



Governing Board Study Session
November 6, 2025

Purpose: Describe the ways ASBA has been supporting and facilitating the Balsz budget reduction process.

Tasks

Communication Assistance

Thought Leadership Assistance

Facilitation Services

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Thought Leadership

Communication Assistance

Strategic Direction & Messaging

- Developed a research-driven communications plan to foster transparency and collaboration with the Balsz community.
- Developed messaging for a dedicated budget reduction webpage that serves as the central hub for updates throughout the process.
- Developed staff talking points for principals, department heads and supervisors to ensure aligned communication.

Communication Assistance

Web & Visual Communication

- Designed a graphical visualization of the budget reduction process to support community understanding.
- Designed rotating slides for Community Forums, highlighting:
 - The full budget reduction timeline
 - A QR code linking to the stakeholder survey
 - Dates for future Community Forums
 - A QR code linking to the budget reduction webpage

Communication Assistance

Video Production & Translation

- Wrote, filmed and edited 10 informational videos (5 English / 5 Spanish) covering:
 - The financial situation and factors leading to budget reductions
 - Recaps and explanations from Governing Board Study Sessions
 - Recaps and explanations from Community Forums
- Featured district leadership to maintain transparency and trust:
- Translated all video content into Spanish to ensure accessibility for families.

Communication Assistance

Printed & Digital Outreach Tools

- Created a social media toolkit with caption examples and short-form video cuts to ensure consistent messaging across school and district social channels.
- Developed messaging and design for flyers sent home with students promoting upcoming Community Forums (1 English, 1 Spanish).
- Developed messaging and design for flyers distributed at Community Forums explaining:
 - The financial situation
 - The budget reduction and decision-making timeline
 - How the district and community will work together moving forward (1 English, 1 Spanish)

Communication Assistance

External Communications

- Family Email (Launch Announcement): Introduced the budget reduction process, its necessity, and upcoming engagement opportunities.
- FAQ Document: Clarified terminology, timeline, decision-making factors and how families could provide input.
- Community Update Messages (Three Versions):
 - English, Spanish and Somali: Explained new developments in the budget planning process
- Automated Call & Text Notifications: Informed families about budget reductions and linked to the webpage.

Communication Assistance

Internal Communications

- Employee Portal Message: Announced the launch of the budget planning process and directed staff to key resources.
- Staff Email Updates: Provided progress updates and next steps in the budgeting timeline.
- Automated Calls & Texts to Employees: Reinforced awareness of the process and upcoming involvement opportunities.
- Superintendent's Staff Email: Introduced the budget planning process and emphasized transparency and unity through change.

Communication Assistance

Community Engagement Support

- Provided live translation at Community Forums to ensure inclusive participation.
- Crafted Governing Board update messages after study sessions to maintain clarity and transparency with both staff and the community.
- Developed stakeholder survey questions in English, Spanish and Somali to ensure equitable participation in community feedback.

Facilitation Services

Upcoming Community Forums

ASBA staff will:

- Facilitate and run the forums
- Provide summary documents with comments and questions asked
- Develop a Q&A for addition to the budget reduction webpage
- Record video messaging after every 2 forums

Facilitation Services

Budget Reduction Advisory Committee

ASBA staff will:

- Facilitate and run the meetings of the committee
- Provide meeting summaries for each meeting
- Assist the committee with formulating recommendations to the superintendent about the budget reduction process and options
- Provide support and follow-up as needed

Thank You!

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