch and emergency communication upgrades
- Seismic upgrades

#### Enhance Campus Experience

- New Student Activity Nodes to include student lounges, study rooms, and all-gender restrooms
- Improved campus feel with additional benches, lighting, windows, and signage for wayfinding
- Increase space and capacity for Student Clubs

### Fisheries/Grounds

#### Repair and Update Facilities

- Repair or replace roofs, windows, plumbing, electrical, HVAC, flooring, and IT infrastructure
- Repairs and updates to parking lots, sidewalks, roads
- Classroom upgrades

#### Safety and Security

- Fire panel updates

### Maywood Center



#### Repair and Update Facilities

- Repair or replace roofs, windows, plumbing, electrical, HVAC, flooring, and IT infrastructure
- Repairs and updates to parking lots, sidewalks, roads
- Select classroom upgrades
- Restroom upgrades
- Expanded wifi

#### Safety and Security

- More secure building and parking lot access controls
- Card access system
- Additional security cameras
- Fire alarm panel updates
- Dispatch and emergency communication upgrades

#### Enhance Campus Experience

- Improved campus feel with additional benches, lighting, windows, and signage for wayfinding

### South Campus

#### Repair and Update Facilities

- Repair or replace roofs, windows, plumbing, electrical, HVAC, flooring, and IT infrastructure
- Repairs and updates to parking lots, sidewalks, roads
- Restroom upgrades

#### Safety and Security

- More secure building and parking lot access controls
- Card access system
- Additional security cameras
- Fire panel updates
- Dispatch and emergency communication upgrades
- Seismic Upgrades

#### Enhance Campus Experience

- New infrastructure for a permanent Swim Center retractable dome allowing year-round utilization of the pool
- Swim Center retractable dome allowing year-round utilization of the pool
- Softball field updates
- Locker room remodel to accommodate student teams with updated paint, lockers, restrooms, and expanded space

### Visual Arts Mall

#### Repair and Update Facilities

- Repair or replace roofs, windows, plumbing, electrical, HVAC, flooring, and IT infrastructure
- Repairs and updates to parking lots, sidewalks, roads

#### Safety and Security

- More secure building and parking lot access controls
- Card access system
- Additional security cameras
- Fire panel and alarm system updates
- Dispatch and emergency communication upgrades
- Seismic upgrades

#### Enhance Campus Experience

- Visual Arts Theater upgrades with new furnishing, carpet, and paint

### Bruning Center

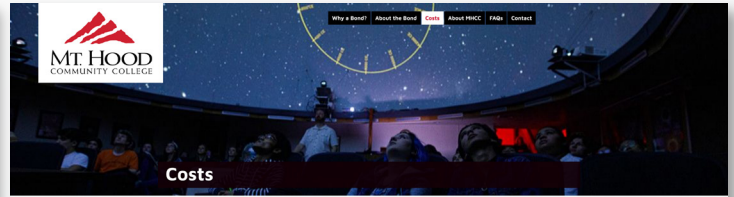


#### Repair and Update Facilities

- Future coordinated relocation of the Nursing Program to the Academic Center
- Restroom upgrades

#### Safety and Security

- More secure building and parking lot access controls
- Card access system
- Additional security cameras
- Fire alarm panel updates
- Dispatch and emergency communication upgrades



## Costs

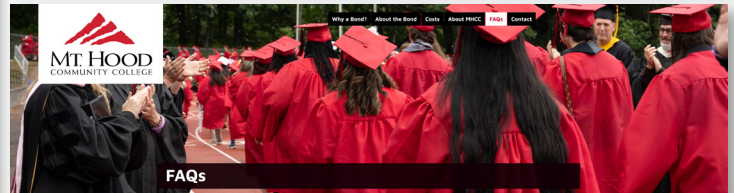
The Mount Hood Community College proposed \$136 million bond is estimated to cost 25 cents per \$1,000 of assessed value, which is different from real market value. The average homeowner would pay approximately \$5 per month, or \$60 per year.

If the proposed measure passes, 100% of bond funds would be used locally to update, repair, and maintain MHCC campus facilities for generations of students to come.

Search Language

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## FAQs

### — What will be the cost for me as a taxpayer?

The direct costs to taxpayers will vary by the tax assessed value of their home. The bond is estimated to cost 25 cents / \$1,000 of the assessed value of a taxpayer's home. For the average homeowner in the MHCC district that means about \$5 a month, or \$60 a year.

### + **Mt. Hood Community College gets funding from the state legislature and from property tax revenue, and tuition. Why do you need a bond?**

### + **How is MHCC's enrollment these days? Is MHCC really growing?**

### + **What are some of the issues MHCC is trying to address with the bond funds?**

### + **With inflation still a concern and a precarious economy why is MHCC going out for a bond now?**

### + **I am not directly connected to MHCC (Mt. Hood Community College), why should I take on more taxes to support it?**

### + **What is different this time than the last bond attempt?**

### + **What is MHCC known for?**

### + **What parts of Oregon does MHCC represent?**

### + **How is MHCC funded?**

### + **Is MHCC a good steward of public money?**

### + **How long does it take to retire the bond?**

### + **What is a bond and what can it help address?**

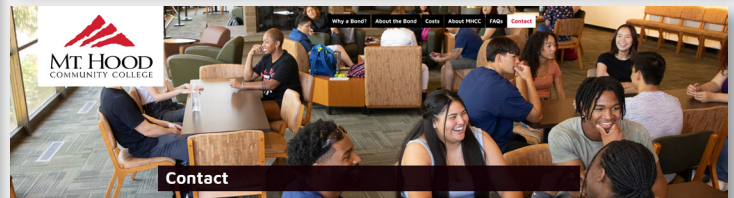
### + **When will the MHCC bond be on our ballots?**

### + **How can I give feedback or learn more about MHCC's bond?**

Search Language

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## Contact

Questions or Feedback? Email us at [bond@mhcc.edu](mailto:bond@mhcc.edu)

Search Language

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## 4. Direct Mail Pieces

**Mt. Hood Community College is more than just a college— it's a driving force for business growth, workforce development, and thriving economies.**

*Did You Know?*

- Students in health professions at the college contribute over 60,000 hours every year in support of small, medium, and large urban and rural hospitals and clinics across the metro area.
- MHCC has a significant impact on East Multnomah and Clackamas counties' economies. In a single year, MHCC alumni working in the region add over \$350 million dollars in economic activity.
- The activities of MHCC and its students support one out of every 29 jobs in the District.

Scan to learn more.



Mt. Hood Community College  
26000 SE Stark St.  
Gresham, OR 97030-3300

## Proud to Elevate Our Community.

Mt. Hood Community College is a leading educator of healthcare professionals and has helped train nearly 1,000 practitioners like nurses, surgical technicians, respiratory therapists, and mental health counselors over the last five years.



