

Presidents', Chancellors' and CEOs' Role 2026 G. O. Bond Campaign

The 2026 G. O. Bond is of great importance to the Higher Education institutions in New Mexico. The Bond allows institutions to secure funding for buildings and maintenance without incurring a debt. In many cases the Bond provides more funds than Foundation fund raising activities and this Bond will not increase taxes. There is \$351,575,000 in this bond, the most ever.

The current state of inflation, the non-presidential election year, the generous 2026 legislative session, and a more conservative electorate may make it more difficult to pass the 2026 Bond. The passage of this bond may depend on the involvement of the presidents, chancellors and CEOs. Please note the following comments.

1. The president, chancellor/CEO should assume the leadership for the G. O. Bond campus and community campaign.
 - a. Make sure the campus community members understand that the G. O. Bond is a high priority and how it benefits them and the institution.
 - b. Ensure that the G. O. Bond campaign is well organized (a plan for success) and that appropriate timelines are established for the campaign. The plan should be implemented well before the start of absentee voting (10/6/24 Early and Absentee Voting Begins).
2. The president/chancellor/CEO should be the main spokesperson for the campaign.
3. The president/chancellor/CEO should:
 - a. Appoint and lead an internal G. O. Bond Committee.
 - b. Speak at civic club meetings, chamber of commerce meeting, radio shows, etc.
 - c. Write (or have written) guest editorials or letters to the editor for the local newspaper.
 - d. Ask local newspapers to endorse the G. O. Bond through an editorial.
 - e. Send letters to area public school superintendents, educational associations, etc., asking them to encourage their teachers and members to support the Bond. Provide handouts.
 - f. Ask alumni and parents to support the Bond and send letters-to-the editor to local newspapers.
 - g. Form an external committee of civic opinion leaders to champion the cause.
 - h. Attend the State G. O. Bond meetings and provide a designee if unable to attend, and
 - i. Include students! They are our most effective spokespersons.

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Important Dates:

Absentee Voting Begins	October 6
Early Voting	October 6
Election Day	November 3