

2026 GO Bond 3 for Higher Education

Marketing, Communications and Community Outreach Strategy

July 23, 2026

NO Tax Rate Increase

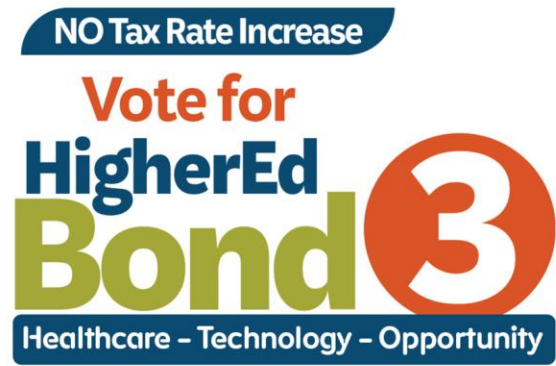


Branding & Messaging Strategy

NO Tax Rate Increase

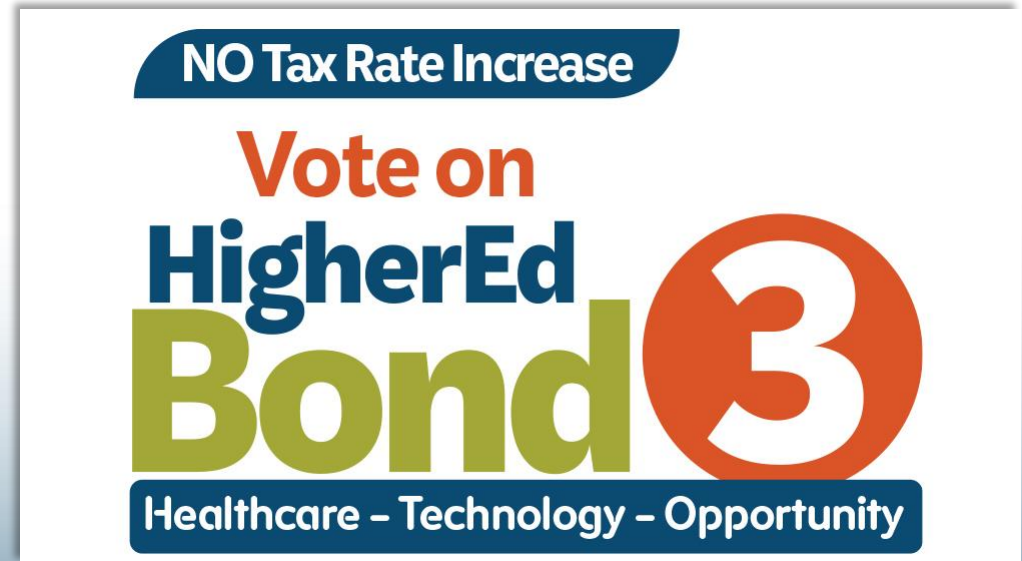
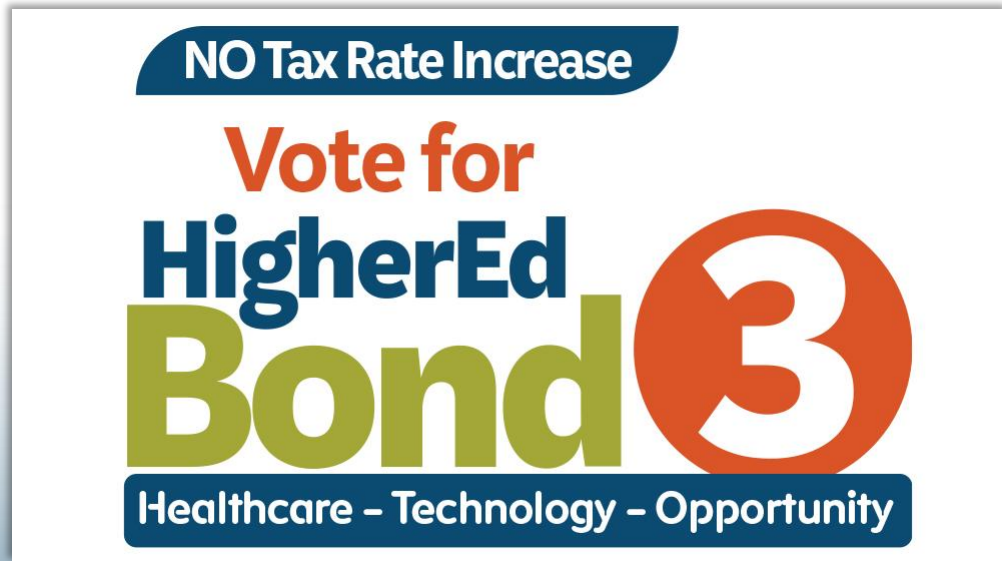