IT'S TIME  
ELEV

IT'S TIME TO  
ELEVATE



### **DIRECT MAIL: Targeted Messaging to Close the Awareness Gap**

Our research revealed a critical awareness gap about MHCC's community and economic impact—particularly among voters unfamiliar with the college's role in regional prosperity. To address this, we developed a phased direct mail strategy rooted in our tested key messages. Three months prior to the election, we launched a series of issue-focused postcards that did not mention the bond, but instead spotlighted MHCC's contributions—customized by district quadrant to align with regional values (e.g., workforce development for conservative areas; health and human services for liberal-leaning neighborhoods). As the election neared, we followed up with informational mailers clearly outlining "5 Things to Know" about the bond. The capstone was a multi-page, magazine-style mailer featuring stories of student success, economic impact, and campus need—delivered to every household in the district (approximately 150,000). Post-election, the magazine returned with a heartfelt "thank you" edition, reinforcing trust and appreciation. While advocacy was handled separately by the Political Action Committee (PAC), we maintained careful coordination by volunteering after hours and aligning communication timing to maximize reach and clarity.

# 4. Direct Mail Pieces

## Mailers

**DID YOU KNOW?**

Over the past five years, Mt. Hood Community College has trained nearly **1,000** healthcare professionals.



**Mt. Hood Community College Bond Measure Proposal 26-258**

MHCCBond.com

**IF PASSED, MEASURE 26-258 WOULD HELP MHCC:**

**Train More Health Care Workers for Our Region**


MHCC students volunteer 60,000+ hours annually at local hospitals and clinics. Yet local demand for trained healthcare workers continues to exceed supply.

**If passed, the proposed Bond would:**

- › Fund a new Center for Health Professions by repurposing existing space
- › Expand training for nurses, surgical techs, respiratory therapists, and mental health counselors


**What would it cost?**

The proposed \$136 million bond is estimated to cost 25 cents per \$1,000 of assessed value, which is different from real market value. The average homeowner would pay approximately \$5 per month, or \$60 per year. 100% of funds stay local – all funding supports MHCC projects. If the bond does not pass, the proposed projects would not be completed and the taxes would not be assessed.



**On your May 2025 ballot: MEASURE 26-258**

**Learn More at: MHCCBond.com**




Mt. Hood Community College  
26000 SE Stark Street  
Gresham, OR 97030  
MHCCBond.com

\*\*\*\*\*AUTO\*-5-DIGIT 97055  
Stephen Meneching and Lisa Skari  
18245 SE Twilight Ln  
Sandy, OR 97055-9248

002328 T4 P1

**5 Things to Know About the Proposed Bond Measure 26-258**



- 1** Mt. Hood Community College is on your May 2025 ballot
- 2** Local control: If passed, 100% of bond funds are controlled, distributed and used locally for MHCC
- 3** Expand career education facilities to meet local workforce demand
- 4** Help MHCC better serve the community with more access to campus resources
- 5** Secure the over 50-year-old campus and repair aging facilities

**If passed, the bond would:**

**What would it cost?**

The proposed \$136 million bond is estimated to cost 25 cents per \$1,000 of assessed value, which is different from real market value. The average homeowner would pay approximately \$5 per month, or \$60 per year. 100% of funds stay local – all funding supports MHCC projects. If the bond does not pass the proposed projects would not be completed and the taxes would not be assessed.

**Learn More at: MHCCBond.com**

**MT. HOOD COMMUNITY COLLEGE**

Mt. Hood Community College  
26000 SE Stark Street  
Gresham, OR 97030  
MHCCBond.com

**Mt. Hood Community College is on Your Ballot**

**2025 Proposed Bond Measure 26-258**

**5 THINGS TO KNOW**



\*\*\*\*\*AUTO\*-5-DIGIT 97055  
Stephen Meneching and Lisa Skari  
18245 SE Twilight Ln  
Sandy, OR 97055-9248

NON-PROFIT US POSTAGE  
PAID  
CAMDEN, MA 01145  
97218

002328 T4 P02

**MT. HOOD COMMUNITY COLLEGE**

**DID YOU KNOW?**

**1 IN EVERY 29 JOBS** in this community are powered by MHCC.



**MHCC is on your May ballot: MHCCBond.com**

**IF PASSED, MEASURE 26-258 WOULD HELP MHCC:**

**Expand Job Training & Career Education Facilities**

- In one year, MHCC alumni generate over \$350 million in local economic activity.
- If passed, this bond would update classrooms and labs, helping train thousands more skilled workers for in-demand fields like healthcare, technology, and the trades.

**What would it cost?**

The proposed \$136 million bond is estimated to cost 25 cents per \$1,000 of assessed value, which is different from real market value. The average homeowner would pay approximately \$5 per month, or \$60 per year. 100% of funds stay local – all funding supports MHCC projects. If the bond does not pass, the proposed projects would not be completed and the taxes would not be assessed.

**Learn More at: MHCCBond.com**

**MHCC BOND MEASURE 26-258**

Mt. Hood Community College  
26000 SE Stark Street  
Gresham, OR 97030  
MHCCBond.com

\*\*\*\*\*AUTO\*-5-DIGIT 97055  
Stephen Meneching and Lisa Skari  
18245 SE Twilight Ln  
Sandy, OR 97055-9248

NON-PROFIT US POSTAGE  
PAID  
CAMDEN, MA 01145  
97218

005506 T4 P1

## 4. Direct Mail Pieces

Magazine



# MT. HOOD

COMMUNITY COLLEGE

Summer 2025 • Volume 1.3

Magazine and Non-Credit Courses

## WE DID IT! THANK YOU!

Together we've made history, approving the first bond in 50 years.

Thank You!

Thank You!

*"This victory belongs to every student, volunteer, and community member who believed in our vision."*

- MHCC President Dr. Lisa Skari

**NEW** Community Education and Small Business Development Center courses begin in June. **See inside!**

# 4. Direct Mail Pieces

Magazine

## We Did it! Thank You!

Together we've made history, approving the first bond in 50 years

MHCC has empowered more than a million people who've walked through our doors since 1966. Alumni currently contribute over \$350 million annually to the local economy, our Aquatic Center provides swim lessons to 26,000 residents a year, and thousands of skilled workers are equipped to fill high-demand fields like healthcare and engineering.

Join us now as we are able to take MHCC to new heights and provide environments that reflect the excellence of our students, faculty and community.

### 1 WORKFORCE READINESS

Lab and classroom renovations and expanded hands-on training opportunities will elevate opportunities for thousands of skilled workers in high-demand fields.

### 2 COMMUNITY IMPACT

Upgrades to the community pool for year-round use and improved ADA accessibility are just some ways that we will advance community access and support.

### 3 STRONG INFRASTRUCTURE

50-year old buildings are getting ready for the next adventure with much needed upgrades to their original electrical wiring, heating, and cooling systems.

### 4 SAFETY & SECURITY

Increased security with modern lockdown capabilities, fire safety upgrades and seismic retrofits will provide safe passage for our campus community.

