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National School Public Relations Association

SCHOOL FINANCE COMMUNICATIONS

BEST PRACTICES FOR THE NEW YEAR

Advertisement

New York State Board of Regents asks for updated school aid formula in next budget session

The New York State Board of Regents has requested a $2 billion funding increase for the 2025-2026 school year, highlighting the need for "four meaningful updates" to the state a[id] formula.

Share

NBC 5 | Updated: 8:52 AM EST Dec 30, 20

Infinite Scroll Enabled

Molly Ormsbee
Producer

EducationWeek.

Districts Are Already Bracing for Federal Funding Cuts Under Trump

By Mark Lieberman — December 18, 2024 · 8 min read

The New York Times

Who Is New York's 'Affordability' Candidate? Who Isn't?

With voters anxious about the cost of living, politicians are eager to show how they are trying to help alleviate the crisis.

Listen to this article · 7:32 min Learn more | Share full article | 99

Pew Research Center

SHORT READS | APRIL 4, 2024 SHARE

About half of Americans say public K-12 education is going in the wrong direction

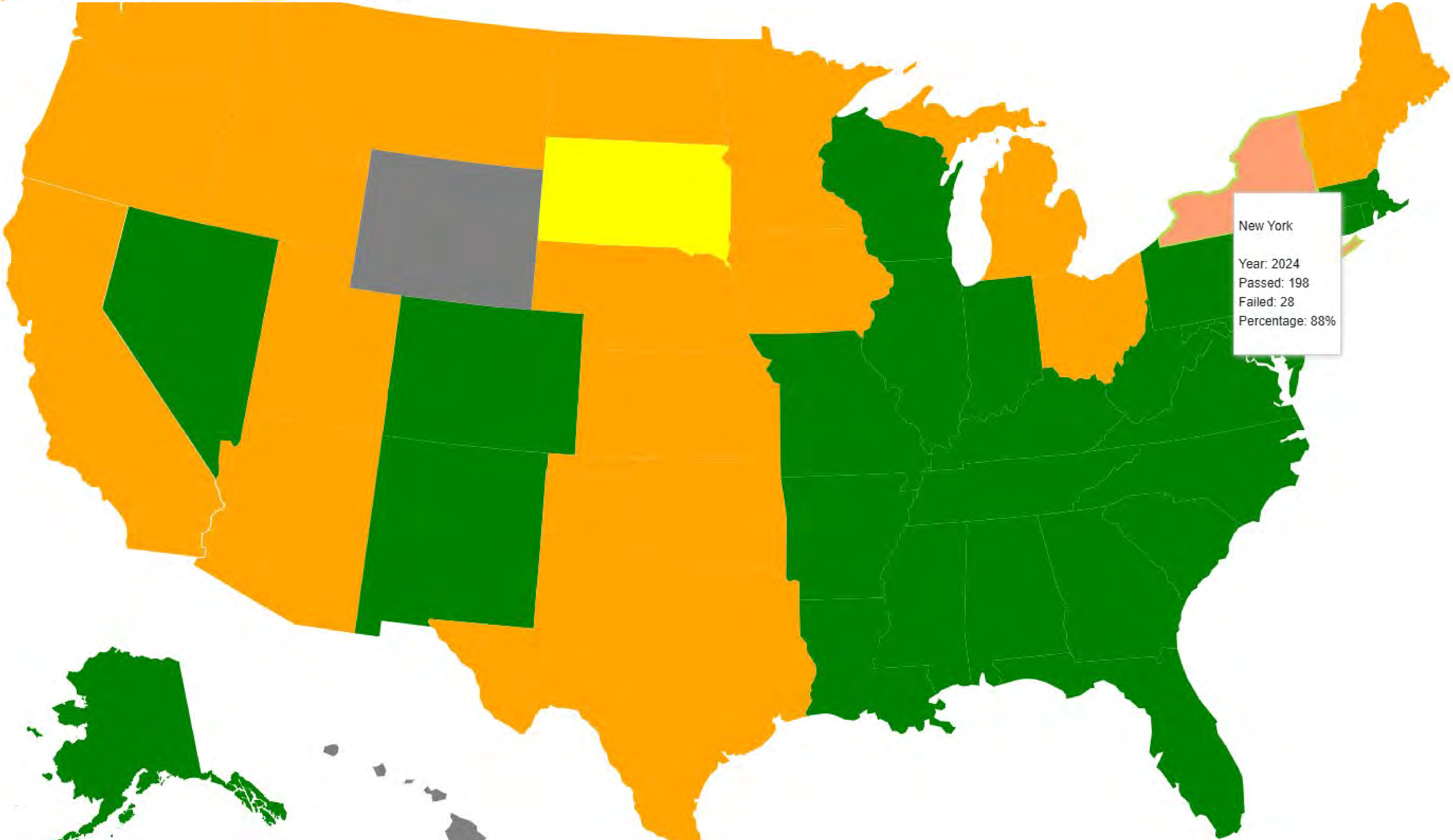
BY RACHEL MINKIN

SchoolBondFinder
Unlocking Opportunities for K-12 Solution Providers

$113,810,404,286 Passed(2024)

Vote Year: 2024 **Report:** passed

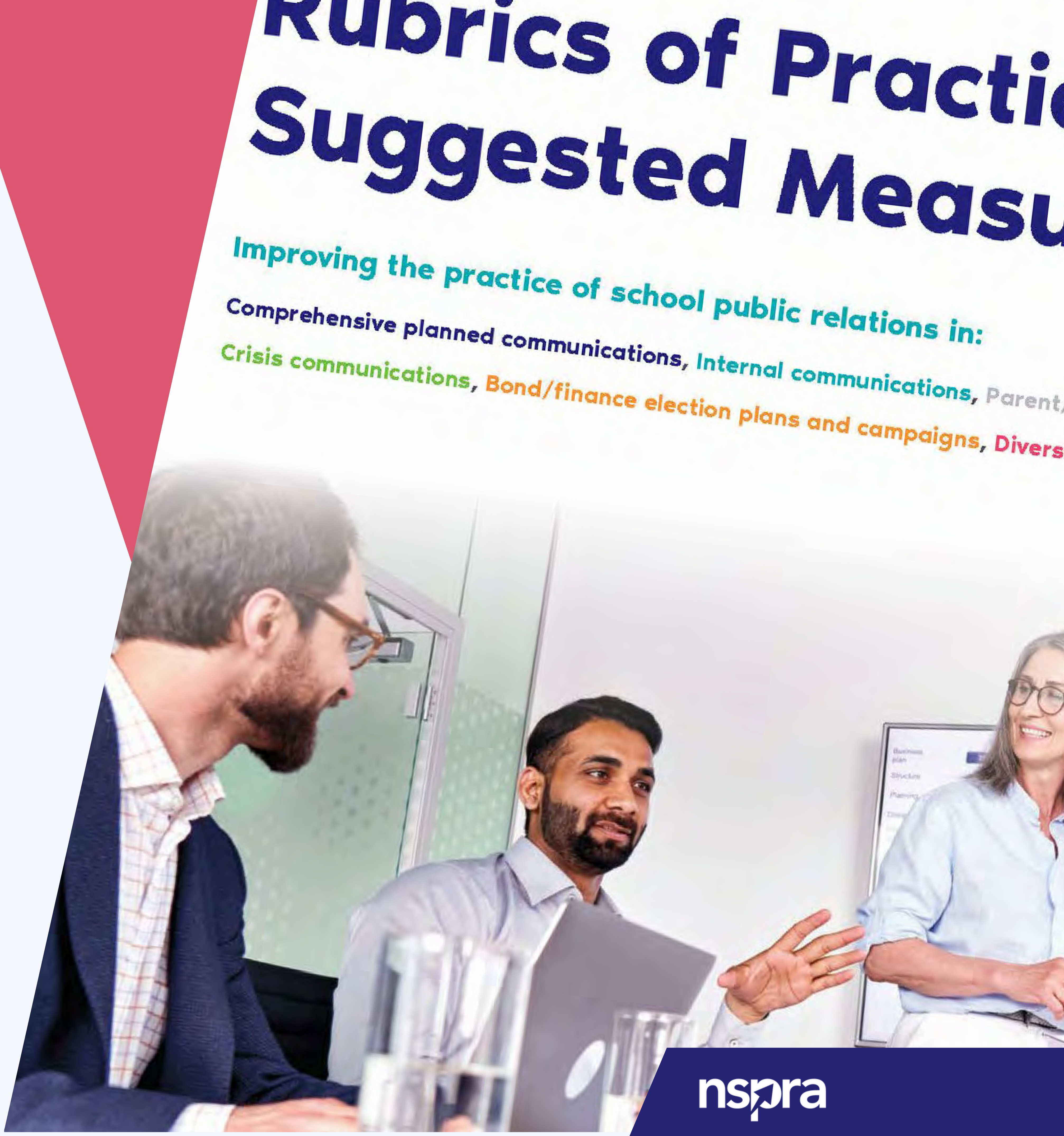
> 75% passed 40% to 75% passed < 40% passed



Best Practices in School Communications

NSPRA's *Rubrics of Practice and Suggested Measures*

- Award-winning, accredited communicators reflected on national best practices
- Focused on award-winning, successful school communication campaigns, programs and practices



ChatGPT 4.0's interpretation
of “Freaky Friday”

Research and Understand Stakeholders' Needs, Expectations, Opinions, Attitudes, Knowledge Levels

