



BSAC 4

Reach & Impact

WORKING GROUPS

01

Operational Efficiency

District operations cover everything from transportation and maintenance to meals and technology.

Understand the impact of the level of service to ensure effective learning environments and make recommendations.

02

Retain & Recruit Quality Staff

Gain a comprehensive understanding of personnel costs and support, while analyzing the markets influencing BISD.

Based on this analysis, make recommendations,

03

Revenue Generation

Districts generate revenue primarily through the state funding formula.

Gain an understanding of all available opportunities to generate revenue under current law and make recommendations,

04

Reach & Impact

Understand the current state of engagement and advocacy efforts.

Make recommendations to expand and engage greater levels of advocacy.

Reach & Impact

Guiding Priorities

- 1 Tell our story in a way that best
a) educates the community, and
b) influences legislators
- 2 Ensure fact-based messages are simple and easy to understand
- 3 Identify strategies and platforms for sharing our message.



Power Mapping Activity

- Step 1: Identify Key Influencers & Advocates
- Step 2: Assess Influence & Support
- Step 3: Create a Power Map Grid
- Step 4: Develop Engagement Strategies

Identify Key Influencers & Advocates

Locally Elected Officials	<ul style="list-style-type: none">•••
Parent & Student Groups	<ul style="list-style-type: none">•••
Community Leaders	<ul style="list-style-type: none">•••
Business Leaders	<ul style="list-style-type: none">•••

Level of Influence

High

Medium

Low

Supportive

Neutral

Opposed

Power Map & Engagement Strategies

High Influence, Low Support

High Influence, High Support

Low Influence, High Support

Low Influence, Low Support



Brainstorm
our
Strategies

<u>Audience</u>	<u>Format</u>	<u>Titles</u>
Elected Officials Parent & Student Groups Community Leaders Business Leaders	Video <ul style="list-style-type: none">• 60 seconds• 5-7 different topics	Finance Fridays Dollars and Sense Funding the Future

Consider
What do our
parents need to
hear?

Explore
How do we
educate entire
community?

Reach & Impact Meeting 4 Wrap-Up

RECOMMENDATIONS
to inform decisions ahead