### 5 STUDENT & COMMUNITY SUCCESS

Modern and accessible facilities, elevated hands-on training and labs, and improved safety will ensure our students are equipped for the road ahead—no matter how steep the climb.

Follow our progress at:

[www.MHCCBond.com](http://www.MHCCBond.com)



4

MHCC Magazine - Summer Edition - Vol. 1.3

Mt. Hood Community College

5



MT. HOOD  
COMMUNITY COLLEGE

Winter 2025 - Volume 1.1

Magazine and Non-Credit Courses



MT. HOOD  
COMMUNITY COLLEGE

Spring 2025 - Volume 1.2

Magazine and Non-Credit Courses



## CLASSROOM TO CLINIC: MHCC'S IMPACT ON LOCAL HEALTHCARE

Bachelor's Degree in Cybersecurity Launches  
Winter Events Calendar  
MHCC Theatre Performs "Stone Soup" for Young Audiences  
**And More!**

**NEW** Community Education and Small Business Development Courses begin January. **See inside!**



## CRAFTING CAREERS: MHCC Apprenticeships and Workforce Development

Board Votes Unanimously to Place Bond Measure on May Ballot  
Fueling the Local Workforce  
Spring Events Calendar  
**And More!**

**NEW** Community Education and Small Business Development Courses begin March. **See inside!**

# 4. Direct Mail Pieces

## Political Action Committee

### IT'S TIME TO VOTE!

**Vote for a better economy and more jobs through Measure 26-258.**

Every dollar raised through Measure 26-258 stays right here in our community—putting MHCC graduates to work with local employers.

A few minutes filling out your ballot today will have a lasting effect for decades.

MHCC Students need a safe, functioning campus to learn, grow and contribute to our community.

We can make a difference.

Your vote matters.

Our community college matters.

Let's send a message.

Visit for more information:  
www.YesforMHCC.com  
Paid for by Friends of MHCC PAC ID #17647




## MORE JOBS BUILDING OUR ECONOMY

## BRIGHTER FUTURE



Friends of Mt. Hood Community College  
P.O. Box 42307  
Portland, Oregon 97222  
97258

PRINTED ON RECYCLED PAPER  
CAMPAIGN MAIL


\*\*\*\*\*ECRWSH\*\*014  
Kevin Alexander Minneweather  
CI Current Resident  
16143 NE Wasco Ct  
Portland OR 97230-5791

A note from your neighbor about...

# VOTE YES ON 26-258 YES FOR MHCC!

**BUILDING CAREERS. GROWING OUR ECONOMY.**

Paid for by Friends of MHCC PAC ID #17647



SCAN ME

**Vote YES on Measure 26-258  
BUILDING CAREERS,  
GROWING OUR ECONOMY**

Your donated stamp here will save the campaign precious resources!


Barbara Larson  
PO BOX 5  
Dayville OR 97825


Election Day is May 20th!  
Learn more at [YesforMHCC.com](http://YesforMHCC.com)


## VOTE YES ON MEASURE 26-258


**MORE JOBS + BETTER TRAINING = STRONGER ECONOMY**


BY PASSING THIS BOND,  
MT. HOOD COMMUNITY COLLEGE WILL:


 **TRAIN MORE WORKERS FOR LOCAL JOBS**



 **HELP MHCC BETTER SERVE THE COMMUNITY**



 **SECURE THE CAMPUS AND FIX FAILING BUILDINGS**



**A Smart, Affordable Investment**

For just **25 cents per \$1,000** of assessed property value—about **\$5 per month for the average homeowner**—we can ensure MHCC continues to serve our community for generations.

**Want to Learn More? Visit: [YesforMHCC.com](http://YesforMHCC.com)**

## 5. Social Media & Video



### 5 Things to Know About the MHCC Bond

Unlisted

 **Mt. Hood Community College**  
579 subscribers

Analytics

Edit video

0

Share

Promote

Save

...

50K views 2 months ago

No description has been added to this video.

...more

### **SOCIAL MEDIA & VIDEO: Humanizing the Bond and Engaging in Two-Way Dialogue**

Social media was a cornerstone of our campaign—providing a real-time, high-impact platform to tell MHCC’s story through the voices of the people who live it every day. One of our most compelling strategies was a video series featuring staff and students at every level explaining, in their own words, why the bond mattered. A nursing student spoke about outdated equipment and the need for modern tools to match industry standards. A public safety officer explained the college’s inability to lock down multiple buildings quickly in the event of an emergency. A geology instructor highlighted seismic risks in aging buildings, while aquatic staff described major maintenance needs in our community pool. These honest, informational videos showed how deeply the people of MHCC believed in this effort—without ever crossing into advocacy. We also created a five-minute campaign video that provided historical context, illustrated our economic impact, and outlined what the bond would fund. Throughout the campaign, we actively monitored and responded to social media comments. While we occasionally received negative or oppositional feedback, these moments proved valuable because they helped us understand key points of resistance and gave us the opportunity to respectfully share fact-based counterpoints alongside dissenting opinions. Even when we couldn’t change minds, we ensured accurate, thoughtful information was always part of the conversation.

# 5. Social Media & Video



**mthoodcommunitycollege**

**mthoodcommunitycollege WE DID IT—THANK YOU!** 🎉🎉🎉

Because of you, Measure 26-258 has passed! Your belief in Mt. Hood Community College means safer, more modern spaces for students, faculty, and the entire community. You've helped us protect a vital public asset and ensure MHCC continues to serve as a hub for opportunity, learning, and growth.

To every voter, volunteer, student, and supporter—thank you for standing with us. This is a historic moment, and we're so proud to share it with you.

Thank you @theoregonian for covering this historic moment ❤️ Please visit the link in our bio to read their article.

#MHCC #ThankYou #MHCCBond #WeBelieveInMHCC #CommunityVictory #YourCommunityCollege #ILoveMHCC

9w

coachleahmcMahon 🙌  
9w 1 like Reply

mhccwbb Time to elevate! 🐾🐾  
9w 2 likes Reply

adam.moore\_ 🔥🔥🔥🔥  
9w 2 likes Reply

candaceforpdx WOOHOO!!! 🐾🐾🐾  
9w 2 likes Reply

View insights [Boost post](#)

👍🗨️📌

👍 Liked by run4orccstudents and 135 others  
May 23

😊 Add a comment... [Post](#)

**Mt. Hood Community College**  
24,554 followers  
1mo · 🌐

MHCC "stepped" into a brighter future this week in celebration of our bond win - our amazing jazz students led us on a musical march through campus! 🎵🌟 Let's make some noise - for our history, our future, and our community! ❤️🖤

#MHCC #ThankYou #bond #parade #jazz

👍👍👍 Jennifer Boehmer and 42 others  
2 comments · 2 reposts

👍 Like 🗨️ Comment 🔄 Repost

**mthoodcommunitycollege**  
Original audio

**mthoodcommunitycollege WE DID IT—we couldn't have done it without YOU.**

With your support, we celebrate the first successful bond measure in 50 years.

