

Seek First to Understand

WASSA Spring Conference 2017

April 27, 2017 – 2:30 PM



Baird
Public Finance
Diane Pertzborn
School Business
Specialist

- 608-886-8572
- dpertzborn@rwbaird.com



Baird
Public Finance
Debby Schufletowski
School Business
Specialist

- 715-552-3567
- dschufletowski@rwbaird.com



- What do all these finance terms mean?
 - Revenue Limits
 - Equalization Aid
 - Tax Levy
- How do my responsibilities affect business office tasks and calculations?
 - Pupil count
 - Open enrollment
 - State reporting
 - Annual meeting/budget hearing
 - Others?

Objectives



1. Review key finance concepts
2. Discuss communication strategies
3. Hear and share best practices



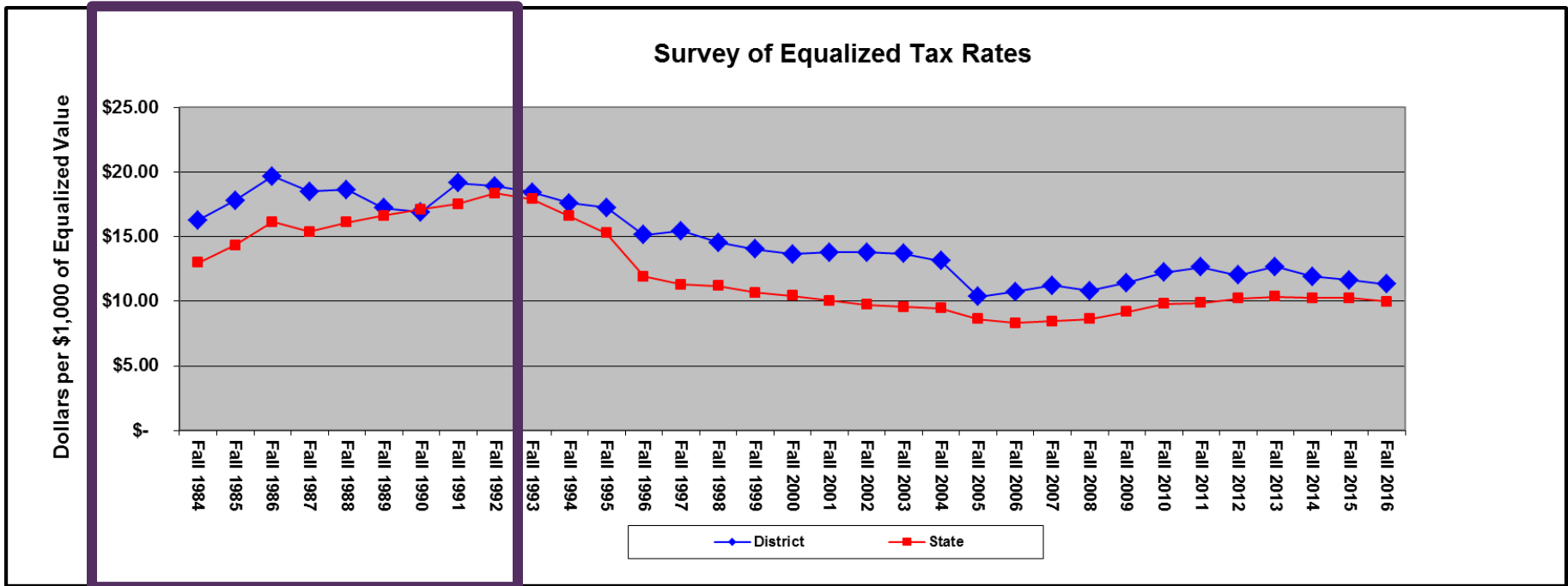
Most districts' goal: to generate revenue necessary to meet strategic plans and educational achievement expectations

School Finance Decision Making



Revenue Limits

- Established in 1993
- Goal: levy controls
- “Limited” operational revenue and, therefore, local levy
- Operational referendums available if needed



