

Budget Communication Thoughts

What we need to do

Phase 1 - Before Warning

- Encourage and facilitate input from community members during budget building process.
- Craft our message to Parents & Taxpayers.
- Allow open sessions where community members can communicate with the board and/or Superintendent. These sessions are still useful even if the turnout is low. It shows that we've made an effort for community input and transparency.
- Advertise meetings on social media and Front Porch Forum.
- Keep an up-to-date budget web page with simplified highlights, but also full detail
- Educate the community so they know that their say only comes before the budget is warned.
- Create a school board email where community members can ask questions that can be discussed during future meetings.
- Educate voters on the Education Funding Formula.

Phase 2 - After Warning

- Communicate about how decisions were made, and the increase & impacts
- Remind the community about Phase 1 and how we used their input.
- Define what is and what is not in our control (ex. Healthcare costs)
- Use simplified infographics and visuals to explain data
- Use this data to tell stories and make it personal. Who is going to be impacted? Here is what we've seen and it led us to these decisions.
- Show the community how their tax dollars are going to make a difference
- Develop flyers, inserts, or newspaper spreads.
- Educate our faculty and staff about the state and impact of our budget.
- Allow more open sessions to communicate with board members and/or the Superintendent. "Pie and Pie Charts"
- Document what we've done at this point for evidence of our efforts.
- Educate voters on Income Sensitivity
- Deliver information to Senior Centers
- Speaking directly to families can oftentimes have a huge impact on vote outcome

Phase 3 - Encouraging Voter Turnout

- Share photos of the polling places so people can locate them
- Sending a mailing to the entire community (Annual Report)
- Reach out to people who maybe want to be “Cheerleaders” for our budget. These are people not officially affiliated with the school.
- Reach out to people to hear their concerns about the budget.
- Maybe give a robo call during this time to encourage people to get out and vote? Also maybe a bad idea? Up for discussion.
- Be as repetitive as we can during this period. Repetition is key to getting the word out.
- Make sure we are using photos in our messaging as well.

Cover

Information on Voting Day

Photos of students to go along with this

Message from the Superintendent

Message from the Board Chair

Investing in Academics

Highlighting advancements from all our schools

Expanding Alternative Education

Technology 1:1 Initiative

Improvements in Curriculum

Flexible Pathways

Encouraging Independent Readers

Investing in Academics

Page 2

Highlighting advancements from all our schools

Technology 1:1 Initiative

Improvements in Curriculum

Expanding Alternative Education

Flexible Pathways

Encouraging Independent Readers

By the Numbers

Facts & Figures

Examples Using Infographics and Visuals

Total Enrollment count or Enrollment per grade

SBAC & NECAP scores

Free meals served

Acreage

Instruments Owned

Number of Clubs or Sports offered

Average Class Size

Percentage of Graduates going to College vs Trade School, Military, Work, etc.

The Budget

Explaining the upcoming budget in a few paragraphs.

Mentioning the total amount, overall increase, percentage increase in taxes,
percentage increase in per pupil spending.

What we will be doing with the upcoming budget.

Voting on the Budget

Have an image of the ballot and highlight key figures our voters will be seeing before they get to the polls.

A bar graph clearly displaying our spending per equalized pupil vs other districts and the statewide average.

Back Cover

Photos of students, with mailing information, contact info, and message about partnering with USPS to deliver the reports.