#MHCC #bond #YourCommunityCollege #Ilovemhcc

Edited · 8w

annetmattson ❤️❤️❤️❤️  
9w Reply

adam.moore\_ Let's go MHCC!!! 🎉  
9w Reply

nelly\_shohe Asanti ❤️❤️🇧🇪  
9w Reply

View insights [Boost post](#)

👍🗨️📌

👍 Liked by mhccheadstart and 85 others  
May 27

😊 Add a comment... [Post](#)

# 5. Social Media & Video



**The MHCC bond measure will be on your May ballot!**

**mthoodcommunitycollege**

The MHCC bond measure will be on your May ballot! What would the bond do to help the fisheries?

We have been training skilled fisheries technicians here at MHCC for over 50 years. More than 50% of the Oregon Department of Fish and Wildlife hatchery positions are filled by MHCC graduates.

With over 50 years of teaching, training, and learning, the fisheries buildings and grounds are beginning to wear down. With the bond, we hope to be able to improve the:

- Roofing
- Plumbing
- Electrical work
- Windows
- Floors
- HVAC

Improving the safety and conditions of the fisheries learning environment means stronger graduates for stronger ecosystems. Tune in tomorrow to hear from Maria Chaney, one of our fisheries instructors, about what the fisheries program accomplishes and what the bond would do if it passes.

To learn more about the bond, visit [mhccbond.com](http://mhccbond.com)

#MHCC #ItsTImatoElevate #YourCommunityCollege #bond

13w

View insights Boost post

Liked by sandyoregonchamber and 15 others

April 24

Add a comment... Post



**mthoodcommunitycollege**

Original audio

mthoodcommunitycollege We want to hear from you! Do you have thoughts, concerns, or ideas about MHCC's potential bond initiative? Please email those to us at [bond@mhcc.edu](mailto:bond@mhcc.edu). Visit the bond website, linked in our bio, to learn more about this initiative.

#MHCC #YourCommunityCollege

Edited: 49w

matteoselwert 49w Reply

dhpstroud 49w Reply

orvl\_gamboa 49w Reply

60 years ago, our community stepped up and invested in

View insights Boost post

Liked by therealdandavey and 39 others

August 15, 2024

Add a comment... Post



assistant swim instructor, and water aerobics instructor here at Mt.

**mthoodcommunitycollege**

Original audio

mthoodcommunitycollege The MHCC bond aims to better serve the swimming community by adding a retractable roof over the outdoor 50-meter pool and making the aquatic center even more accessible. These updates will allow year-round use of the 50-meter pool while maintaining maximum community access. To learn more about the bond, visit [mhccbond.com](http://mhccbond.com)

#MHCC #ItsTImatoElevate #YourCommunityCollege #bond

12w

View insights Boost post

Liked by mhccclub and 26 others

May 2

Add a comment... Post



I'm Cherilyn from Mt.

**mthoodcommunitycollege**

Original audio

mthoodcommunitycollege Our lead MHCC Public Safety officer, Cherilyn Neiderhiser, shares info about the work her team does and how the MHCC bond measure on your May ballot would allow us to make critical upgrades and repairs.

The MHCC bond aims to further enhance campus safety and security by:

- implementing seismic upgrades
- updating the alarm systems
- expanding security camera coverage
- installing more card access systems
- strengthening our public safety team with improved dispatch and emergency communication tools

#MHCC #ItsTImatoElevate #YourCommunityCollege #bond

Edited: 16w

View insights Boost post

Liked by mthoodaintact and 15 others

April 4

Add a comment... Post



Did you know Mt.

**mthoodcommunitycollege**

Original audio

mthoodcommunitycollege The bond measure aims to bring more modern equipment to our nursing students and create a stronger collaborative work environment between the different healthcare programs here at MHCC by relocating the nursing program to the main Gresham campus. A stronger nursing program means better healthcare for you! To learn more about the bond, visit [mhccbond.com](http://mhccbond.com)

#MHCC #ItsTImatoElevate #YourCommunityCollege #bond

11w

View insights Boost post

Liked by mhccclub and 15 others

July 9

Add a comment... Post



**mthoodcommunitycollege**

**mthoodcommunitycollege** 27w

Exciting News!

Last night, the MHCC Board of Education took a bold step toward securing the future of education in East County by voting unanimously to place a \$136 million bond measure on the May 2025 ballot. 🌟

View insights Boost post

100 likes

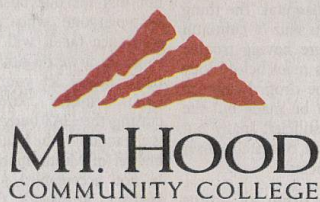
January 16

Add a comment... Post

## 6. Advertising



# MHCC IS ON YOUR MAY BALLOT



## 5 Things to Know About the Proposed Bond Measure 26-258



### ADVERTISING: Raising Visibility and Reclaiming MHCC's Story

The bond campaign offered a rare and powerful opportunity to elevate the overall story of MHCC and shift our college's traditional approach to advertising, which has typically focused on program promotion. Instead we focused on our institution's broad economic and community impact. We launched a multi-channel advertising strategy that blended visibility with strategic targeting. A new partnership with our local weekly paper allowed us to double our print presence through matched ad placements—an investment that not only boosted awareness but also reinforced our commitment to supporting local journalism and staying rooted in the community. Meanwhile, digital ads allowed for precise audience segmentation and message testing, driving traffic to the website and reinforcing both bond-specific and broader impact messages. Across the district, more than 20 billboards spotlighted compelling facts about MHCC and reminded voters that the college was on the ballot. On campus, large sandwich boards were placed in prominent locations, each labeled with what improvements would take place "in this space" if the bond passed—turning every corner of campus into a living reminder of what was at stake.

# 6. Advertising

Paid Advertising



## MHCC IS ON YOUR MAY BALLOT



### 5 Things to Know About the Proposed Bond Measure 26-258



1

Mt. Hood Community College is on your ballot. Remember to vote on May 20.



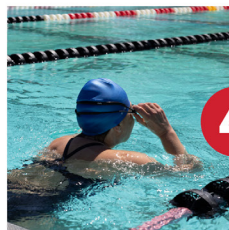
2

Local control: If passed, 100% of bond funds are controlled, distributed and used locally for MHCC.



3

The bond would expand career education facilities to meet local workforce demand.



4

The bond would help MHCC better serve the community with more access to campus resources.



5

The bond would secure the over 50 year old campus and repair aging facilities.

#### What Would it Cost?

The proposed \$136 million bond is estimated to cost 25 cents per \$1,000 of assessed value, which is different from real market value. The average homeowner would pay approximately \$5 per month, or \$60 per year. 100% of funds stay local – all funding supports MHCC projects. If the bond does not pass the proposed projects would not be completed and the taxes would not be assessed.

