SECURE THE NEXT GENERATION

August 23, 2022 RENEWAL



Dr. Vickie L. Cartwright
Superintendent of Schools

> **It is critically important to understand that without this renewal, funding from the original half mill referendum will no longer exist. Those funds provided for over 500 school safety personnel and 100 mental health professionals and over $80 million dollars in compensation supplements for teachers and eligible staff.**

Dear Secure the Next Generation Referendum Champions,

At Broward County Public Schools (BCPS), our focus is Students First! Our priorities include increasing compensation supplements for teachers and staff to: attract and retain highly qualified employees; ensuring safer learning environments and; investing in mental health and other essential services for students and families.

To achieve these priorities, the District is presenting voters with a renewal of the Secure the Next Generation Referendum that will be on the ballot for the August 23, 2022, primary election.

In 2018, voters approved a similar referendum for half a mill that is set to expire.

The new Secure the Next Generation Referendum would increase voters' investment in education from a half-mill to one mill to continue securing funds for all public schools – and will now also include charter schools – to:

- Recruit and retain high-quality teachers and eligible staff by increasing compensation supplements
- Maintain and enhance school resource officers and school safety staff
- Maintain and enhance essential programs, such as mental health services

It is critically important to understand that without this renewal, funding from the original half mill referendum will no longer exist. Those funds provided for over 500 school safety personnel and 100 mental health professionals and over $80 million dollars in compensation supplements for teachers and eligible staff.

Broward County Public Schools asks for your assistance in championing and sharing this information with your school community, colleagues, constituents, social media networks, friends and family.

Attached to this email, you will find:

- An informational one-page flyer to print and distribute
- Answers to frequently asked questions to inform and educate
- A video message explaining the Secure the Next Generation referendum renewal
- Social media message templates
- Sample language to include in a letter to your audiences

Please Note: District employees, while in their official capacities and roles, can only educate and share information regarding ballot initiatives. Employees are not permitted to tell anyone how to vote in their official District capacity. However, employees can share what will happen if the referendum does or does not pass voter approval.

Thank you for helping us Secure the Next Generation.

If you have any questions regarding this initiative, please contact the BCPS Legislative Affairs office at 754-321-2608.

Sincerely,

Vickie L. Cartwright

Dr. Vickie L. Cartwright
Superintendent of Schools

Informational One-Pager for Download and Distribution

Download the one-pager

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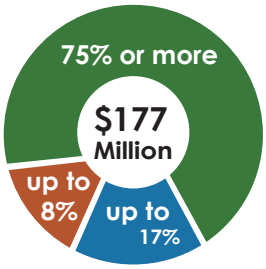
August 23, 2022

RENEWAL

Broward County Public Schools (BCPS) is presenting voters with a referendum renewal that will appear on the August 23, 2022, primary election ballot.

The Secure the Next Generation Referendum would increase voters' investment in education to one mill to continue securing funds for all public schools – and will now also include charter schools – to:

- Recruit and retain high-quality teachers and eligible staff by increasing compensation supplements
- Maintain and enhance school resource officers and school safety staff
- Maintain and enhance essential programs, such as mental health services



- **Supplements for teachers and eligible staff**
- **School resource officers and safety staff**
- **Essential programs**

Audit Approval:

The District engaged S. Davis & Associates, P.A. to audit the current, and soon to expire, Secure the Next Generation Referendum. The audit noted that the District expended Secure the Next Generation funds as approved by voters on the August 28, 2018, referendum ballot.

For information about early voting and voting by mail, visit browardsoe.org.

browardschools.com/secure

Why does BCPS need to renew the referendum and increase it to 1 mill?

The funds from the ½ mill referendum that voters approved in 2018 are set to expire. Those funds support over 500 school safety personnel, 100 mental health professionals, and approximately $82 million in compensation supplements for teachers and eligible staff to compete with neighboring school districts.

The School Board voted to approve and present this referendum on the August 23, 2022, primary election ballot, with an increase to one mill, for voters to consider investing in Broward County Public Schools.

This renewal would provide BCPS with the ability to compete with neighboring school districts, and to account for new legislation that requires the District to now share nearly 20% of these funds with charter schools.

What is a mill or millage rate?

The mill or millage rate is the amount of property value used to calculate local property taxes. One mill would provide $100 for every $100,000 of assessed property value.

What is the Difference Between the Secure the Next Generation Referendum renewal and the SMART Bond?

The Secure the Next Generation Referendum is not related to the SMART Bond. SMART Bond funds strictly provide funding for critical maintenance needs and capital improvements to buildings. The SMART Bond funds cannot be used for compensation or noncapital expenses. To learn more, visit bcpssmartfutures.com.