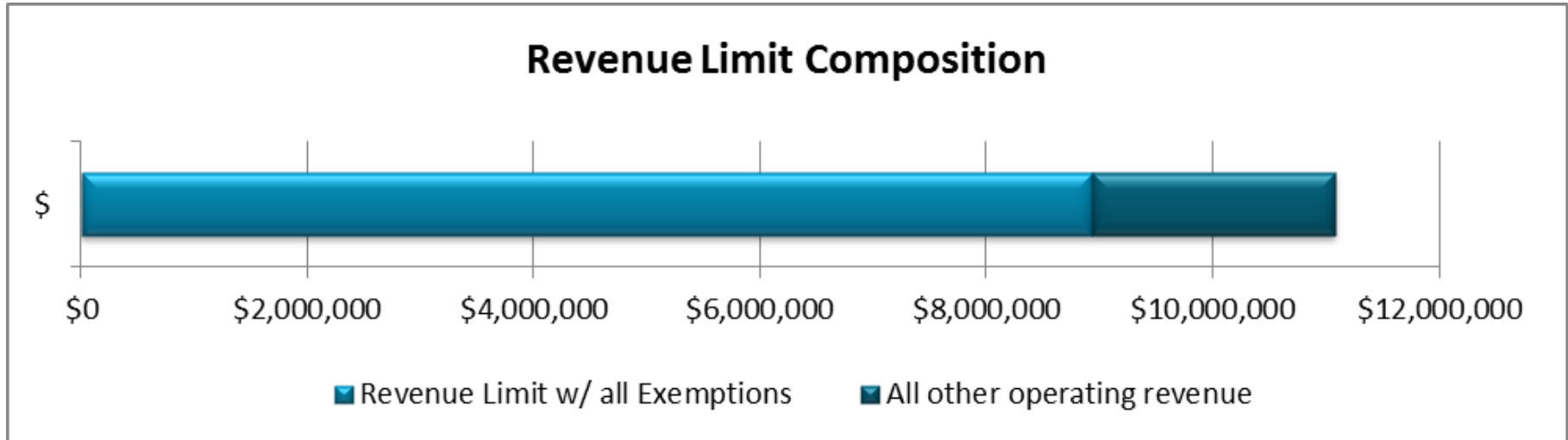
Pre-Revenue Limits

+ All Expenditures
- All Other Revenues
School Levy

Post-Revenue Limits

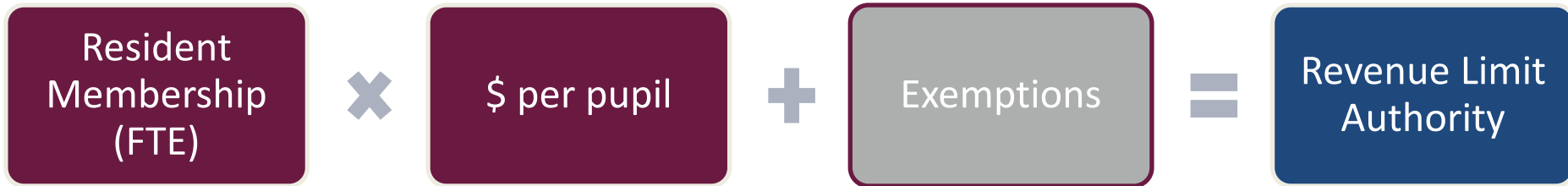
+ *Revenue Limit
Revenue/Levy*
- Adjusted Expenditures
Balanced Budget

Why is the Revenue Limit Important?