Learn More at: [MHCCBond.com](http://MHCCBond.com)

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.

## 6. Advertising

*Paid Advertising*



Mt. Hood Community College  
alumni contribute more than

**\$350 MILLION**

to our regional economy

**EACH YEAR.**

- › In the last five years, MHCC has trained nearly 1,000 healthcare professionals.
- › Health profession students at the college contribute more than 60,000 student volunteer hours to local hospitals and clinics every year.
- › The activities of MHCC and its students support 1 in every 29 jobs in the MHCC District.

**MHCC IS ON YOUR  
MAY BALLOT.**

See how the bond supports workforce  
training in our community at

**[mhccbond.com](http://mhccbond.com)**



MHCC is an EEO, Title IX, Title VI, Title VII, Title II,  
Section 504, ADA, ORS 659A Institution.

## 6. Advertising

Paid Advertising



**MT. HOOD**  
COMMUNITY COLLEGE

**MHCC IS ON  
YOUR MAY BALLOT**

Find out what the bond would do.

### The bond would allow MHCC to:



**Expand Career Education Facilities**



**Strengthen Community Impact**



**Secure the Campus**



**Repair Aging Facilities**

Remember  
To Vote  
**MAY 20**



MHCC alumni contribute over  
**\$350 million annually to the local economy.**

For more details, scan the QR code or visit: [mhccbond.com](http://mhccbond.com)

# 6. Advertising

## Bi-Weekly Impact Newspaper Ads



**MT. HOOD COMMUNITY COLLEGE**

**MHCC IS ON YOUR MAY BALLOT.**

Find out what the bond would do at [mhccbond.com](http://mhccbond.com)

**Did You Know?**  
MHCC has trained nearly 1,000 healthcare professionals in the past five years.

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.



**MT. HOOD COMMUNITY COLLEGE**

**MHCC IS ON YOUR MAY BALLOT.**

Find out what the bond would do at [mhccbond.com](http://mhccbond.com)

**Did You Know?**  
MHCC provides hundreds of noncredit community classes and has supported the success of more than 400 small business owners through its Small Business Development Center!

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.



**MT. HOOD COMMUNITY COLLEGE**

**MHCC IS ON YOUR MAY BALLOT.**

Find out what the bond would do at [mhccbond.com](http://mhccbond.com)

**Did You Know?**  
The activities of MHCC and its students support **1 in every 29 jobs** in the MHCC District.

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.



**MT. HOOD COMMUNITY COLLEGE**

**WE DID IT! THANK YOU!**

Thanks to you, Measure 26-258 has passed! Your support means safer, more modern spaces for students and a stronger future for Mt. Hood Community College.

We're grateful to every voter, volunteer, and supporter who made this possible. This is a big step forward for our community.

Follow our progress: [www.MHCCBond.com](http://www.MHCCBond.com)  
#MHCCBond #CommunityVictory #HeartMHCC

MHCC is an EEO, Title IX, Title VI, Title VII, Title II, Section 504, ADA, ORS 659A Institution.

## Digital Ads



**MHCC IS ON YOUR MAY BALLOT**

**VISIT MHCCBOND.COM**




**DID YOU KNOW?**

MHCC Alumni boost our regional economy by **\$350 Million a Year.**

MHCC is on your May Ballot: [MHCCBond.com](http://MHCCBond.com)



**DID YOU KNOW?**

**MHCC Alumni Boost Our Economy by \$350 Million a Year**

**MHCC is on your May ballot.** See how the bond supports workforce training in our community at [mhccbond.com](http://mhccbond.com)



**MT. HOOD COMMUNITY COLLEGE**

**IT'S TIME TO ELEVATE**

**VISIT MHCC.EDU**



**MT. HOOD COMMUNITY COLLEGE**

**ELEVATE YOUR COMMUNITY**

**VISIT MHCC.EDU**



**MT. HOOD COMMUNITY COLLEGE**

**ELEVATE YOUR CAREER**

**VISIT MHCC.EDU**

## 6. Advertising

### Billboards



**DID YOU KNOW?**

**1 in every 29 jobs** in this community are powered by MHCC.



MHCC is on your May Ballot: **MHCCBond.com**



## 7. Media Coverage



Lisa Skari, president of Mt. Hood Community College, wants 2025 to be a big year.

STAFF PHOTO: CH

ast Multnomah County has The result: a group w

### **MEDIA COVERAGE: From Doubt to Historic Headlines**

The MHCC bond campaign drew significant media attention—initially fueled by skepticism over whether a college that had failed six previous bond attempts could succeed on its seventh try. While the measure gained endorsements from across the political spectrum, the public narrative was cautious, with many expecting yet another defeat. Our local newspaper played a vital role in telling MHCC’s story, publishing thoughtful coverage that highlighted our community impact and the urgency of long-deferred facility improvements. On election night, when results showed us trailing by over 1,500 votes, *The Oregonian* called the race as a loss. But as ballots continued to be counted and the margin narrowed, media interest grew. When we ultimately won by just under 200 votes—making history—the tone shifted dramatically. Coverage celebrated not just the stunning turnaround, but the perseverance of our institution and the broad community support that made the win possible.

# 7. Media Coverage

Newspaper

# The Outlook

Friday, January 17, 2025 • Vol 114, Issue 6 • \$1

NEWS IS CHANGING RAPIDLY | For breaking stories and the latest headlines, visit theoutlookonline.com



Dr. Lisa Skari, president of Mt. Hood Community College, wants 2025 to be a big year.

STAFF PHOTO: CHRISTOPHER KEIZUR

## BONDS and STUDENT RESOURCES

*Mt. Hood Community College hopes 2025 is one to remember*

STORY & PHOTO BY  
Christopher Keizur

East Multnomah County has always felt a strong connection to higher education, especially when a neighboring municipality threw some not-so-subtle shade.

Back in the 1960s Oregon became interested in building community colleges, which were growing in popularity nationwide. Several key locations were identified, including East County. While legislators and officials had given the green light, there was no money available to build the schools, placing the onus firmly on each community.

"Even though people out in East County wanted a community college to happen, Portland said, 'Leave the job of educating to Portlanders.' So the community took it as a challenge and stepped up."

— Dr. Lisa Skari, Mt. Hood Community College President

The result: a group was convened in the fall of 1962 to come up with a plan. By January of 1963 all the paperwork had been filed with the state, and that June voters approved the college.

Not only did it mean the birth of Mt. Hood Community College, a beloved cornerstone of East Multnomah County, where locals receive an education and have a place for sports, arts and culture, but also (more importantly) it proved Portland wrong.

"We always will," Skari said with a smile. Now the college and Skari hope that same love and passion continues to burn, not just when it comes to filling out ballots during a critical money ask, but for partnerships of all shapes and sizes. The

Saints want 2025 to be a year to remember.