What to expect for year 2023:

- The average homeowner with a home market value of $393,755 for 2021 and a School Board taxable value of $274,220, would invest approximately $274 that year or $23 per month, which is an additional $11.50 more than their current investment.*
- The average condo owner with a condo market value of $192,806 for 2021and a School Board taxable value of approximately $158,421, would invest approximately $158 that year or $13 per month, which is an additional $6.50 more than their current investment.*
- If the referendum passes, it would generate $177 million for BCPS and $45 million for charter schools annually, a total of approximately $227 million (including 2% collection shortfall in property taxes) in fiscal year 2023. The referendum will expire in four years.

** A homeowner's/condo owner's investment varies based on their School Board taxable value and is subject to change annually.*

The School Board of Broward County, Florida Lori Alhadeff • Daniel P. Foganholi • Patricia Good • Debra Hixon • Donna P. Korn • Sarah Leonardi • Laurie Rich Levinson • Ann Murray
Nora Rupert • Dr. Vickie L. Cartwright, Superintendent of Schools

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District's Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. **browardschools.com**

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Champion Toolkit

Answers to Frequently Asked Questions

What is a mill or millage rate?

- The mill or millage rate is the amount of property value used to calculate local property taxes. One mill would provide $100 annually for every $100,000 of assessed property value.

What is the difference between the Secure the Next Generation Referendum renewal and the SMART Bond?

- The Secure the Next Generation Referendum is not related to the SMART Bond. SMART Bond funds strictly provide funding for critical maintenance needs and capital improvements to buildings. The SMART Bond funds cannot be used for compensation or noncapital expenses. To learn more, visit **bcpssmartfutures.com**.

SMART Update:

- While the SMART Bond program experienced some unforeseen implementation delays, the District has taken measures to get the program back on track, which included hiring a new program manager a year and a half ago. Since then, the program has made notable strides towards a completion date by end of year 2025.

- Currently, there are over 60 completed projects, 180 projects are actively under construction, and more than 50 others that will begin construction. To learn more, visit **bcpssmartfutures.com**.

Why does BCPS need to renew the referendum and increase to one mill?

- Funds from the half mill referendum, which voters approved in 2018, are set to expire. Those funds support over 500 school safety personnel, 100 mental health professionals, and approximately $82 million in salary supplements for teachers and eligible staff, to compete with neighboring school districts. Without this renewal, those funds will no longer exist.

- Outside of the legislative process, a referendum is the School Board's only option to raise additional funds.

- The Secure the Next Generation Referendum would increase voters' investment in education to one mill to continue securing funds for all public schools – and will now also include charters schools – to:

    - Recruit and retain high-quality teachers and eligible staff by increasing compensation
    - Maintain and enhance additional school resource officers and school safety staff
    - Maintain and enhance essential programs, such as mental health services

- On April 26, 2022, the School Board approved to present this referendum on the August 23, 2022, primary election ballot, with an increase to one mill, for voters to consider investing in Broward County Public Schools.

- This renewal would provide BCPS with the ability to compete with neighboring school districts (Miami Dade County Public Schools, presenting an increase from the current .75 mill, to one mill and the School District of Palm Beach County Public Schools is currently at one mill) and to account for new legislation that now requires the District to share nearly 20% of these funds with charter schools.

When will Broward County vote on the referendum?

- During the August 23, 2022, primary election.

How will the funds be allocated?

The School Board voted to allocate funds for the following:

- 75 % or more to provide compensation supplements to recruit and retain teachers
- Up to 17 % to provide funding for school resource officers and school safety staff
- Up to 8 % to preserve important programs, such as mental health services and personnel

All compensation will be subject to collective bargaining. The public will have an opportunity to comment on the dispersal of funds generated prior to distribution. These funds will not be available until the 2023/24 school year.

How much will it cost the average homeowner or condominium owner?

- The average homeowner with a home market value of $393,755 for 2021 and a School Board taxable value of $274,220, would invest approximately $274 that year or $23 per month, which is an additional $11.50 more than their current investment.*
- The average condo owner with a condo market value of $192,806 for 2021 and a School Board taxable value of approximately $158,421, would invest approximately $158 that year or $13 per month, which is an additional $6.50 more than their current investment.*
- If the referendum passes, it would generate $177 million for BCPS and $45 million for charter schools annually, which is a total of approximately $227 million in fiscal year 2023 (includes 2% collection shortfall in property taxes). The referendum will expire in four years.

* A homeowner's/condo owner's investment varies based on their School Board taxable value and is subject to change annually.

Was there a third-party audit review?

The District engaged S. Davis & Associates, P.A. to audit the current, and soon to expire, Secure the Next Generation Referendum. The audit noted that the District expended Secure the Next Generation funds as approved by voters on the August 28, 2018, referendum ballot.

How were the current referendum funds (from 2018) allocated?

72% of collected referendum funds (in 2022, that is approximately $82 million) in supplements with the following breakdown:

- **Security**
  Minimum to maximum annual amount
  $380 – $2,000
  Average $542
- **Teachers**
  Minimum to maximum annual amount
  $1,425 – $13,500
  Average $4,653
- **Paraprofessionals**
  Minimum to maximum annual amount
  $560 – $2,600
  Average $1,133
- **Food Service Workers**
  Minimum to maximum annual amount
  $140 – $1,200
  Average $413
- **Maintenance**
  Minimum to maximum annual amount
  $570 – $980
  Average $778
- **Transportation**
  Minimum to maximum annual amount
  $350 – $1,055
  Average $490
- **Facilities**
  Minimum to maximum annual amount
  $248 – $1,390
  Average $722
- **TSP (Technical Support Professional)**
  Minimum to maximum annual amount
  $870 – $3,400
  Average $2,112
- **COPA (clerical)**
  Minimum to maximum annual amount
  $245 – $1,160
  Average $630
- **Clerical**
  Minimum to maximum annual amount
  $660 – $1,200
  Average $968

20% of collected referendum funds ($21 million) in safety and security with approximately 540 positions, including the following:

- Armed school safety officers - 29
- Building Security – 4
- Campus Monitors – 388
- Clerical Support – 14
- Human Resources – 3
- Lead Building Security – 1
- Manager, Area Security – 9
- Manager, Campus Security – 8
- Security Specialists – 82

**Includes payroll processors and technical service specialists*

8% of collected referendum funds ($9 million) in Mental Health with approximately 100 positions, including the following:

- Family Counselors (ESE) – 10
- Guidance Counselors (Elementary)– 28
- Guidance Directors (High)– 2
- School Nurse – 2
- School Psychologist – 20
- School Social Worker – 17
- Teachers – 7*
- Therapists (Family Counseling Program) - 12

**Includes hospital homebound and suicide prevention teachers*

Where can I find information about voting?

- For general information, visit **browardsoe.org**.
- For information about early voting, visit **browardvotes.gov/Voting-Methods/Early-Voting-Dates-Hours-and-Sites**.
  **Early voting starts on Saturday, August 13, 2022, and ends Sunday, August 21, 2022.*
- To vote by mail, visit **browardvotes.gov/Voter-Information/Vote-By-Mail-Voting**.
- To register to vote in Broward County, visit **browardvotes.gov/Register-to-Vote/Voter-Registration-Form**.
- For statewide information about voting, visit **RegisterToVoteFlorida.gov**.

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Champion Toolkit | Superintendent's Video



Please share the following video from Superintendent Dr. Vickie L. Cartwright with your audiences:

Download the video

Download the video's thumbnail image

Champion Toolkit | Social Media Message Templates

BCPS encourages champions to post messages and retweet or share messages from the District's social media accounts, Twitter @browardschools and Facebook @BrowardCountyPublicSchools and hashtags, #BCPSSecure and #BCPSReferendum. See sample messages are below:

- Broward County Public Schools is presenting voters with a referendum renewal and increase that will appear on the August 23, 2022, primary election ballot. Learn more at browardschools.com/secure.
- The Secure the Next Generation Referendum would increase voters' investment in BCPS to:
  - Recruit & retain high-quality teachers & eligible staff
  - Maintain & enhance additional school resource officers & school safety staff
  - Maintain & enhance essential programs

  browardschools.com/secure.

Champion Toolkit | Video Messages

If you would like to record a short video explaining "Why the Referendum is Important to me!" on your cell phone, below are examples that might resonate with you or offer you inspiration on why the referendum might be important to you. In addition, you will find tips on how to record a quality video on your cell phone.

Video Message Examples of "Why the Referendum is Important to me!," You:

- No longer need a second job
- Were able to afford living in Broward, where you teach
- Secured transportation to get to work, like a new car

Tips on how to Record a Quality Video on Your Cell Phone for Social Media

- Use the back camera (not the selfie camera) for better quality video.
- Record video in landscape mode (hold your phone horizontally instead of vertically).
- If your phone has an overlay grid option for your screen, turn it on. This will serve as a guide for keeping your phone level.

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- An external microphone will record better audio.
- Record in a well-lit area. Keep the light source facing you. If you are recording outside, do not have the sun to your back.
- Keep the background simple.
- Remember framing. Keep the subject's head in the upper third (not the center) of the screen

Champion Toolkit | General Message Template

You can include the following when communicating with your school community, colleagues, constituents, friends and family.

Broward County Public Schools (BCPS) is presenting a referendum renewal to increase voters' investment in education to one mill on the August 23, 2022, primary election ballot.

The Secure the Next Generation referendum renewal would provide funds that will be used to recruit and retain high-quality teachers and eligible staff, school safety staff and enhance important programs in District schools, such as mental health services for students and families.

This referendum supports a continued commitment to secure a high-quality education and safe learning environment for BCPS students, teachers, and staff. For more information, visit **browardschools.com/secure**.

Champion Toolkit | Logos

BROWARD COUNTY PUBLIC SCHOOLS EST. 1915

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Download the horizontal logo

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Download the vertical logo

For more information or to schedule the Superintendent or her designee to speak to your group, please complete a Presentation Request Form or call the Legislative Affairs office, at 754-321-2608.

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