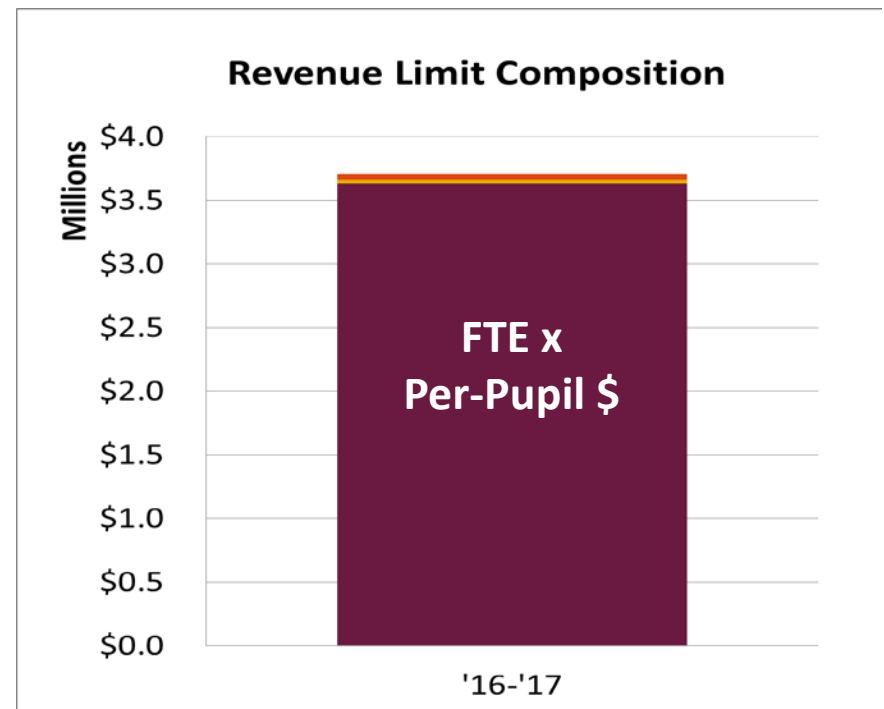


2016-2017 Fund 10 Budget	\$	%
Revenue Limit w/ all Exemptions	\$8,928,670	80.6%
All other operating revenue	\$2,152,651	19.4%
Total	\$11,081,321	100.0%

Budgeting with Revenue Limits



- Key factors: FTE and Per-Pupil revenue
- Some exemptions are for one year and some are ongoing.





- FTE?
- \$ Per-Pupil??
- Exemptions???

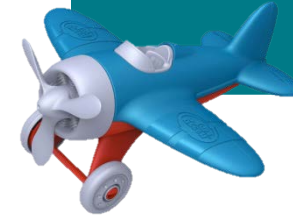
FTE (Full-Time Equivalency)



Head Count

OE In

OE Out



Resident
Student Count

Proration

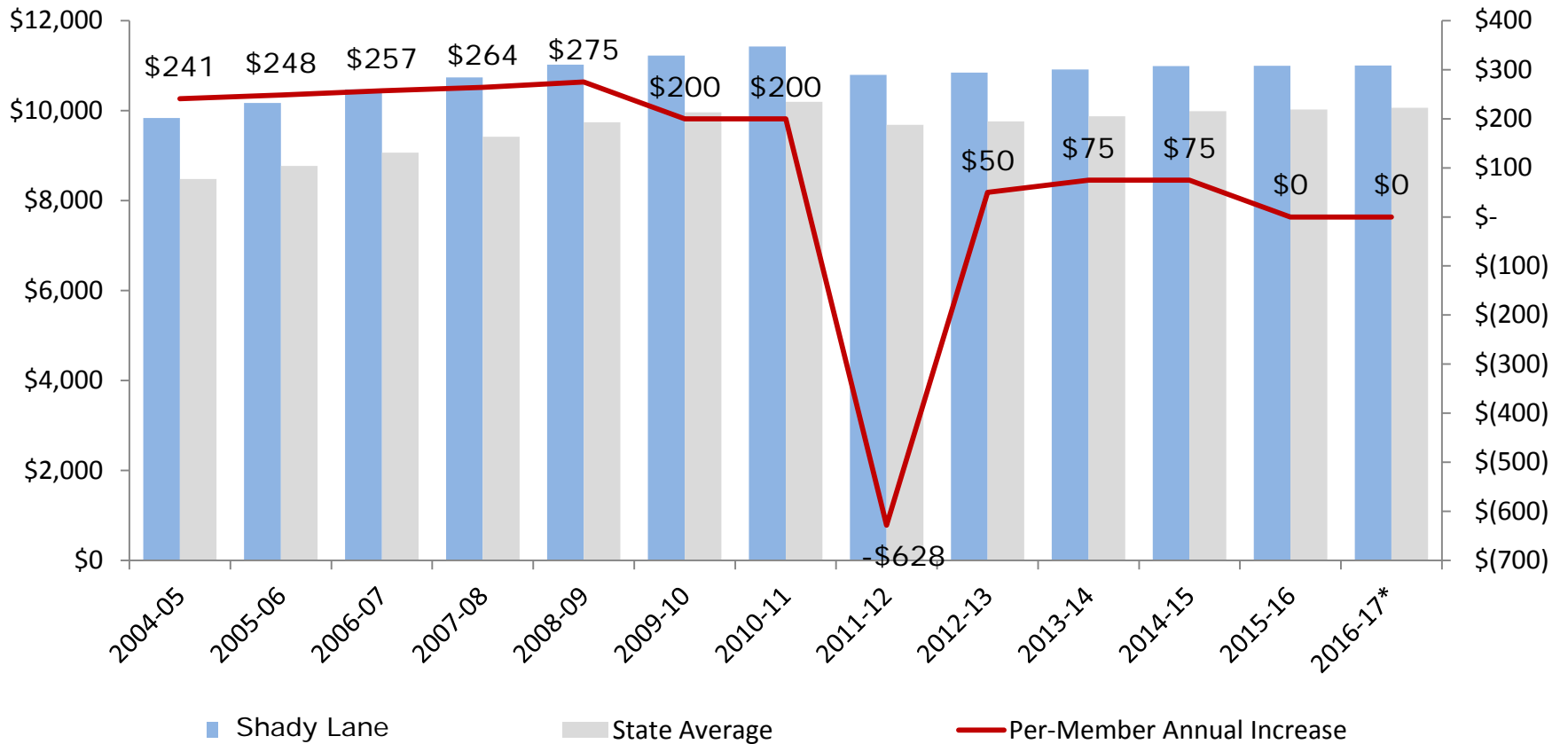


FTE

Revenue Limit Per-Pupil \$



Historical Revenue Limit per Member Trend

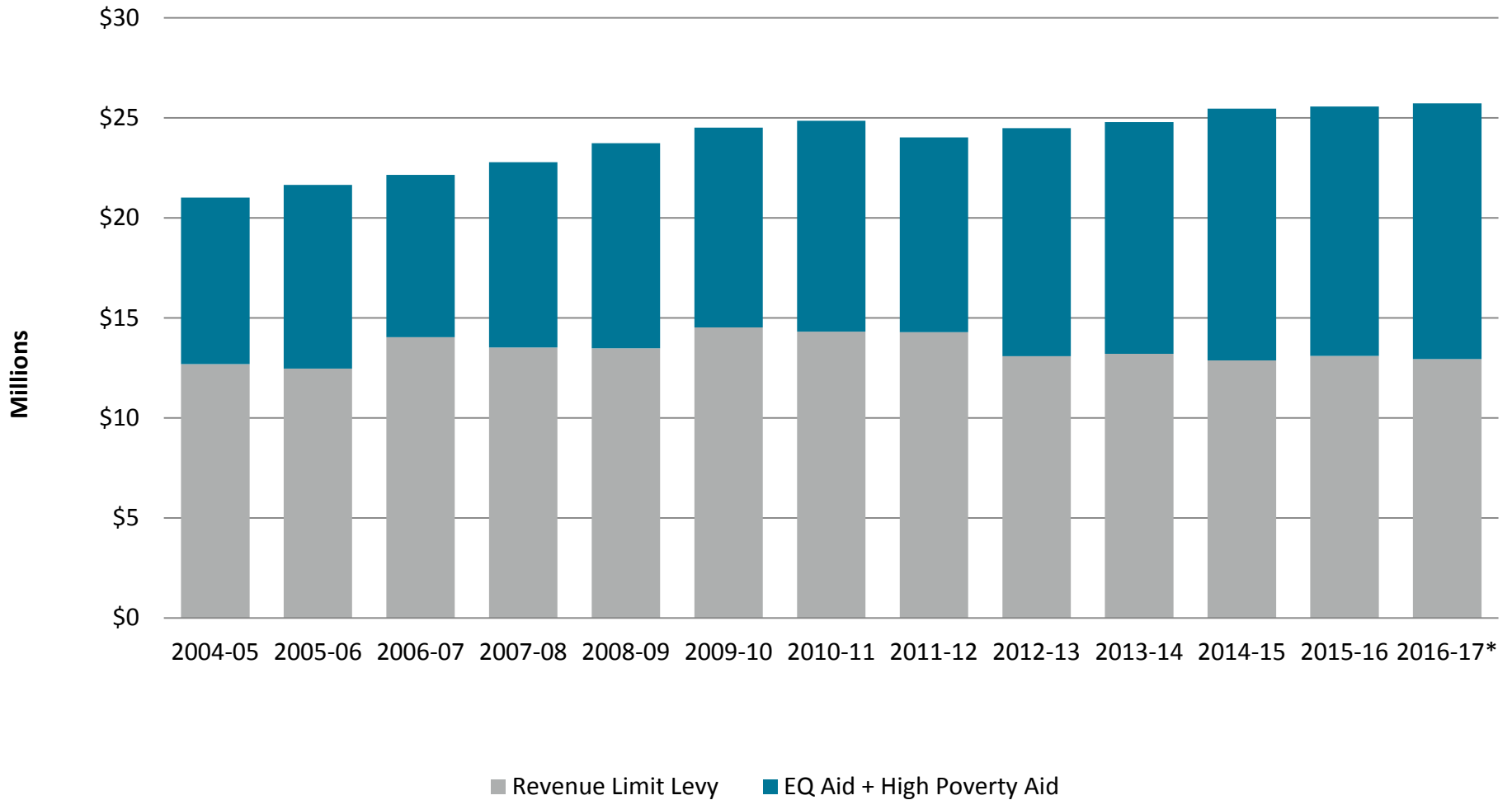


*Unaudited until May of 2017
Source: Department of Public Instruction

- State EQ Aid impacts the school district's local levy. How?
- Does additional state EQ aid provide additional dollars to spend?

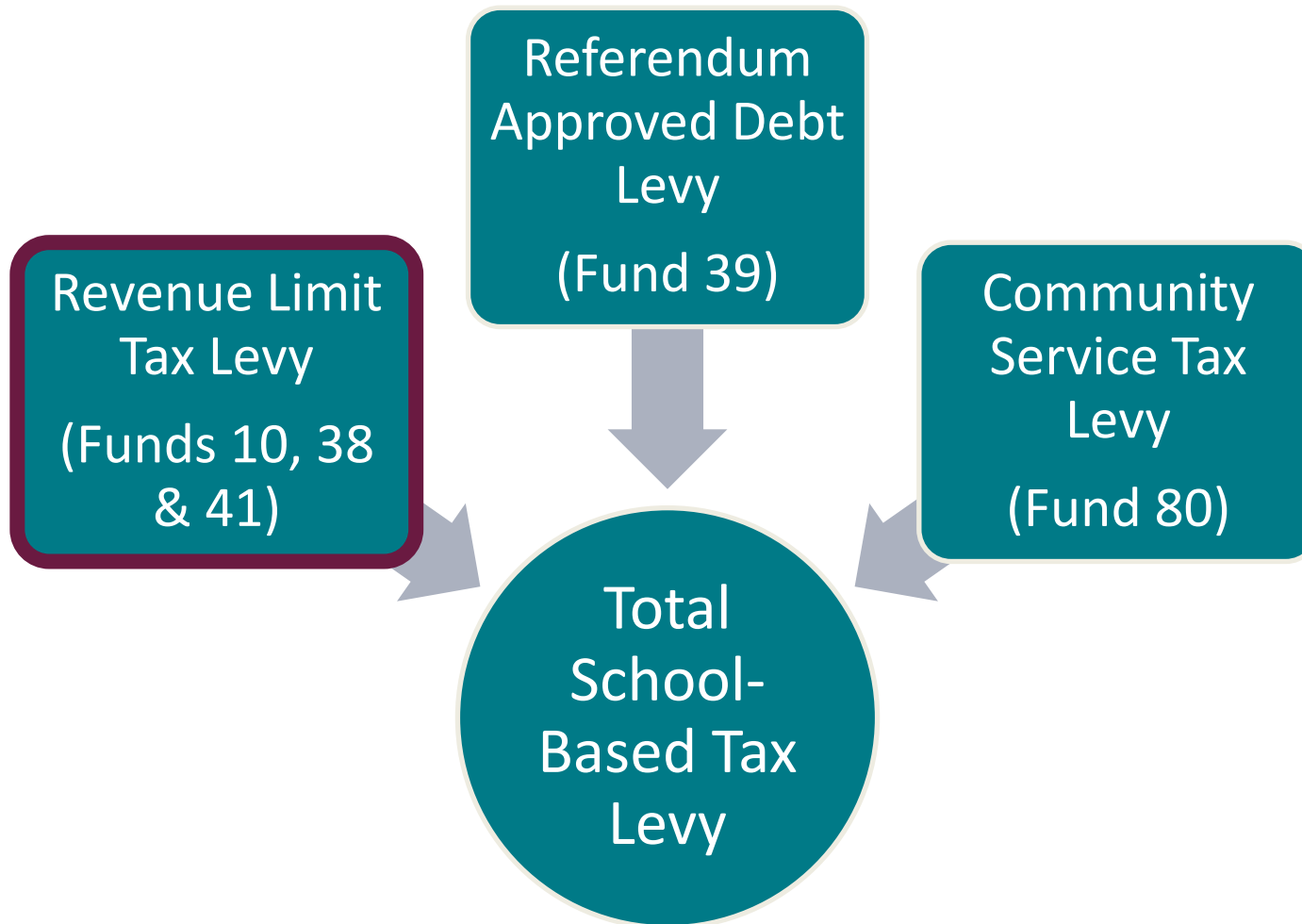


Revenue Limit Composition



*Unaudited until May of 2017
Source: Department of Public Instruction (DPI)

Total School Tax Levy



Mill Rate Calculation



- The **mill rate** is a figure representing the amount per \$1,000 of the assessed value of property, which is used to calculate the amount of property tax.



Mill Rate:


- \$10.62 mill rate
- \$100,000 home = $\$10.62 * 100$
- \$1,062

- Business manager and peers
 - DPI website
 - WASSA / WASBO / WASDA
 - Newsletters and publications
 - Videos and webinars
-
- **So many great options to meet your individual needs and preferences!**




Communication is key!

Communications – Overall good practices




“I will have
someone get
back to you.”



“I will have
someone get
back to you.”

A green thought bubble with a white outline, containing the text "What questions might they ask?".

What questions might they ask?

A blue thought bubble with a white outline, containing the text "What visuals might help tell the story?".

What visuals might help tell the story?




A large, light blue thought bubble with a smaller one below it, containing the text "How might they be feeling?".

How might they
be feeling?

A large, light green thought bubble with three smaller ones below it, containing the text "Why might this be important to them?".

Why might this
be important to
them?



A stylized icon of a person with black hair, an orange face, and a blue polo shirt with a white collar and two white buttons. The person is positioned at the bottom center of the slide, with two speech bubbles above their head.

“Your question is important to us.”

“We want you to have all the information you need.”

pub·lic re·la·tions

/ˈpəblik rəˈlāʃhənz/

noun

the professional maintenance of a favorable public image

Be accessible

Be helpful

Be consistent

Because...Impressions matter!



- Questions? Comments? Feedback?

Robert W. Baird & Co. Incorporated is providing this information to you for discussion purposes only. The information does not contemplate or relate to a future issuance of municipal securities. Baird is not recommending that you take any action, and this information is not intended to be regarded as “advice” within the meaning of Section 15B of the Securities Exchange Act of 1934 or the rules thereunder. In providing this information, Baird is not acting as an advisor to you and does not owe you a fiduciary duty pursuant to Section 15B of the Securities Exchange Act of 1934. You should discuss the information contained herein with any and all internal or external advisors and experts you deem appropriate before acting on the information.

Information and situations are intended to reflect rules and law for the state of Wisconsin