See MT. HOOD / A2

## College officially launches bond campaign

*College asking for \$136 million bond to fund critical infrastructure, safety projects*

By CHRISTOPHER KEIZUR  
Staff Reporter

Mt. Hood Community College means a whole lot of things to a whole lot of people.

When Andrew Speer and his younger brother were adopted, their mom attended the college in the 70s to become a Registered Nurse and secure a job with health-care — a requisite for the adoption due to Speer's brother's health needs.

# 7. Media Coverage

Newspaper

## 'Yes' votes hold narrow lead in support of MHCC bond

Final outcome of college bond election too close to call

By CHRISTOPHER KEIZUR  
Staff Reporter

History might be set if a new trend continues to hold strong, providing vital infrastructure support for East Multnomah County's community college in a race that remains too close to call.

For Measure 26-258, the Mt. Hood Community College Bond, "Yes" continued to lead with 50.15% of votes; while

"No" trailed with 49.85% of votes as of the May 22 update in the 2025 Special District Election.

The results first flipped Wednesday evening, May 21, and continued to trend toward success with more than 42,000 votes counted by Thursday evening, May 22.

The automatic recount will trigger if the gap falls within 0.2% of the total votes cast. Right now that would be 84 votes — the latest difference was 130.

Of the three counties that make up the college's sprawling district — Multnomah, Clackamas, Hood River — only Multnomah had a "Yes" majority with 51.86%. The most significant gap was in Clackamas County, where 56.84%



Reactions on Tuesday night, May 20, at the initial results for the Mt. Hood Community College bond ask.

STAFF PHOTO: CHRISTOPHER KEIZUR

were against the funding ask.

The \$136 million bond is estimated to be 25 cents per \$1,000 assessed home value, or about \$5 per month for the average home owner. The goal is to update the 1970s-era facilities, which are in serious need of modernization and safety upgrades.

It's not just a few cosmetic

leaks in the roof, but critical infrastructure work that has been handled with duct tape and gumption for decades.

The last time the college passed a bond was more than half a century ago when the school was first built.

This story will be updated online as more ballots are counted.

### TOO CLOSE TO CALL

With the Mt. Hood Community College bond measure hanging in the balance, too close to call days after the May 20 election, you can keep up with results by visiting [sandypost.com](http://sandypost.com).



## Historic MHCC bond measure passes

\$136 million funding ask approved by voters for infrastructure, safety improvements

By CHRISTOPHER KEIZUR  
Staff Reporter

Mt. Hood Community College is partying like its 1975, as it saw a historic

**"We are profoundly grateful to our community for this vote of confidence. With the passage of Measure 26-258, we can now take bold steps to modernize our facilities and create learning environments that match the excellence of our students and faculty — so that everyone has an opportunity to get a great education."**

— Dr. Lisa Skari, MHCC president

funding ask approved by voters for the first time since shovels hit the dirt to build the East Multnomah County cornerstone institution.

The college official-ly declared that Measure 26-258, a \$136 million bond

measure, passed Friday evening, May 23. This is the first successful bond measure for MHCC in 50 years and will bring vital updates to aging facilities, safety improvements, and modernized learning environments across its campus.



COURTESY PHOTO: MHCC

Mt. Hood Community College is celebrating the passage of a historic bond.

"We are profoundly grateful to our community for this vote of confidence," said MHCC President Dr. Lisa Skari.

"With the passage of Measure 26-258, we can now take

See BOND / A2

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# 7. Media Coverage

## Press Releases

### MHCC Launches Exploratory Bond Development Workgroup

Community colleges across Oregon regularly go to voters in their districts to ask for support in funding large-scale repairs, expansions, or projects that are outside of the scope that can be funded through the operating budget. Mt Hood Community College is exploring the possibility of making such a request this fall.



### Mt. Hood Community College Targets May 2025 Election for Bond Proposal

GRESHAM, Ore. – Mt. Hood Community College (MHCC) has announced a new target for its proposed bond initiative, setting the May 2025 election as



**MHCC Board Votes Unanimously to Place Bond Measure on the May 2025 Ballot**  
*Funds will address aging infrastructure, prepare students for high-demand jobs, and improve community access*



**Mt. Hood Community College**

26000 SE Stark Street

### Mt. Hood Community College Launches "I ❤️ MHCC" Campaign to Celebrate Community Pride

Gresham, Ore. (March 3, 2025)– Mt. Hood Community College (MHCC) is excited to announce the launch of the "I ❤️ MHCC" campaign, a new initiative designed to celebrate the college's legacy of academic excellence, community engagement, and shared pride.



**Mt. Hood Community College**

### Voters Approve Mt. Hood Community College Bond Measure 26-258

*Historic \$136 million bond to fund essential building upgrades, safety improvements, and student learning spaces*

**Gresham, OR** – Mt. Hood Community College is celebrating a major milestone after voters approved Measure 26-258, the

## 7. Media Coverage

Online Media Coverage

# KGW8

## Voters appear poised to reject Tigard-Tualatin school district and Mt Hood Community College bonds

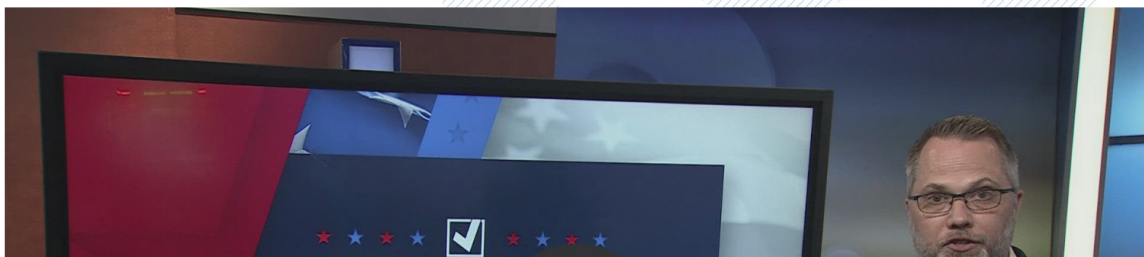


# KGW8

ELECTIONS

## Mt. Hood Community College celebrates as bond appears headed for passage

The first round of results showed the measure narrowly failing, but as of Friday evening, it had flipped to passing by a thin margin.



# 7. Media Coverage

## Online Media Coverage

# The Oregonian

EDUCATION

## Mt. Hood Community College asks voters to approve first bond in 50 years to shore up aging buildings

Updated: May. 19, 2025, 12:11 p.m. | Published: May. 06, 2025, 11:45 a.m.



Advertisement

# The Oregonian

EDUCATION

## Mt. Hood Community College bond appears headed for defeat

Updated: May. 21, 2025, 7:43 a.m. | Published: May. 20, 2025, 8:16 p.m.



Advertisement

# The Oregonian

EDUCATION

## Mt. Hood Community College voters approve bond after rejecting 6 previous requests

Updated: May. 27, 2025, 12:27 p.m. | Published: May. 23, 2025, 6:03 p.m.



Advertisement

IRS Tax Questions

JustAnswer

# 7. Media Coverage

## Online Media Coverage

### WU WILLAMETTE WEEK

NEWS

## WW's Endorsement on the Mt. Hood Community College Bond

We looked at one more measure on east county ballots.

By [WW Staff](#) | Published on May 11, 2025 2:02PM PDT



### WU WILLAMETTE WEEK

SCHOOLS

## Voters on Track to Pass \$1.83 Billion Portland Public Schools Bond

The Mt. Hood Community College bond was losing, polling at 46%.

By [Joanna Hou](#) | Published on May 20, 2025 8:10PM PDT



# 7. Media Coverage

## Online Media Coverage

### DJC OREGON

Home > News > Construction > Voters pass \$136M bond for Mt. Hood CC campus upgrades



Mt. Hood Community College is on track to see numerous improvements advance now that voters have narrowly approved a sizable bond measure. (courtesy of Mt. Hood Community College)

## Voters pass \$136M bond for Mt. Hood CC campus upgrades

# The Outlook

## Mt. Hood Community College celebrates historic bond victory

Published 10:18 am Saturday, May 24, 2025

By Christopher Keizur



# 7. Media Coverage

## Online Media Coverage

MULTNOMAH COUNTY

### Mt. Hood Community College celebrates after voters narrowly approve bond measure

by: Jenna Deml  
Posted: May 24, 2025 / 12:28 PM PDT  
Updated: May 24, 2025 / 12:31 PM PDT

Mount Hood Community College. (Google StreetView)

SHARE

PORTLAND, Ore. (KOIN) — Mt. Hood Community College is celebrating after voters narrowly approved a \$136 million bond measure in Tuesday's election.

With the passage of Measure 26-258, the bond will fund upgrades to campus buildings, safety improvements, as well as classrooms and other learning spaces, MHC administration said.

### Mt. Hood Community College celebrates historic bond measure approval

Bobby Corser | Fri, May 23rd 2025 at 9:09 PM

3  
VIEW ALL PHOTOS

Mt. Hood Community College (KATU Photo)

TOPICS: [MT. HOOD COMMUNITY COLLEGE](#) [BOND MEASURE](#) [MEASURE 26-258](#) [\\$136 MIL](#) >

GRESHAM, Ore. (KATU) — Mt. Hood Community College is celebrating after voters approved Measure 26-258, a \$136 million bond measure, in the May 2025 election.

## 8. Community Engagement



### **COMMUNITY ENGAGEMENT: Showing Up, Listening, and Rebuilding Trust**

A cornerstone of our campaign's success was a deep, sustained commitment by our Board, staff, and faculty to be visible, present, and engaged in the community—not just to talk about the bond, but to rebuild trust and relationships. MHCC representatives participated in more than 90 community events across the district, including school board meetings, town halls, civic and service clubs, neighborhood associations, community festivals, farmers markets, and business expos. In past bond attempts, the college had been criticized for only engaging the public when asking for support. This time, we did it differently. Through our Community Engagement Volunteer Program, employees were encouraged to show up as proud ambassadors—wearing MHCC shirts and distributing branded materials—not to advocate, but to demonstrate that the college is woven into the fabric of the region. That consistent presence helped shift perceptions, strengthen goodwill, and lay the groundwork for a historic win.

# 8. Community Engagement

## Tabling Events



# 8. Community Engagement

## Auction



## Holiday Gatherings



## Ways and Means Committee



## 9. I ♥ MHCC



### **“I ♥ MHCC”: Reigniting Pride and Unity Through Community Love**

As the bond campaign unfolded, we recognized that what was missing wasn't just information—it was spirit. With campus tensions high due to a concurrent union negotiation, we needed a unifying, joyful way for people to express their deep-rooted appreciation for MHCC. The “I ♥ MHCC” campaign was born to do just that. We designed colorful buttons, window decals, and signs featuring a new heart emblem and invited students, staff, faculty, and community members to snap photos holding them. These images—featuring a wide spectrum of voices including the police chief, the mayor, student leaders, small business owners, and elected officials across the political spectrum—were displayed on a campaign website and shared widely on social media. To extend the message, we produced a fun, high-energy video for our MHCC Foundation Gala, where the MHCC basketball team faces off against a fictional “Roadblocks” team. When the team captain calls for help, a montage of community members answers—opening drawers, grabbing Saints jerseys, and “suing up” to support MHCC. This metaphor captured the campaign’s essence: that when it matters most, our diverse community comes together to show love for their college. Paired with on-campus “I ♥ MHCC” coffee-and-donut events, the campaign created a lighthearted, inclusive rallying point that helped rebuild morale and elevate pride across the district.



## Celebrate Mt. Hood Community College with the I ♥ MHCC Campaign!

Join us as we celebrate a legacy of academic excellence, community, and pride at Mt. Hood Community College. We invite students, staff, faculty, and community members to get involved in our "I ♥ MHCC" campaign and share why you love MHCC.



### Check out our newest "I ♥ MHCC" faces!



Travis Gullberg, Gresham Police Chief



Vince Jones-Dixon, Multnomah County Commissioner



Kayla Brown, Gresham College



### Show Us Your MHCC Pride!

We want to hear what makes MHCC special to you.

#### Media Toolkit

Access our media toolkit to download some "I ♥ MHCC" materials and share your thoughts, experiences, and memories.

[Download >](#)

#### Create Your Own Swag

Download logos and artwork to order your own customizable swag from vendors. Ideas include custom pop sockets, t-shirts, bumper stickers, and more!

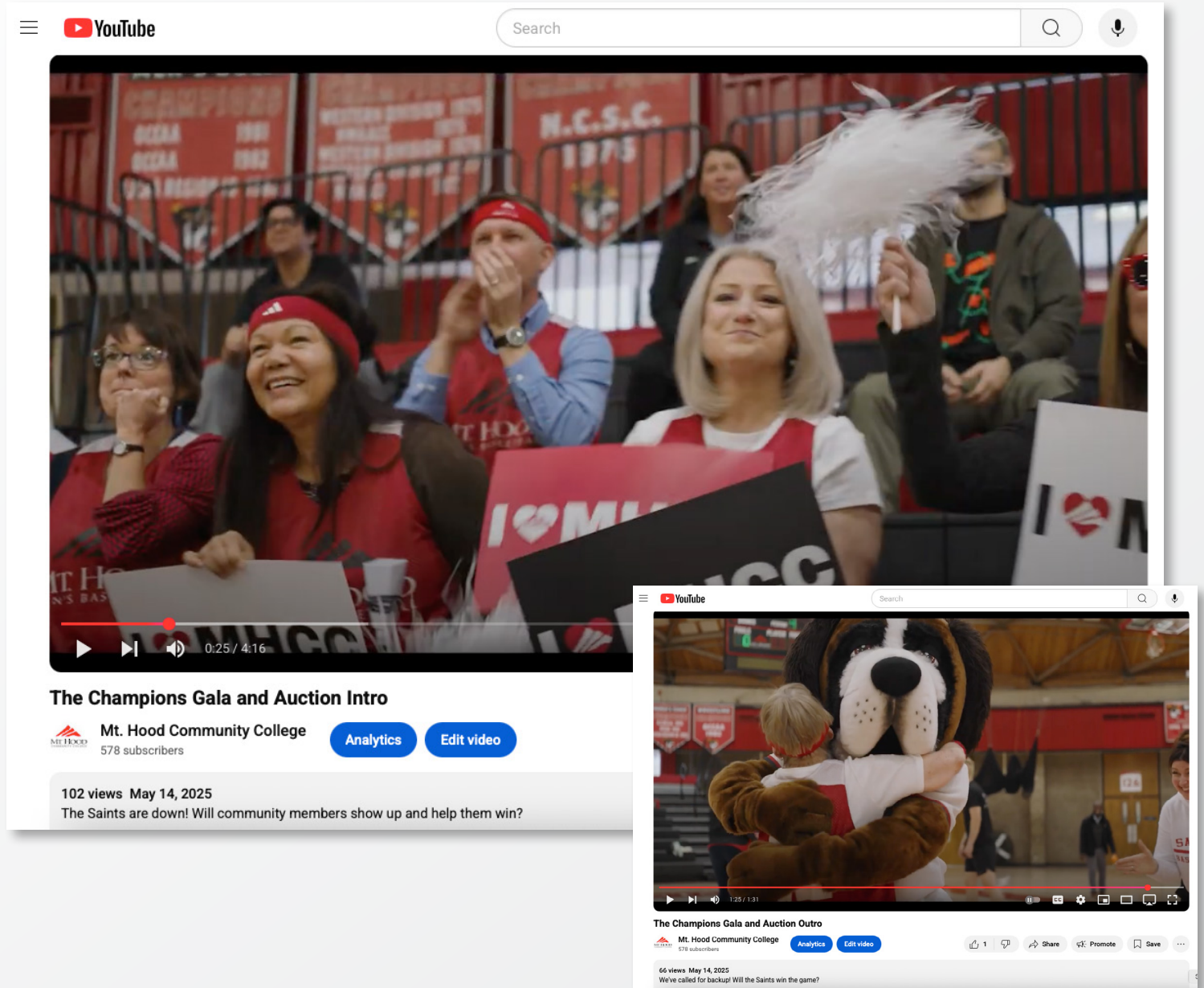
[Download >](#)

#### Share on Social Media

Take selfies or videos sharing why you love MHCC on social media using the hashtag **#LoveMHCC** to be featured in our campaign!

# 9. I ♥ MHCC

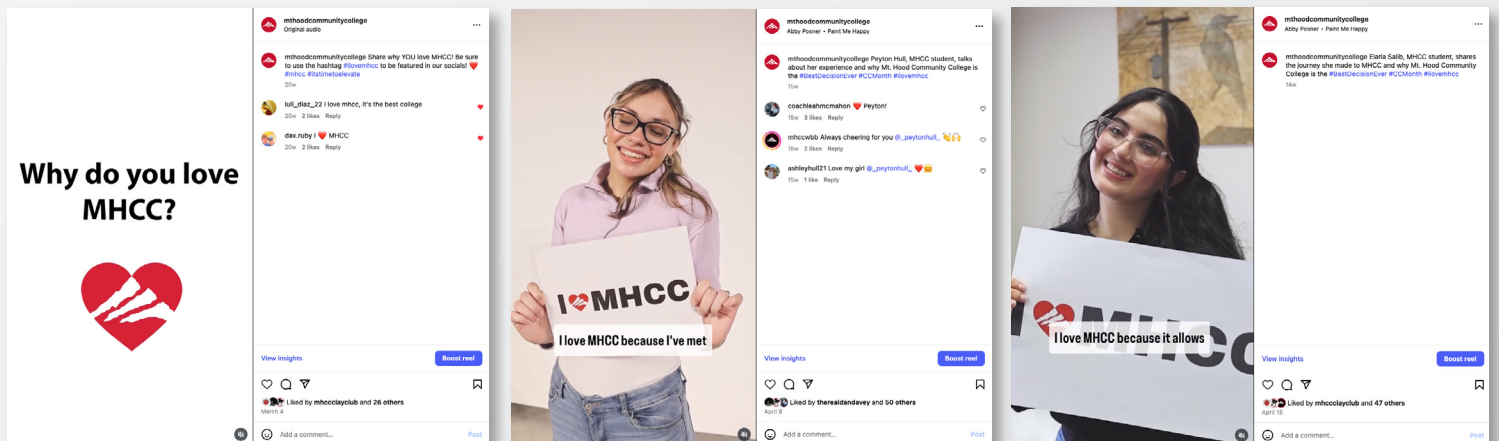
## Video



**The Champions Gala and Auction Intro**  
Mt. Hood Community College  
578 subscribers  
102 views May 14, 2025  
The Saints are down! Will community members show up and help them win?

**The Champions Gala and Auction Outro**  
Mt. Hood Community College  
578 subscribers  
66 views May 14, 2025  
We've called for backup! Will the Saints win the game?

## Social Media



**Why do you love MHCC?**  
Original audio  
Share why YOU love MHCC! Be sure to use the hashtag #IloveMHCC to be featured in our socials!  
ML\_diaz\_22 I love mhcc, it's the best college  
dex.ruby1 I ♥ MHCC

**I love MHCC because I've met**

**I love MHCC because it allows**

# 9. I ♥ MHCC

Table



Buttons



Stickers & Window Clings



Signs



## 10. PASSAGE CELEBRATION



### **CELEBRATION: A Joyful Tribute to Our Community's Support**

After making history with the passage of our bond, we knew it was just as important to close the campaign with gratitude and celebration. We returned to the many civic groups, associations, and partners who supported us to say thank you in person. We published a special “thank you” edition of our campaign magazine, updated our website and social media with messages of appreciation, and covered our on-campus project sandwich boards with bright “thank you” signage. But the most memorable moment came when we held an MHCC-style celebration parade across campus. Led by our incredible music program playing “When the Saints Go Marching In” (a reference to our beloved Saint Bernard mascot, and nickname of the “Saints”), we marched with ribbon flags, bubbles, clapping, and song. Board members and employees joined in, and as we passed each building, more people came out of their classrooms and offices to join the procession. The celebration ended in our central courtyard with a balloon arch of gratitude, upbeat music, and free MHCC-colored donuts for all. It was a joyful, spirited tribute that brought the campus together in a way rarely seen—and set a tone we hope to carry forward: one of pride, unity, and celebration of what we can accomplish together.

# 10. PASSAGE CELEBRATION

MHCC Band Playing "When the Saints Go Marching In"



# 10. PASSAGE CELEBRATION

## Parade



# 10. PASSAGE CELEBRATION

Thank you signage



Parade Conclusion