Quantitative Data

- Surveys (online, paper, telephone), including any past exit surveys

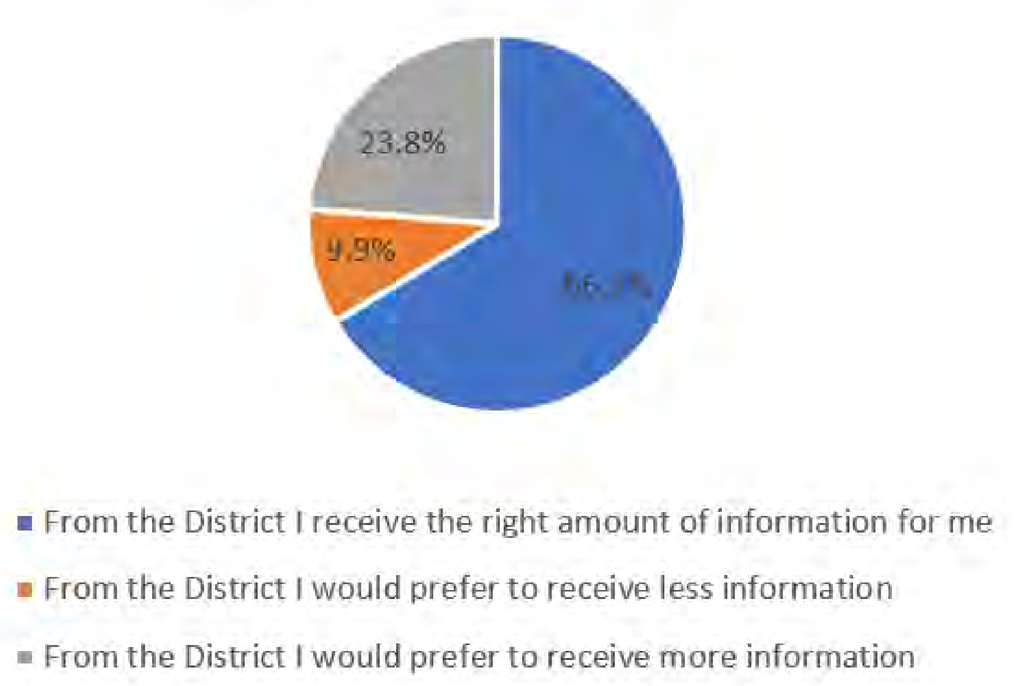
Qualitative Feedback

- Focus groups
- Informal conversations with existing task forces/committees/groups
- Social media/traditional media monitoring

Community National Benchmarks 100+ Districts	District	Average
General perceptions		
Please give an overall rating for your perception of the district.	3.9	3.3
Please give an overall rating for your satisfaction with communication from the district.	3.4	3.2
Level of feeling informed		
About student successes and achievement	3.3	2.9
About district finances	2.8	2.5
About school safety, including school closings, serious incidents and school crises	3.0	2.9
Agreement with statements about district communication		
I trust the communication I receive.	3.6	3.4

Parents: From the District

Employees: From the District



School Communication Performance Evaluation
scope

nspra

Specific Perceptions about Osseo Area Schools:

Both groups were read eight statements about the School District and asked if they agreec with each one.

	Agreement with Statem	
	All Residents	Parents Only
During the last few years, the Osseo Area School District Administration and Board have spent tax money effectively and efficiently.	78%	75%
When the Osseo Public Schools ask voters to approve a property tax increase, it is only as a last resort after the Administration and School Board have considered all other budget alternatives.	78% (+11%)	76%
I trust the Osseo School District Board and Administration to do what is right for students in this District.	87%	90%

SUMMARY

BUILDING A BETTER FUTURE

Research

A metropolitan area district, Osseo Area Schools (MN) is a highly respected public school district serving eight municipalities.

The district relies on voter-approved operating and technology levies (referendum funding) for 15% of the district's budget. The levies expire in 2024, unless renewed by voters. To support rising costs, the district is seeking to renew and increase both levies (legally required language: revoke and replace).
The total amount at stake is $49 million per year for 10 years.

The Osseo Area School Board unanimously approved the Building a Better Future referendum on March 22, 2022, as recommended by two community-based committees — the Committee on Financial Involvement School-Community Accountability Liaisons (FISCAL) and the District Technology Advisory Committee (DTAC).

The student body is diverse: 38.5% white, 26.6% Black, 16% Asian, 9.6% Hispanic or Latino, 6.9% two or more races, and 2.3% American Indian; 48.1% of students are economically disadvantaged, 1.4% are experiencing homelessness, and 11.6% are English Language Learners. The district translates all communication into five languages.

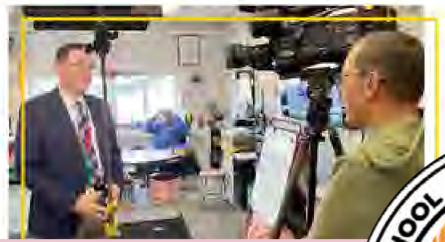
Based on district demographics and translation requirements, all campaign messages would be concise, using everyday language.

A January 2022, random-sample formal ***community survey*** assessed public opinion concerning the proposed two levy questions.

- An analysis revealed that district support and public opinion were negatively impacted by the pandemic, online learning and classroom masking policies.
- Positive ratings of the school board, district administration, school principals and teachers had shifted downward, particularly in intensity, but remained within the top quartile of metropolitan area suburban school districts.
- The district's financial management was viewed favorably, so mismanagement was not an issue.
- The survey indicated voters would likely support both the operating levy and the capital projects levy for technology.
- Despite a chaotic environment, the district would begin a referendum campaign in its strongest position in decades.

Demographic and voter data:

- District residential population: 160,000
- Statewide voter turnout: typically 65%
- Hennepin County voter turnout: typically 77%
- Residents with school-age children: 33%



OSSEO AREA SCHOOLS
ISD 279

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NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION GOLD MEDALLION AWARD 2023

Student Poll

What did students think about merger?

In early September 2021, Schenevus Superintendent Theresa Carlin and Worcester Superintendent Tim Gonzales spent several days meeting with students in both school districts in Grades 5-12. Each student was given the opportunity to complete an anonymous, voluntary survey designed to evaluate their impressions about merging.

A total of 378 students between grades 5-12 completed the survey between Sept. 13-22: 179 from Schenevus (47%) and 199 from Worcester (53%). Survey respondents were fairly evenly distributed by grade.

Merger supporters largest group of respondents

When asked if they think Schenevus and Worcester should merge, half the students (50%) responded "yes," with the remaining students divided between "no" (27%) and "not sure/no opinion" (23%).

At the individual school level, there were slight variations. In Schenevus, 52% of students indicated they favor merger, while in Worcester, 48% of students favored merger.

Supporters seek more extracurricular opportunities

When respondents were asked why they support a merger, 198 respondents gave reasons. Responses were not exclusive, so respondents could select more than one. A majority (69 more extracurricula were the reason. R follows:

- More extracurric ties (69%)
- Meet new people (61%)
- More academic opportunities (54%)
- Financial reasons (46%)

Students also volunteered other reasons, such as, "A better chance of success" and "I get to see my old friends."

Opponents do not see necessity for merger

When respondents were asked why they do not support a merger, 118 respondents gave reasons. Responses were not exclusive, so respondents could select more than one. The most frequent response was that a merger did not seem necessary, with 48% of respondents selecting this option.

Responses were as follows:

- Don't see the need to merge (48%)
- Don't want to compete with a new group of students (44%)
- Students from the other school might not treat us well (44%)

back of my hand and I feel like it might ruin things."

Other feedback

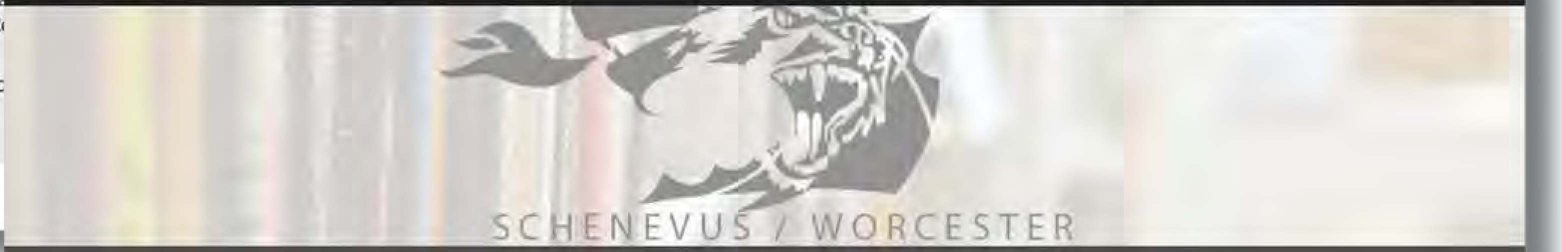
All students were invited to leave any additional feedback about the merger. 135 respondents chose to do so. Comments varied, with some echoing considerations that had been raised in previous questions ("im really excited for it to happen because i can meet all new people and our sports teams can improve," "the thought of my little brother going to a different school surrounded by people i dont know scares me").

Others spoke to the ambiguity some students feel ("There are negative and positive things to everything and I think that good a lot of good things can come out of this possible merge," "For economic reason it would be good. For money and profits. But I personally like the how many kids we have now, and I think more kids would kind of complicate things").

Some comments also expressed mistrust or uncertainty some

SWCS Merger Committee

Home | About the Merger | About Our Districts | Our Work So Far | Frequently Asked Questions



Public Opinion Surveys

Public opinion has been a vital component of the merger process. In addition to public forums, the districts have conducted informal public opinion surveys throughout the process to better understand public opinion. These surveys are **voluntary, anonymous and informal in nature**. While they may not represent the full spectrum of public opinion, they do provide a "snapshot" of some viewpoints within the community. Each survey linked below was open to residents of both school districts.

May 2021 Exit Poll

Voters were surveyed in connection with the May 2021 budget vote.

September 2021 Exit Poll

Voters were surveyed in connection with the September 2021 straw poll.

September 2021 Student Survey

Students in Grades 5-12 were surveyed prior to the September 2021 straw poll.

Voter Poll

What did voters think about merger?

In September 2021, Schenevus and Worcester residents were invited to complete a public opinion survey related to the Sept. 22 advisory referendum regarding the potential merger of the two districts. Paper surveys were distributed in both districts during the public vote. A link to the survey was shared on the both districts' websites and Facebook pages on the date of the vote.

There are an estimated 2,500 eligible voters residing in the Schenevus and Worcester central school districts. Of those, 1,029 cast ballots in the Sept. 22 vote. The survey was completed by 209 respondents, 203 of whom were also voters. Close to 52% were from Schenevus, and nearly 48% were from Worcester.

Majority of respondents support merger

Close to 77% of respondents said they voted for the merger proposal. The actual approval rate for the proposal at the polls was 64% overall. The approval rate among survey respondents was close to 77%. It is not uncommon for exit surveys to show a higher approval rate than the actual vote totals reflect. In other words, it is common for more "yes" voters to complete exit surveys, compared to "no" voters.

Approval rates varied between the

Proponents cite students as primary reason for support

Supporters of the proposed merger were asked to indicate their reasons for favoring the proposal. Among the 150 respondents who indicated support for the merger, the following information was provided (categories were not exclusive, so respondents could choose more than one option):

- Because the merger would be good for students (95%)
- Because the merger would be good for our community (75%)
- Because the merger would be good for taxpayers (65%)

At the district level, there was very little variation in responses among the reasons for supporting the merger.."

Opponents cite community impact

Opponents of the proposed merger were asked to indicate their

WHAT'S IN A SURVEY?

Both of these surveys were informal in nature and provide only a "snapshot" as to some of the opinions of students and voters around the time of the September 2021 straw poll.

Want to read more about these two surveys? Visit www.mscsw.org for detailed reports and complete survey results.

- Because the merger would not be good for our community (84%)
- Because the merger would not be good for taxpayers (77%)
- Because the merger would not be good for students (57%)

At the district level, there was very little variation in responses among the reasons for supporting the merger.

Majority of respondents feel well informed about merger

When asked to rank how well informed they were about the proposed merger, on a scale of 1-3, where 1 represented "not informed at all" and 3 represented "very well

What research informs your district's finance communications?

Consider also:

- How, and how often, do you assess local stakeholders':
  - Communication preferences?
  - Opinions on the district's financial operations and plans?

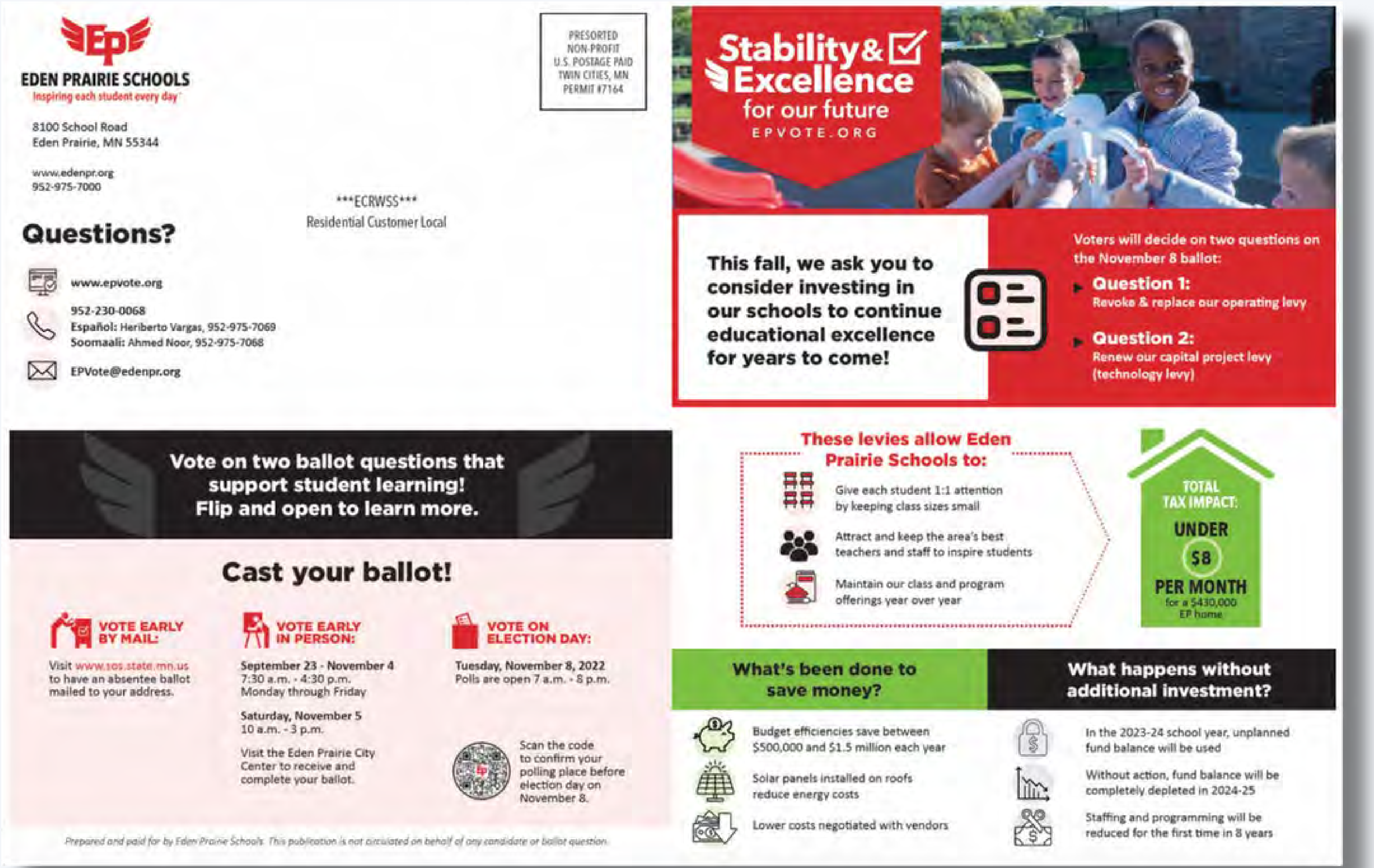
Develop and Communicate Key Messages Across Multiple Communication Platforms

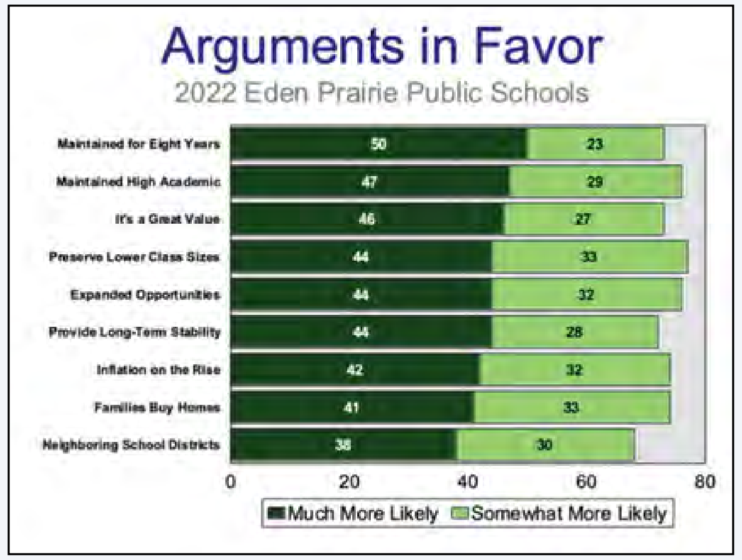
Crafting an effective key message:

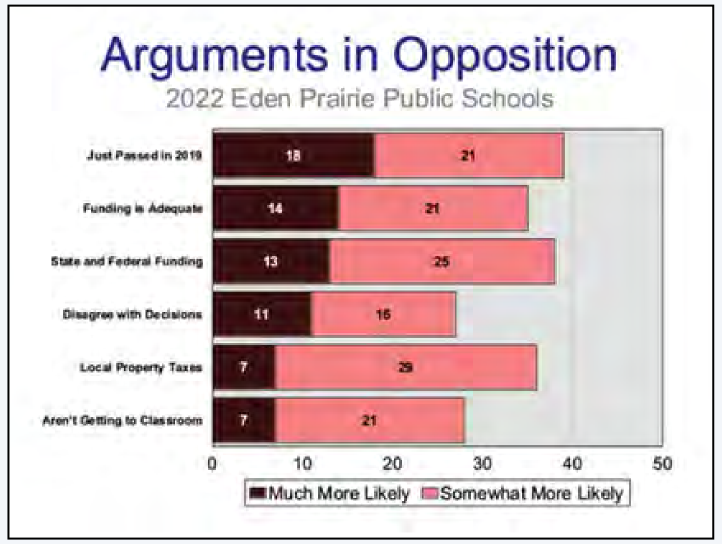
- Describe need/opportunity
- Target specific internal and external stakeholders
- Reflect research/input from stakeholders and administrators' priorities
- Make message clear, easy to understand and repeat

Use consistently, repeatedly, across digital and print platforms

Enhance with accompanying infographics, charts, photos, videos, FAQ, talking points, etc.







Stability & Excellence
EPVOTE.ORG
VOTE NOVEMBER 8

chose to
vember ballot:
.815.27 per
)75.27 per
project levy
a tax impact
Prairie home
renewal
community
referendums
0% yes
. 64% & 56%

The communications plan also utilized potential key messages tested in the March survey. Residents found several points to be particularly persuasive:

- The district promised to use 2014 referendum funds to avoid reductions to programs and services for five years, and has done so for eight
- Eden Prairie Schools is worth supporting because it has maintained high academic achievement for all students, even through the pandemic
- Eden Prairie Schools is a great value: School taxes are low compared to neighbors, and graduates can be prepared for every opportunity (including highly selective colleges and universities) without the expense of private school

Messages about low elementary school class sizes, expanded opportunities like career-focused courses, and long-term financial stability in the face of inflation and low state funding were also impactful.

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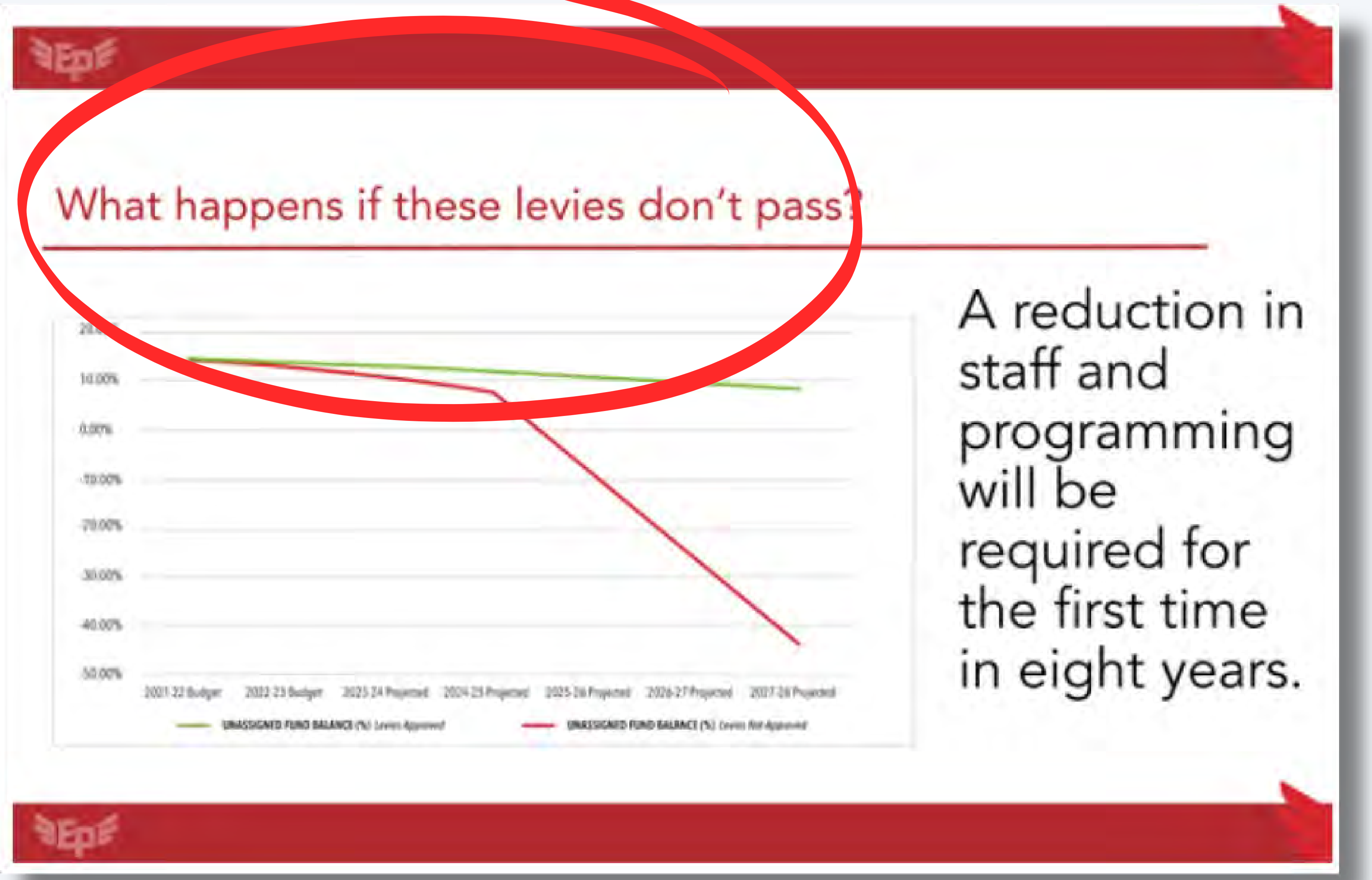
NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION
GOLD MEDALLION AWARD
2023



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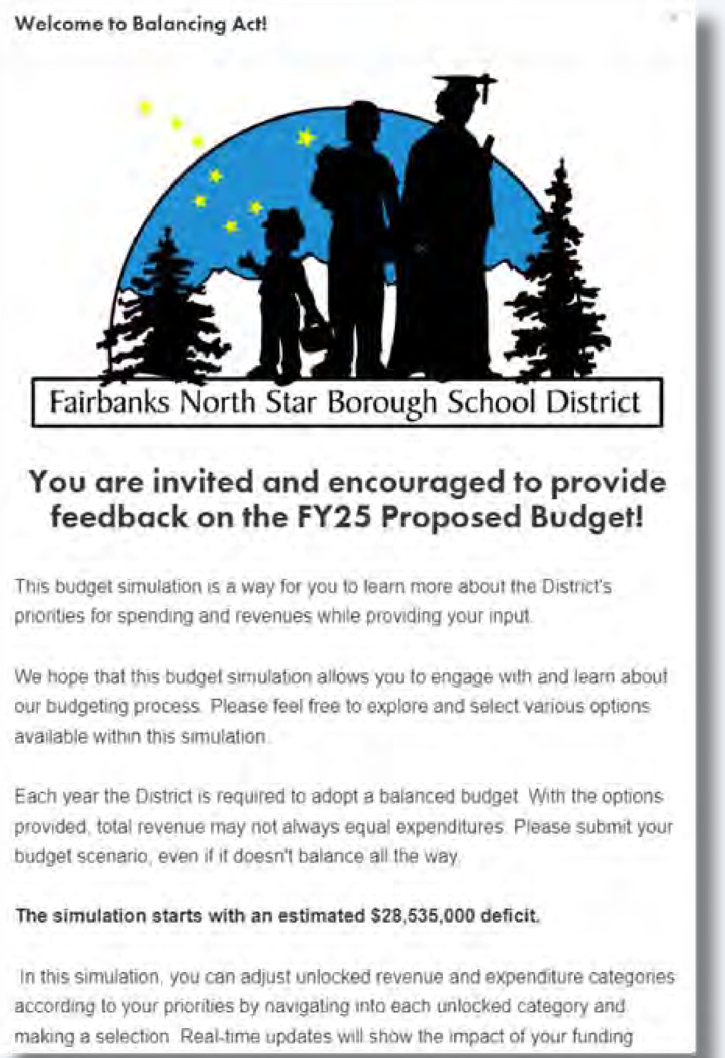
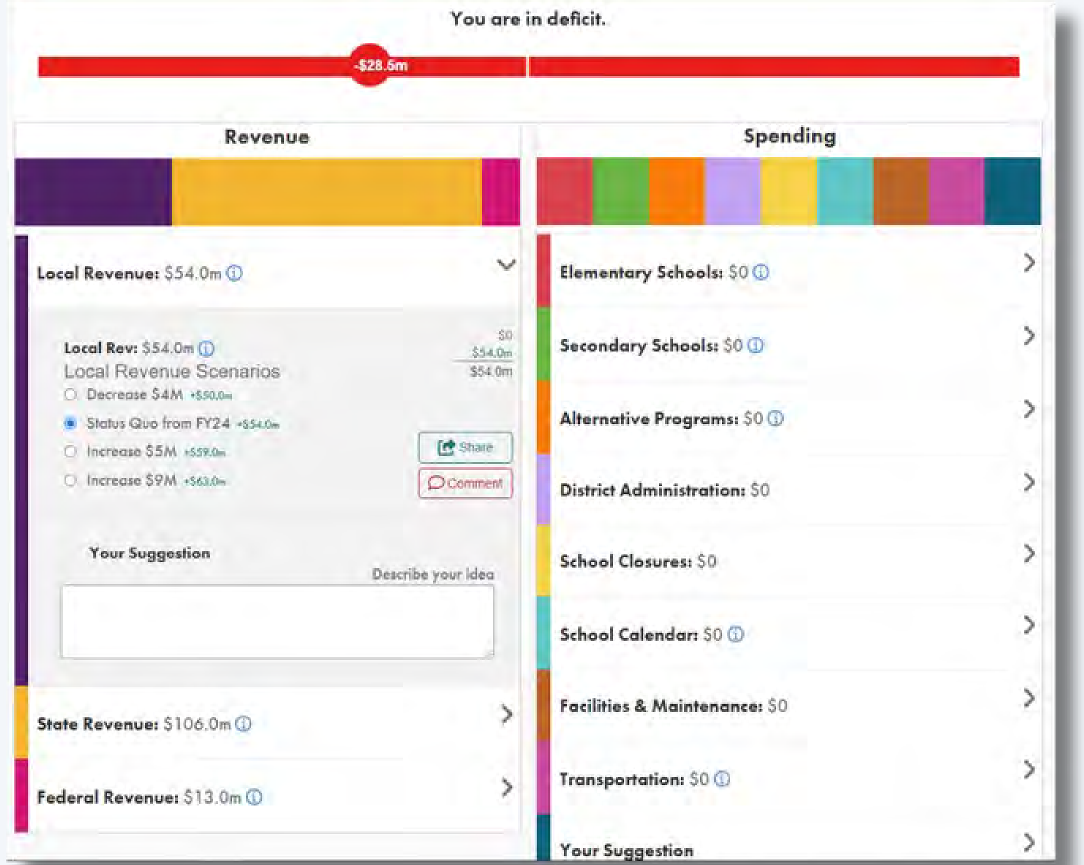
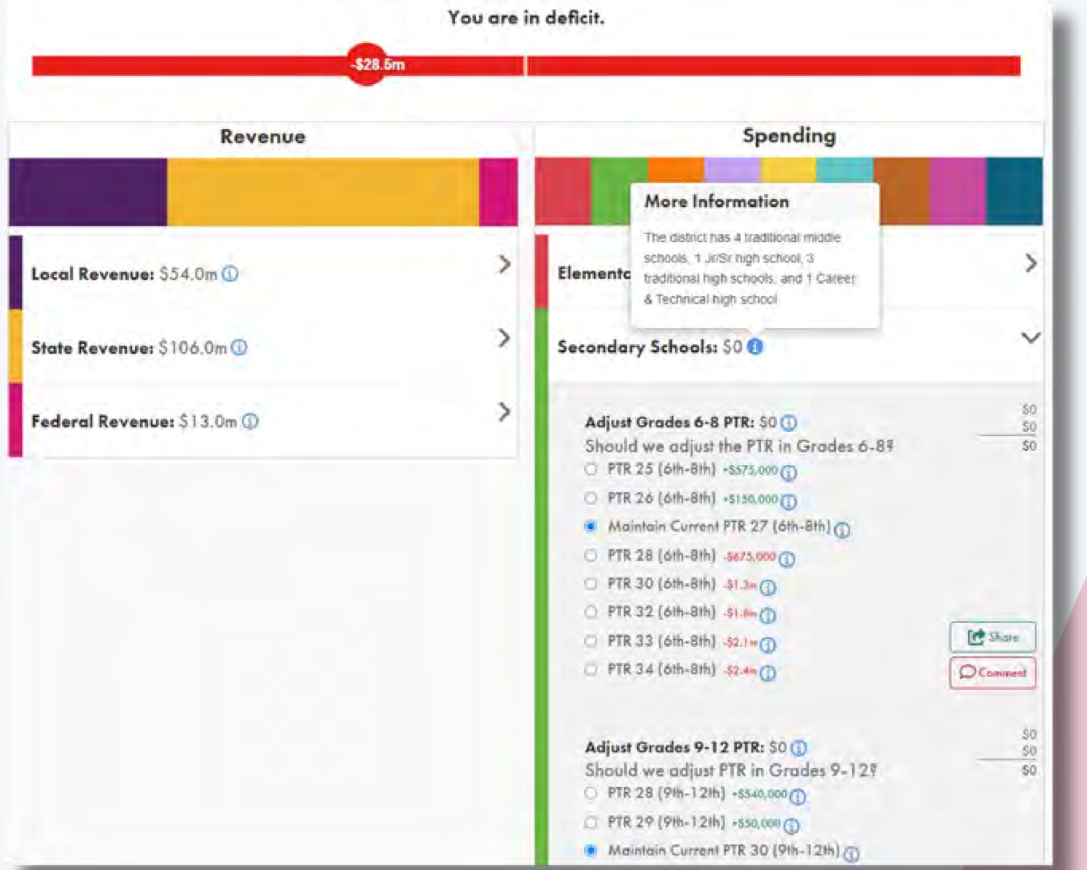
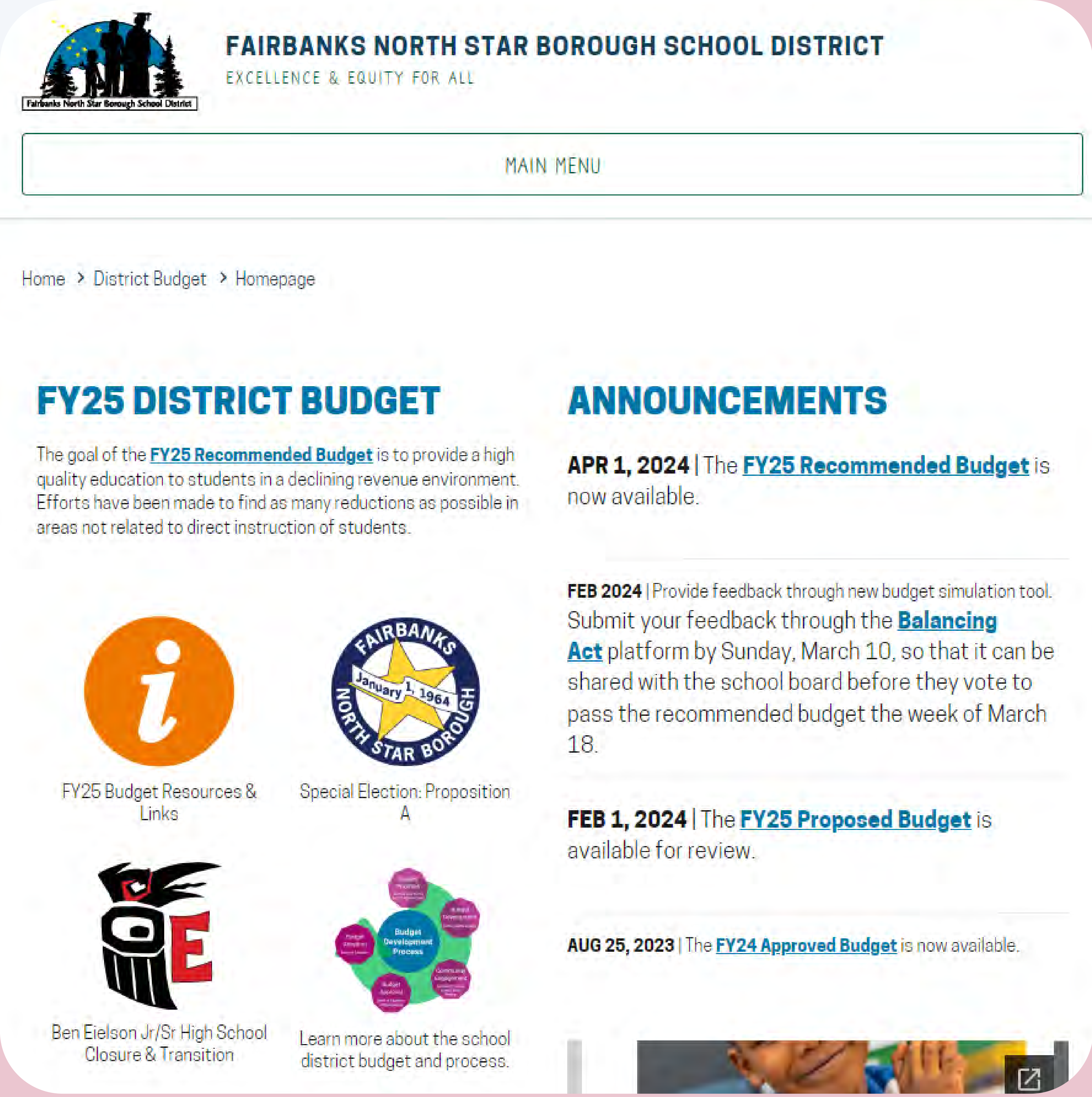
NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION GOLD MEDALLION AWARD 2023









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LionTracks

Balancing Tough Reductions With Educational Mission of Schools

The revised 2013-14 school budget proposal includes more than $1 million in reductions and cost-saving initiatives. General Brown Central School District already has one of the lowest total spending per-pupil rates in the state, so any reductions present a challenge in the effort to maintain a quality education program.

The district will lose 17 full-time equivalent staff positions next year, for a total of 46 staff positions reduced in four years. Whenever possible, the General Brown Board of Education has tried to minimize the negative impact of those reductions on students by taking advantage of declining enrollment and attrition.

"Some community members will be unhappy with these reductions, but the risk of having to make even more cuts if the second proposal is defeated is simply too great," said District Treasurer Lisa Smith. "I know that, as a district, we remain committed to meeting the high expectations for public schools today, despite the challenges."

The proposed budget preserves many aspects of the current education program that will help General Brown students meet new, higher expectations under the Common Core State Standards (learn more at www.engageny.org). Examples include full-day kindergarten, many high school electives, modified and varsity athletics, Odyssey of the Mind, and current elementary class sizes. In recent years, students have used these types of offerings to achieve success in a variety of areas:

- General Brown ranked 8 out of 33 school districts in the Tri-County Area for academics, according to the Buffalo-based *Business First* publication.
- For the class of 2012, the 89 percent graduation rate exceeded the state average of 74 percent.
- The 2012-13 varsity teams that earned scholar-athlete awards from the New York State Public High School Athletic Association included: Baseball, Boys' and Girls' Basketball, Football, Golf, Boys' and Girls' Lacrosse, Boys' and Girls' Soccer, Softball, and Girls' Volleyball.

Program/Staffing Reductions

$1,118,595 in savings

Down 17 FTE staff positions

- Junior varsity athletics
- 1 administrative position
- 1 teaching assistant position
- 1 physical education teaching position
- 1.5 special education teaching position **(a 0.5 increase from original proposal)**
- 1 English teaching position
- 1 reading teaching position
- 1 instrumental music teaching position **(a 0.5 increase from original proposal)**
- 0.5 physics teaching position
- 0.5 family and consumer science teaching position
- 0.5 technology teaching position
- 0.5 Spanish teaching position
- 0.5 health teaching position
- 0.5 vocal music teaching position
- 0.5 art teaching position
- 0.4 speech teaching position
- 0.5 librarian position
- 1 cleaner position
- 1 secretarial position
- 3 aide positions
- 1 consultant psychologist position
- Summer high school workers down from 33 to 15 (not included in staff FTE calculation since the temporary positions are for students)
- Merry Go Round Theatre
- Limit purchases of supplies and equipment
- Eliminate school department head positions
- Eliminate online tax payment service

Estimated Tax Impact of Proposed Budget

Tax increase based on a $100,000 tax-assessed property in the Town of Brownville

Increase in Tax Bill	Property with Basic STAR Exemption	Property with Enhanced STAR Exemption
2013-14 School Year	$58.61	$31.08
Average per Month	$4.88	$2.59

Everyone will be Responsible

Checking in on 2013-14 Board Goals

The Schenevus Board of Education meets every summer to think strategically about its goals for the coming school year. Those goals are markers for success as administrators, staff, parents, students and other community members work to fulfill the district's Educational Plan. Below are a few examples of how they did so this past year.

2013-14 Board Goals

- Students will take more responsibility for their own learning.
  - Grant-funded initiatives helped students identify their academic, college and career goals (p. 3).
- Everyone will contribute to a positive school environment and be an agent for school improvement.
  - The Positive Behavior Intervention Supports program helped reduce student discipline referrals.

Operational Efficiency Key to Financial Success

Schenevus schools spend less than the state average to educate each student, according to the district's most recent fiscal accountability report from New York state. That trend is likely to continue as Schenevus strives to find more operational efficiencies through methods such as those below.

Students enjoyed quality meals, while a shared cafeteria manager helped increase cost-effectiveness in food services.

- In 2013-14, the district began sharing a cafeteria manager and AP classes with other districts to reduce costs and increase student opportunities.
- In 2014-15, district business functions will be shared with Cooperstown Central School District for a savings of almost $60,000.
- The Transportation Department generates revenue for

Listening to Public Sentiment, and Adapting Messages and Strategies Based on Stakeholder Input

Monitor public sentiment on school finances and proposals:

- Social media
- News reports, letters to the editor/editorials
- Public meetings

Respond to and address questions/concerns via school communication channels

Adapt key messages to reflect input and district goals

STPPS SCHOOL FUNDING RENEWAL

SUCCESSFUL SCHOOLS SUCCESSFUL ST. TAMMANY

VOTE NOVEMBER 13 ZERO TAX INCREASE

NOVEMBER 13, 2021, VOTERS WILL BE ASKED TO RENEW FOUR EXISTING PROPERTY TAX MILLAGES TO FUND

ESSENTIAL OPERATIONS AND CRITICAL STAFFING IN STPPS.

FOR SUCCESSFUL SCHOOLS, SUCCESSFUL ST. TAMMANY, AND A SUCCESSFUL FUTURE.

HOW THE PROPERTY TAX MILLAGES FUND SCHOOLS

SCHOOL OPERATIONS

Essentials for day-to-day operations of schools to provide safe, secure, and modern learning environments and successful teaching and learning. Funds areas such as

Curriculum, Technology, Building Repairs, and Maintenance

ESSENTIAL STAFFING

Retain teachers and support employees to keep class sizes low and provide students with individualized support. Includes salary and benefits for employees such as

Teachers, Custodians, Counselors, Nurses, Librarians, and Bus Drivers

STUDENT PROGRAMS AND INSTRUCTIONAL SUPPORT

Programs, services and activities to ensure students are well-rounded and prepared for success in college and the workforce. Funds programs and resources such as

STEM, Textbooks, Music, Art, Band, Athletics, and P.E.

WE HAVE TO WORK TOGETHER AS ONE TEAM OF STPPS EMPLOYEES, FAMILIES, STUDENTS, AND COMMUNITY TO SUCCEED IN OUR SHARED MISSION OF STUDENT SUCCESS. PLEASE VOTE.

BENEFITS
38,000 students, 5,600 employees, all 55 schools & the community

ELECTION DAY NOVEMBER 13
VOTE EARLY OCT. 30- NOV. 6
GET VOTING INFO AT STPROV.ORG

ZERO TAX RATE INCREASE

Learn more at www.stpsb.org/vote @stppschools

ONE TEAM STPPS
ONE MISSION. ONE GOAL.

October 18, 2021

Dear Parents and Caregivers:

On November 13th, you will have the opportunity to renew four existing property tax millages to maintain essential operations and critical staffing for our School System. This renewal will not increase the amount of taxes you currently pay.

These millages provide funds for three critical areas:

- **School Operations:** Essentials for day-to-day operations of schools to provide safe, secure and modern learning environments and successful teaching and learning. Funds areas such as Curriculum, Technology, Building Repairs and Maintenance.
- **Essential Staffing:** Retain teachers and support employees to keep class sizes low and provide students with individualized support. Includes salary and benefits for employees such as Teachers, Custodians, Counselors, Nurses, Librarians and Bus Drivers.
- **Student Programs and Instructional Support:** Programs, services and activities to ensure students are well-rounded and prepared for success in college and the workforce. Funds programs and resources such as STEM, Textbooks, Music, Art, Band, Athletics and P.E.

These four millages benefit all 38,000 students, all 5,600 STPPS employees, all 55 schools and the entire St. Tammany Parish community. This renewal is necessary for us to continue providing the day-to-day essentials for operating our schools. More information about the property tax millage renewals is available at www.stpsb.org/vote.

Early voting is Oct. 30-Nov. 6 (except Sunday) from 8:30 a.m. - 6:00 p.m. at these locations:

St. Tammany Justice Center Parking Garage 701 N. Jefferson Avenue	Parish Council Chambers 21490 Koop Drive	The Towers Buildi 520 Old Spanish

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION GOLDEN ACHIEVEMENT AWARD 2022

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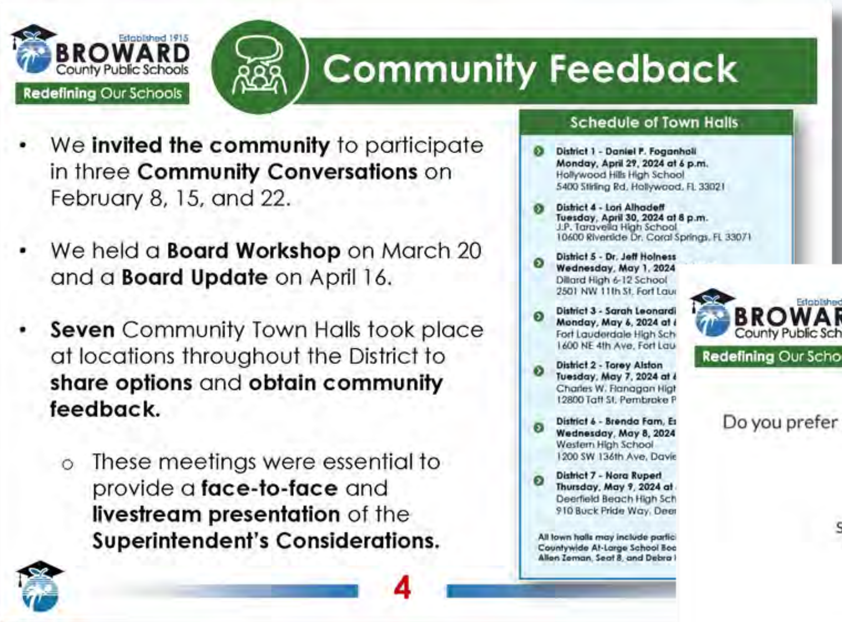
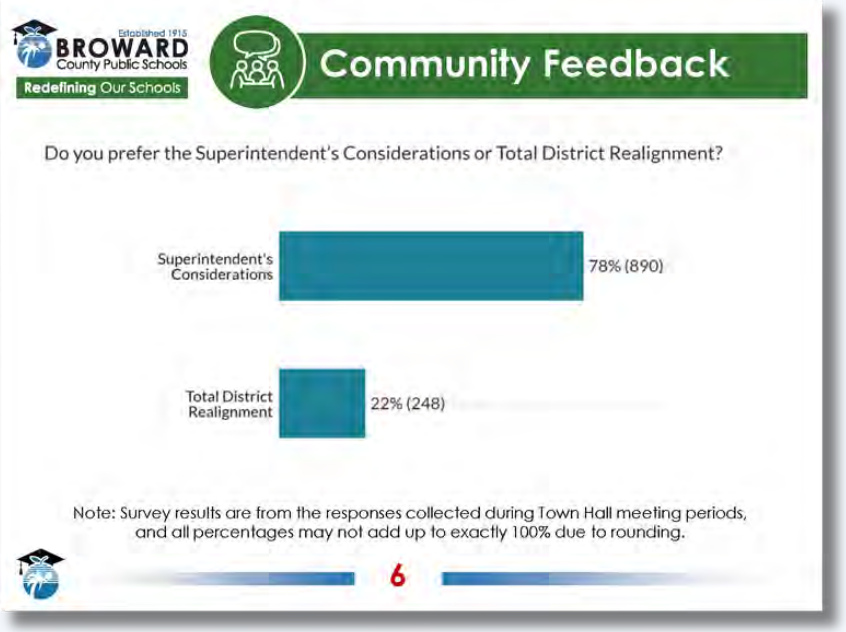
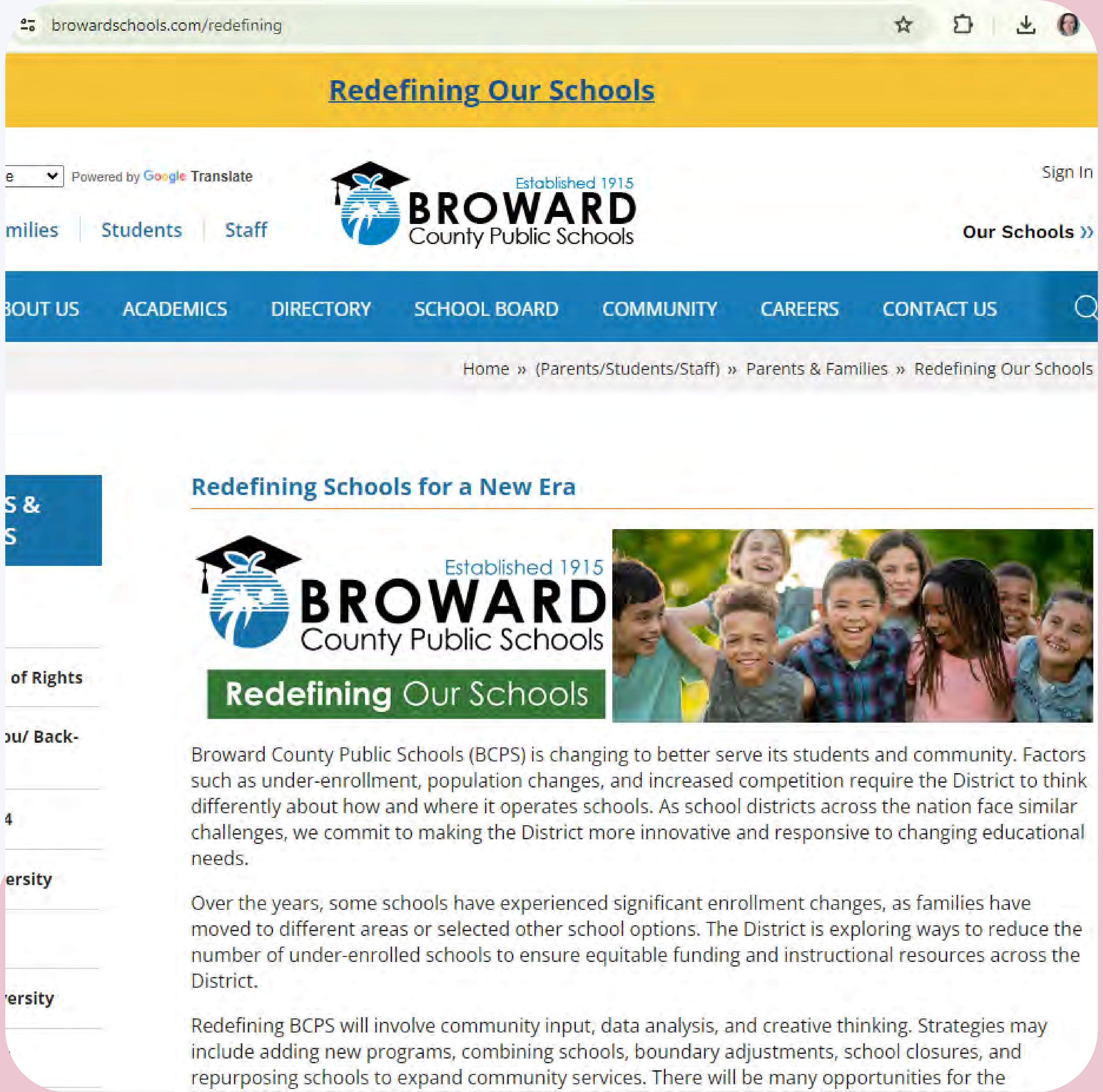
Broward County Public Schools was live.
April 30 at 8:00 PM
You are invited to attend important Community Town Hall meetings on Redefining Our Schools.
Join Superintendent Dr. Howard Hepburn and the School Board of Broward County to hear next steps in this critical initiative and provide input on the plan to redefine our schools.
Other dates, times and locations are available at browardschools.com/redefining.
BROWARD County Public Schools
Redefining Our Schools
Redefining Our Schools Town Hall Meeting
April 30, 2024
J.P. Taravella High School
District 4
0:01 / 1:18:15
49
119 comments 18 shares


BROWARD
Redefining Our Schools
YOU ARE INVITED!
Join The School Board of Broward County and Superintendent of Schools, Dr. Howard Hepburn for
Community Town Hall Meetings About
Redefining Our Schools
All meetings begin at 6 p.m.
Doors open at 5:30 p.m.
Innovation Zones under Superintendent's Consideration*
Schedule of Town Halls
To locate schools in an Innovation Zone, visit browardschools.com/zones
LIVESTREAM AT becon.tv/redefining
Additional information is available at browardschools.com/redefining


BROWARD County Public Schools
Redefining Our Schools
Community Feedback
We invited the community to participate in three Community Conversations on February 8, 15, and 22.
We held a Board Workshop on March 20 and a Board Update on April 16.
Seven Community Town Halls took place at locations throughout the District to share options and obtain community feedback.
These meetings were essential to provide a face-to-face and livestream presentation of the Superintendent's Considerations.
Schedule of Town Halls
4


BROWARD County Public Schools
Redefining Our Schools
Community Feedback
Do you prefer the Superintendent's Considerations or Total District Realignment?
Superintendent's Considerations
78% (890)
Total District Realignment
22% (248)
Note: Survey results are from the responses collected during Town Hall meeting periods, and all percentages may not add up to exactly 100% due to rounding.
6


browardschools.com/redefining
Redefining Our Schools
Powered by Google Translate
Established 1915
BROWARD County Public Schools
Sign In
milies
Students
Staff
Our Schools »
BOUT US
ACADEMICS
DIRECTORY
SCHOOL BOARD
COMMUNITY
CAREERS
CONTACT US
Home » (Parents/Students/Staff) » Parents & Families » Redefining Our Schools
Redefining Schools for a New Era
Established 1915
BROWARD County Public Schools
Redefining Our Schools
Broward County Public Schools (BCPS) is changing to better serve its students and community. Factors such as under-enrollment, population changes, and increased competition require the District to think differently about how and where it operates schools. As school districts across the nation face similar challenges, we commit to making the District more innovative and responsive to changing educational needs.
Over the years, some schools have experienced significant enrollment changes, as families have moved to different areas or selected other school options. The District is exploring ways to reduce the number of under-enrolled schools to ensure equitable funding and instructional resources across the District.
Redefining BCPS will involve community input, data analysis, and creative thinking. Strategies may include adding new programs, combining schools, boundary adjustments, school closures, and repurposing schools to expand community services. There will be many opportunities for the

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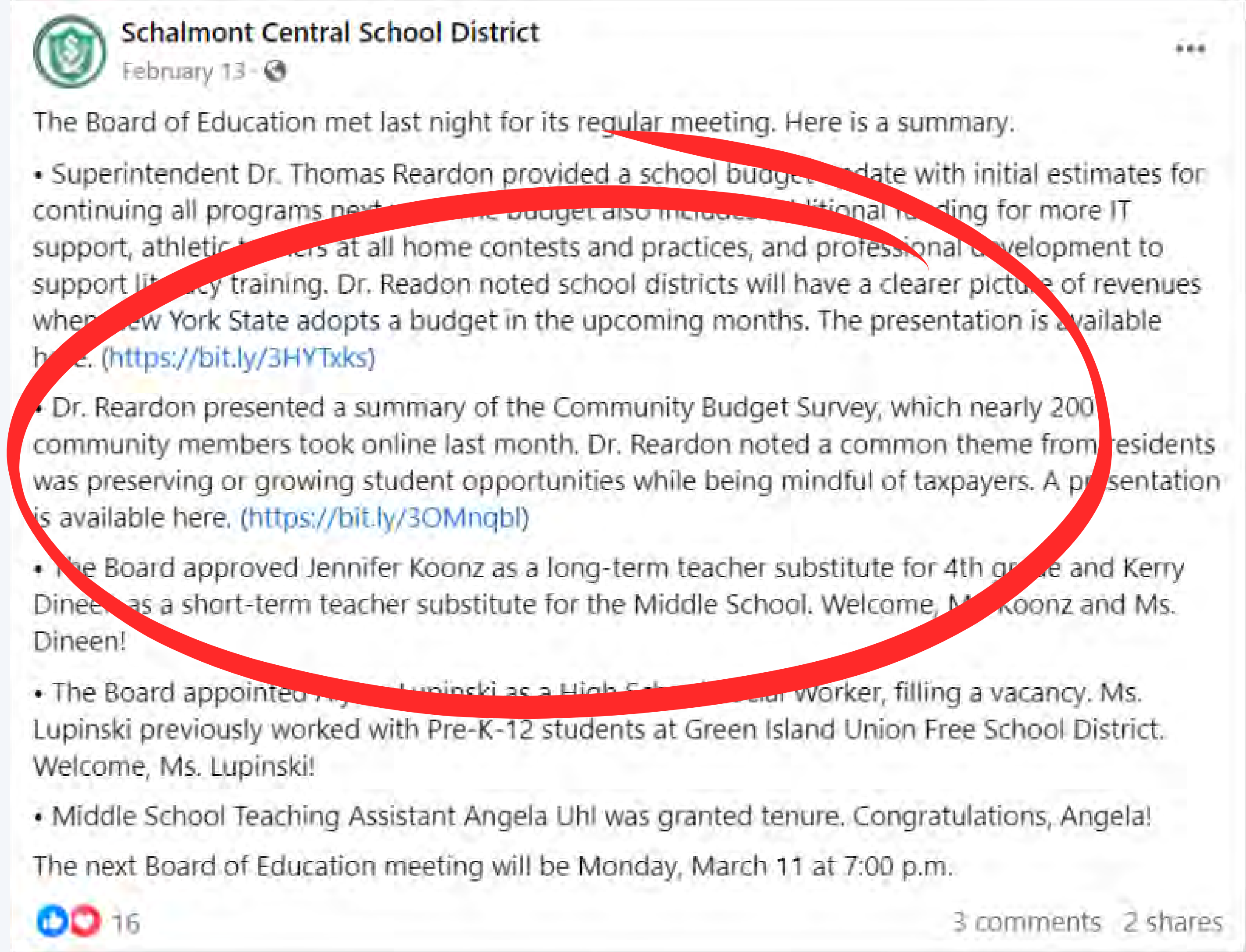

Schalmont Central School District
February 13 ·

The Board of Education met last night for its regular meeting. Here is a summary.

• Superintendent Dr. Thomas Reardon provided a school budget update with initial estimates for continuing all programs next year. The budget also includes additional funding for more IT support, athletic trainers at all home contests and practices, and professional development to support literacy training. Dr. Readon noted school districts will have a clearer picture of revenues when New York State adopts a budget in the upcoming months. The presentation is available here. (https://bit.ly/3HYTxks)

• Dr. Reardon presented a summary of the Community Budget Survey, which nearly 200 community members took online last month. Dr. Reardon noted a common theme from residents was preserving or growing student opportunities while being mindful of taxpayers. A presentation is available here. (https://bit.ly/3OMnqbl)

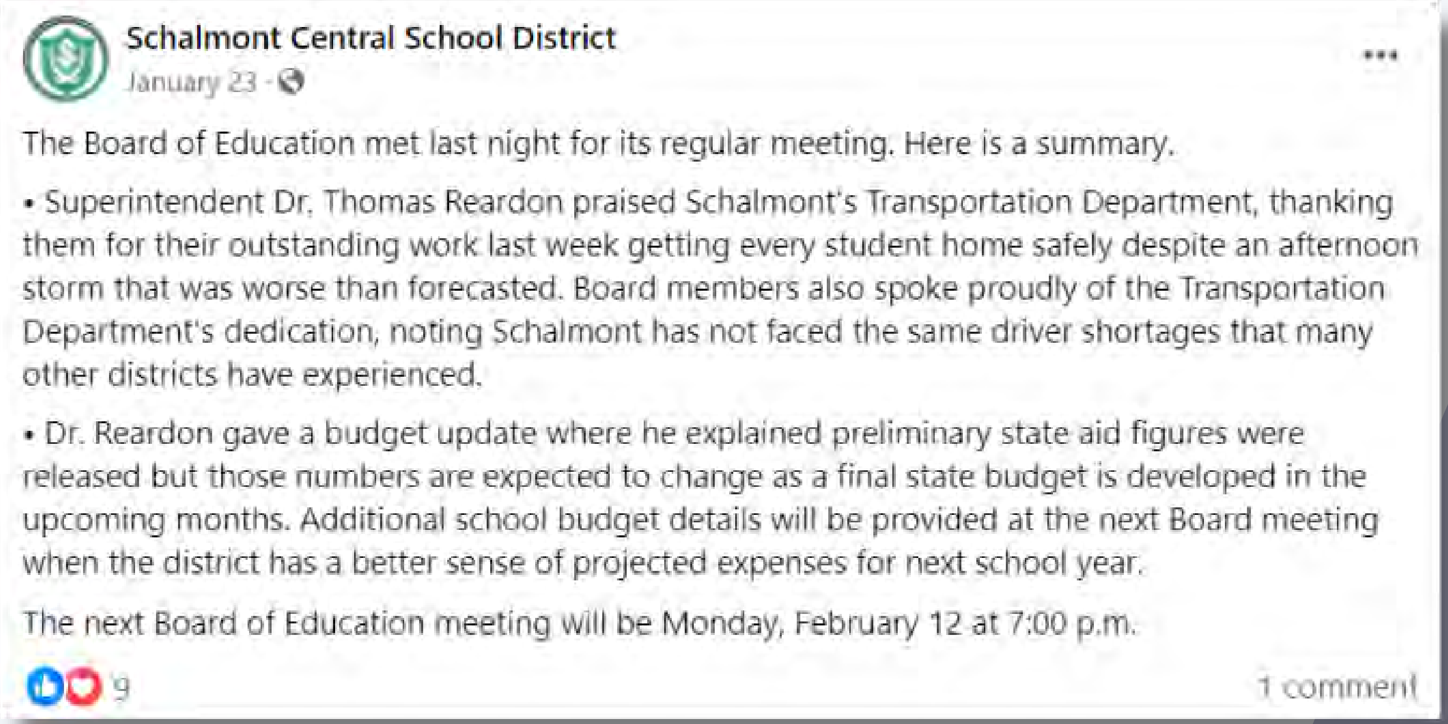
• The Board approved Jennifer Koonz as a long-term teacher substitute for 4th grade and Kerry Dineen as a short-term teacher substitute for the Middle School. Welcome, Ms. Koonz and Ms. Dineen!

• The Board appointed Alyssa Lupinski as a High School Social Worker, filling a vacancy. Ms. Lupinski previously worked with Pre-K-12 students at Green Island Union Free School District. Welcome, Ms. Lupinski!

• Middle School Teaching Assistant Angela Uhl was granted tenure. Congratulations, Angela!

The next Board of Education meeting will be Monday, March 11 at 7:00 p.m.

16 3 comments 2 shares


Schalmont Central School District
January 23 ·

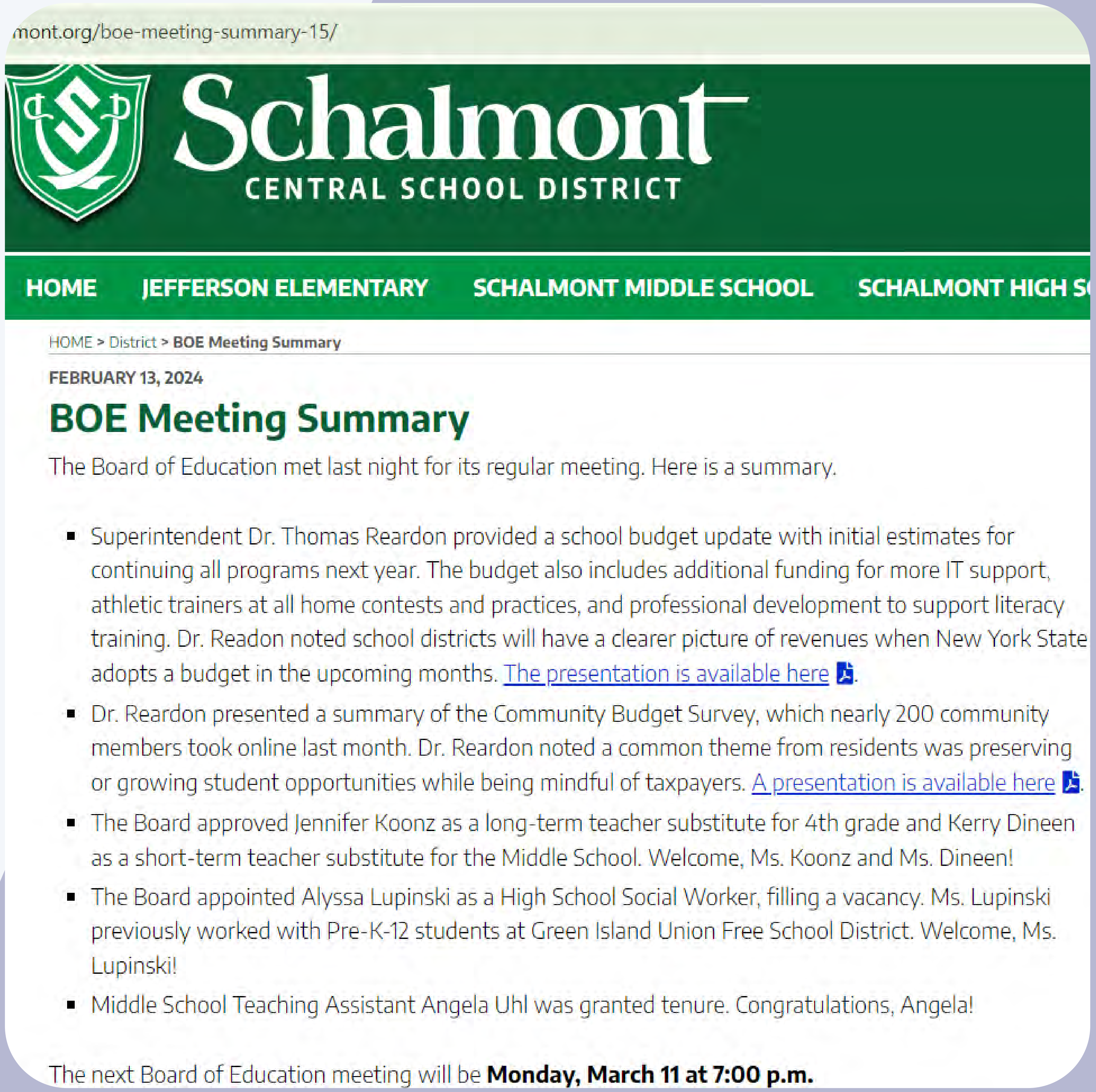
The Board of Education met last night for its regular meeting. Here is a summary.

• Superintendent Dr. Thomas Reardon praised Schalmont's Transportation Department, thanking them for their outstanding work last week getting every student home safely despite an afternoon storm that was worse than forecasted. Board members also spoke proudly of the Transportation Department's dedication, noting Schalmont has not faced the same driver shortages that many other districts have experienced.

• Dr. Reardon gave a budget update where he explained preliminary state aid figures were released but those numbers are expected to change as a final state budget is developed in the upcoming months. Additional school budget details will be provided at the next Board meeting when the district has a better sense of projected expenses for next school year.

The next Board of Education meeting will be Monday, February 12 at 7:00 p.m.

9 1 comment


mont.org/boe-meeting-summary-15/

Schalmont
CENTRAL SCHOOL DISTRICT

HOME JEFFERSON ELEMENTARY SCHALMONT MIDDLE SCHOOL SCHALMONT HIGH S

HOME > District > BOE Meeting Summary

FEBRUARY 13, 2024

BOE Meeting Summary

The Board of Education met last night for its regular meeting. Here is a summary.

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The next Board of Education meeting will be **Monday, March 11 at 7:00 p.m.**

VVS Central School District

May 6, 2023

With ten days left until the budget vote, we will be sharing our Budget Top Ten, the key elements of our budget.

#1: Did you know that the 2023-2024 VVS Budget was developed with an unprecedented amount of community feedback? Through our ThoughtExchange Survey, Strategic Planning Coalition, Exit Poll Survey, Community Cafés, and Hours with the Superintendent, we developed this year's budget around the priorities that the VVS community consistently shared with us.

Check back over the next nine days to learn more about this year's budget!

12

11 shares

VVS Central School District

May 15, 2023

Tomorrow is the budget vote! Today's Budget Top Ten focuses on clarifying misconceptions. Please see the information below to learn more about the VVS Budget, budget process, community input, and district priorities.

Create (Informal) Employee Ambassadors

Include district finance basics in new employee orientation

- Share how district provides info to help them serve as ambassadors

Regularly keep employees informed of key finances issues:

- **Maintain a dedicated digital spot** (e.g., staff intranet, staff e-newsletter) with timely information on current issues, including rumor busters and FAQ related to school finance topics, and summaries of school board actions
- **Communicate internally before externally**, particularly when sharing bad news or news that directly impacts employees' jobs

Business Services

- Welcome
- Accounting and Cash Management
- Accounts Payable Dept.
- District Financial Overview
- Employee Service Center
- Financial Transparency
- Lake Travis ISD Series 2023 Bond Sale Advertisement
- Payroll & Benefits Department
  - Employee Benefits
  - Leaves and Absences
  - Time & