



1314 North 7th Street
Columbia, MO 65201
p: 573-443-2774
f: 573-499-0489
www.bcrsd.com

DATE: January 16th, 2026
TO: Board of Trustees, BCRSD
FROM: Drew Perkins
SUBJECT: January 2026 Communication Manager Update

Board of Trustees,

This memo provides an update on ongoing communications, branding, and digital initiatives I am actively leading to improve transparency, consistency, and customer preparedness as the District advances several major projects. These efforts are intended to better align how the District communicates with the public while ensuring our messaging is timely, accurate, and coordinated ahead of the billing conversion and other operational milestones.

I am in the process of developing a recurring customer communications strategy that includes targeted monthly outreach focused on billing updates, headquarters planning, and progress related to the CIP and AWMP. In addition, the District's first digital newsletter has been drafted and is currently under review by the Executive Director. While the final publication schedule has not yet been determined, the intent is for the newsletter to serve as a comprehensive update highlighting Board action, organizational initiatives, office activities, and select staff or Board spotlights.

Concurrently, I am undertaking a broader effort to clean up and standardize the District's public-facing brand. This includes updating email signatures, business cards, and other outward-facing materials to ensure consistency and professionalism. I am also continuing to update and prepare the District's website in advance of the billing system transition, with a focus on improving usability, accuracy of information, and overall readiness to serve as a primary resource for customers during the conversion period.

Respectfully submitted,

Drew Perkins, Communication Manager