- Ties to Higher Education
- Emphasizes No Tax Rate Increase
- Three Key Words:
 - ✓ Healthcare
 - ✓ Technology
 - ✓ Opportunity



Branding & Messaging Strategy

We have both “Vote On” and “Vote For” versions.



NO Tax Rate Increase



Important Key Messages

2026 GO Bond 3		
Community	County	Est. Jobs Created
Albuquerque	Bernalillo	1,310
Roswell	Chaves	80
Grants	Cibola	10
Clovis	Curry	10
Las Cruces	Doña Ana	790
Carlsbad	Eddy	10
Silver City	Grant	30
Hobbs	Lea	10
Ruidoso	Lincoln	10
Los Alamos	Los Alamos	30
Crownpoint & Gallup	McKinley	50
(Reforestation)	Mora	177
Alamogordo	Otero	10
Tucumacari	Quay	8
Española	Rio Arriba	50
Portales	Roosevelt	150
Shiprock & Farmington	San Juan	62
Las Vegas	San Miguel	110
Santa Fe	Santa Fe	95
Socorro	Socorro	480
Taos	Taos	25
Los Lunas	Valencia	10
TOTAL		3,517

- **No** Tax Rate Increase.
- Will create more than **3,500** new jobs.
- Will contribute to **25** local economies in **22** counties across New Mexico.

NO Tax Rate Increase



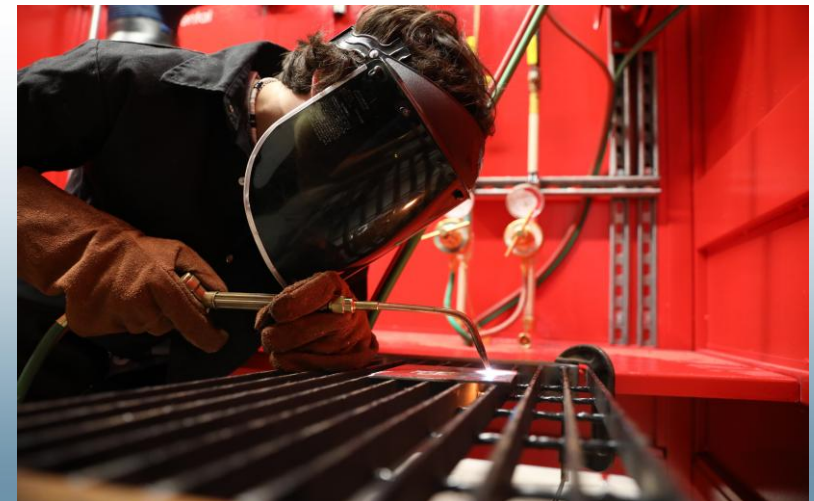
Overall Communications Strategy



- Direct, straightforward and fact-based.
- Lead with healthcare when possible.
- Emphasize the VALUE of a certificate, two-year or four-year education.
- Don't forget the specialty school (New Mexico School for the Deaf).

How To Counter Objections

- Be clear on what GO Bond 3 **will** pay for (renovations, replace aging facilities, upgrades, safety, to address serious doctor shortage, etc.).
- Be clear on what it **will not** pay for (student tuition, opportunity scholarships, lottery scholarships, student loan forgiveness, faculty and staff salaries).

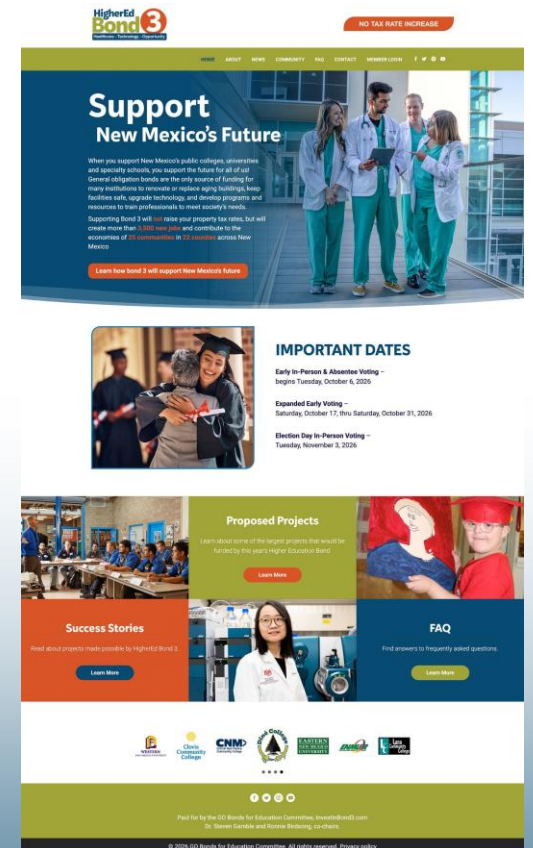


How To Counter Objections *(cont'd)*

- Why replacing OLD facilities (replacing outdated and/or unsafe facilities that don't meet code) is important and justified.
- Career technical training is critical.
- Another medical school will address serious doctor shortage.
- Need technology and infrastructure to support most programs and provide remote learning.
- Other

Campaign Launch

- Campaign will officially launch Monday, Aug, 3, 2026.
- Website under development: www.higheredbond3.com
- Will send educator login last week of July 2026.



NO Tax Rate Increase



Campaign Launch *(cont'd)*

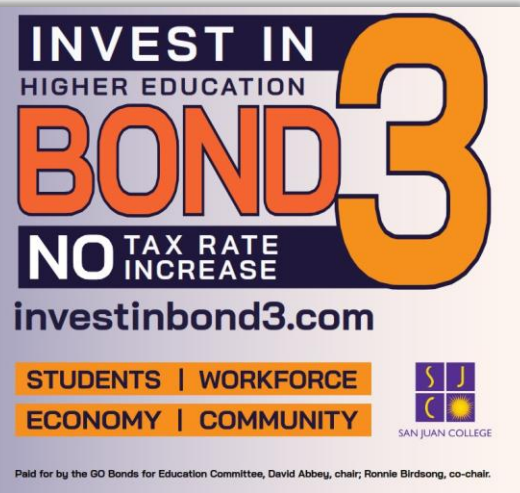
- Will have companion Facebook, Instagram and X social media platforms and will tag social media profiles for participating institutions when appropriate.



- Please support us by:
 - ✓ Liking us on Facebook
 - ✓ Following us on X and Instagram
- And let us know if you are setting up a GO Bond 3 microsite or page on your website.

Campaign Launch *(cont'd)*

We will design banners if needed. Here are examples from 2024:



NO Tax Rate Increase

Vote for HigherEd Bond 3

Healthcare – Technology – Opportunity

Campaign Launch (cont'd)

Rack Brochure (under development)



Fund Projects That Move New Mexico Forward

Among projects that would be funded by Bond 3 are:

- A new medical school to help address our doctor shortage
- Updating technology in key STEM (Science, Technology, Education and Math) programs and other courses of study
- Funding for Phase 2 of a Reforestation Center to help rebuild areas affected by wildfires and floods
- Advanced agricultural sciences
- Core research in geology and mineral sciences
- Projects to promote student safety across multiple campuses
- And much more

Success is Possible in New Mexico!

- Our state offers some of the lowest public tuition rates in the U.S. – about 25-35% below the national average
- Since 2021, enrollment has grown by 13.6% at our public colleges and universities
- About 70% of New Mexico graduates achieve a positive 10-year return on their education investment.
- A 2025 study by the Strada Education Foundation placed New Mexico among the top 14 states for economic security after graduation
- Our ranking for measurable skills gains (a measurement that tracks student progress toward educational milestones) jumped from 50th place in 2019 to 20th place as of the 2024-2025 academy year.

Your support of Higher Education Bond 3 is critical in making sure we continue to improve and help students be successful!

IMPORTANT DATES

- **EARLY IN-PERSON AND ABSENTEE VOTING** begin **Tuesday, Oct. 6, 2026**
- **EXPANDED EARLY VOTING** is from **Saturday, Oct. 17, thru Saturday, Oct. 31, 2026**
- **ELECTION DAY** is **Tuesday, Nov. 3, 2025**

Paid for by the GO Bonds for Education Committee, David Abigail, Chair; Dr. Steven Gamble, Vice-Chair



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Vote for HigherEd Bond 3

Healthcare – Technology – Opportunity

Support New Mexico's Public Colleges, Universities and a Specialty School – Help us move ahead!

VOTE
November 3, 2026

HigherEdBond3.com



Support New Mexico's Future

When you support New Mexico's public colleges, universities and specialty schools, you support the future for all of us! General obligation bonds are the **only** source of funding for many institutions to renovate and replace aging buildings, keep facilities safe, upgrade technology, and develop programs and resources to train professionals to meet society's needs.

This year's bond is more important than ever before – providing critical funding for a new medical school and a reforestation center. Plus, Bond 3 funds technology to train students for high-value, high-demand careers needed in today's economy.

Supporting Bond 3 will **not** raise your property tax rates, but will create more than 3,500 new jobs and contribute to the economies of 25 communities in 22 counties across New Mexico.



College Degrees and Career Technical Training Continue to Matter

Career technical training and a college education make a difference.

- A community college education returns about \$4.80 in future income for every dollar a student invests.
- Over a lifetime, a bachelor's degree holder earns a median of \$2.8 million—roughly 75% more than those with only a high school diploma. The Education Data Initiative Degree ROI (Return on Investment) estimates an average bachelor's degree yields a 560% lifetime return.
- Statistically, bachelor's degree holders are about half as likely to be unemployed compared to their peers with only a high school diploma.



2026 BOND 3 ALLOCATION BY COUNTY AND COLLEGE, UNIVERSITY AND SCHOOL

BERNALILLO	\$131,000,000	OTERO	\$7,500,000
Central New Mexico Community College.....	\$15,000,000	New Mexico School for the Blind and Visually Impaired.....	\$6,500,000
The University of New Mexico.....	\$116,000,000	New Mexico State University-Alamogordo.....	1,000,000
CHAVES	\$8,000,000	QUAY	\$750,000
Eastern New Mexico University-Roswell.....	\$3,000,000	Meslands Community College.....	\$750,000
New Mexico Military Institute.....	\$5,000,000	RIO ARriba	\$5,000,000
CIBOLA	\$1,000,000	Northern New Mexico College.....	\$5,000,000
New Mexico State University-Grants.....	\$1,000,000	ROOSEVELT	\$15,000,000
CURRY	\$1,000,000	Eastern New Mexico University.....	\$15,000,000
Clavis Community College.....	\$1,000,000	SAN JUAN	\$6,200,000
DOÑA ANA	\$79,000,000	Dine College.....	\$2,000,000
Doña Ana Community College.....	\$210,000,000	San Juan College.....	\$4,200,000
New Mexico State University-Las Cruces.....	\$55,000,000	SAN MIGUEL	\$11,000,000
Doña Ana Community College-Sunland Park.....	\$4,000,000	Luna Community College.....	\$2,000,000
EDDY	\$1,000,000	New Mexico Highlands University.....	\$9,000,000
Southeast New Mexico College.....	\$1,000,000	SANTA FE	\$3,000,000
GRANT	\$3,000,000	Institute of American Indian Arts.....	\$1,000,000
Western New Mexico University.....	\$3,000,000	Santa Fe Community College.....	\$2,000,000
LEA	\$1,000,000	SOCORRO	\$48,000,000
New Mexico Junior College.....	\$1,000,000	New Mexico Institute of Mining and Technology.....	\$48,000,000
LINCOLN	\$975,000	TAOS	\$2,500,000
Eastern New Mexico University-Ruidoso.....	\$975,000	The University of New Mexico-Taos.....	\$2,500,000
LOS ALAMOS	\$3,000,000	VALENCIA	\$1,000,000
The University of New Mexico-Los Alamos.....	\$3,000,000	The University of New Mexico-Los Lunas.....	\$1,000,000
MCKINLEY	\$5,000,000		
Navajo Technical University.....	\$2,000,000		
The University of New Mexico-Gallup.....	\$3,000,000		
MORA	\$17,650,000		
Reforestation Center Phase 2.....	\$17,650,000		
		TOTAL 2026 GO BOND 3 FUNDING	\$351,575,000



Campaign Launch *(cont'd)*

New This Year: Rack Card *(under development)*



NO Tax Rate Increase



**Support New Mexico's Public Colleges,
Universities and a Specialty School –
Help us move ahead!**

IMPORTANT DATES

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HigherEdBond3.com



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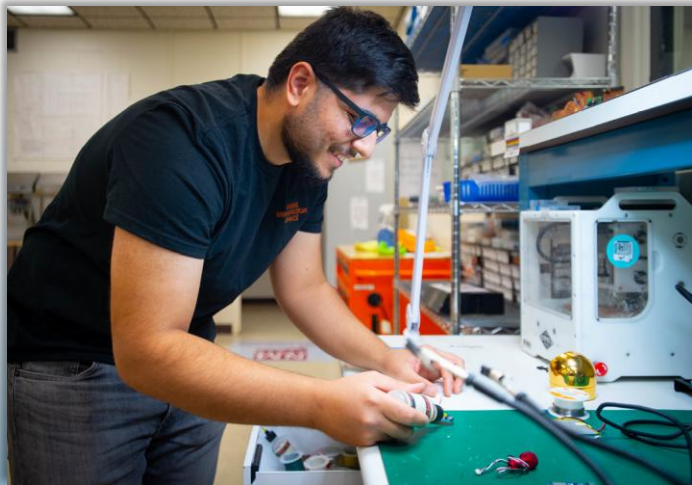
Supporting Bond 3 will **not** raise your property tax rates, but will create more than **3,500 new jobs** and contribute to the economies of **25 communities** in 22 counties across New Mexico.

County	Bond Allocation	Estimated New Jobs
Bernalillo	\$131,000,000.00	1,310
Chaves	\$8,000,000	80
Cibola	\$1,000,000	10
Curry	\$1,000,000	10
Doña Ana	\$79,000,000	790
Eddy	\$1,000,000	10
Grant	\$3,000,000	30
Lea	\$1,000,000	10
Lincoln	\$975,000	10
Los Alamos	\$3,000,000	30
McKinley	\$5,000,000	50
Mora	\$17,650,000	177
Otero	\$7,500,000	75
Quay	\$750,000	8
Rio Arriba	\$5,000,000	50
Roosevelt	\$15,000,000	150
San Juan	\$6,200,000	62
San Miguel	\$11,000,000	110
Santa Fe	\$3,000,000	30
Socorro	\$48,000,000	480
Taos	\$2,500,000	25
Valencia	\$1,000,000	10
TOTALS	\$351,575,000	3,517

Paid for by the GO Bonds for Education Committee,
David Abbey, Chair; Dr. Steven Gamble, Vice-Chair

Outdoor Boards & Digital Advertising

We are happy to assist with design and placement of vinyl or digital boards. Just send us the specs. Same for digital advertising, jumbotron, etc. Just give us some advance notice (2024 example below).



INVEST IN
HIGHER EDUCATION
BOND **3**

NO TAX RATE
INCREASE

investinbond3.com

STUDENTS | WORKFORCE | ECONOMY | COMMUNITY

Paid for by the GO Bonds for Education Committee, David Abbey, chair; Ronnie Birdsong, co-chair.

NO Tax Rate Increase



How You Can Launch the Campaign in August 2026

- Organize a voter registration drive for faculty, students and staff.
- Contact your city council/county commission to arrange a resolution (we'll provide a sample on the website in the educator log-in section).
- Send letters or email blasts to alumni, students, parents and faculty (samples on the website in the educator log-in section).

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How You Can Launch the Campaign in August 2026 *(cont'd)*

- Create your own bond microsite or bond page on your website.
- Create your own social media campaign.
- Begin scheduling in-person or virtual presentations with local civic and professional organizations (offer to send them email blasts or newsletter articles to distribute to their members).
- ***Be sure to share what you are doing so we can let everyone else know!***

NO Tax Rate Increase



Digital and Traditional Advertising

PAID POLITICAL ADVERTISEMENT

\$5 Million and 50 New Jobs in McKinley County!

Improve New Mexico's Public Colleges, Universities & Specialty Schools



General Obligation (GO) Bond 3 will fund modern, safe facilities where our students can learn. Bond 3 will also advance education in healthcare, science, agriculture and critical job training.

This fall, invest in our future and economic development! *The University of New Mexico-Gallup and Navajo Technical University will both benefit if Bond 3 passes.*

INVEST IN HIGHER EDUCATION BOND 3 NO TAX RATE INCREASE

investinbond3.com

Paid for by the GO Bonds for Education Committee, David Abbey, Chair; Ronnie Birdsong, Co-Chair.

- Will run mostly in mid- to late September and in early October in response to key dates:
- **Early & In-Person Absentee Voting:**
Tuesday, October 6, 2026
- **Expanded Early Voting:**
Saturday, October 17-Saturday, October 31, 2026
- **Election Day:**
Tuesday, November 3, 2026

NO Tax Rate Increase



Digital Advertising

- Special focus on Southwest NM (El Paso market) and Southeast NM (Lubbock market).
- Will also target communities not served by traditional media.

An advertisement for the 'Invest in Bond 3' campaign. It features a woman in a white lab coat and glasses, standing in a laboratory setting with blue equipment and bottles in the background. The text on the left side of the image reads: 'INVEST IN HIGHER EDUCATION BOND 3 NO TAX RATE INCREASE'. Below this, two orange banners contain the text 'STUDENTS | WORKFORCE' and 'ECONOMY | COMMUNITY'. At the bottom, the website 'investinbond3.com' is listed. A small line of text at the very bottom states: 'Paid for by the GO Bonds for Education Committee, David Abbey, Chair; Ronnie Birdsong, Co-Chair.'

NO Tax Rate Increase



Television Advertising

- 30-second spot in English.
- Use existing digital assets supplied by colleges, universities and specialty school.
- Will run late September-early October on network affiliate and cable.

NO Tax Rate Increase



Radio Advertising

- 30-second spot in English.
- Longer spot in Navajo and Spanish.
- 2 flights: September 28-October 11, 2026, and October 12-25, 2026.
- Will let you know about interview opportunities/contacts when possible.



Small Space Ads

- Small space ads customized by county jobs and bond funding.
- Will use photo assets supplied by colleges, universities and specialty school.
- Will convert ads to social posts for use by colleges, universities and specialty school.
- Will send ad calendar in August.
- Will let you know about letters to the editor and opinion piece contacts and opportunities when possible.

NO Tax Rate Increase



Public Relations

- Fill-in-the blank news release.
- Fill-in-the blank opinion editorial piece.
- Sample letters to the editor from students, alumni, students and parents.
- Core messages for interviews.
- Let us know if you need something else!

NO Tax Rate Increase



We Need Your Support



- As always, this election presents special challenges. **We need your support in your local communities!**
- Mobilize students, staff, faculty, parents, alumni and partners about how important it is to vote.
- Get information out to the vendors, partners, and clubs and organizations in your community.
- Do what works and feel free to customize your campaign.

NO Tax Rate Increase



Let's Work Together to Succeed!

- If you haven't gotten information to us on what this year's bond will fund, past success stories, and student photos and videos please get it in as soon as possible!
- Share your best practice with us!
- Share your posts, news coverage, presentations and radio interviews with us.
- Take photos of EVERYTHING – yard signs, presentations, events, etc.
- Ask us if you need anything!

NO Tax Rate Increase



Final Thoughts

- **Stay calm and positive.** Don't react to things you cannot control and negative traditional or social media.
- **Don't pass up any opportunity** to get the word out about what this year's GO Bond will mean to your institution and the community.
- Let us know if there is anything **negative** that would affect the Bond in your community so we can respond, if needed, and are not surprised.

NO Tax Rate Increase



Thank You!

Thank you and please stay in touch!

Patti Watson

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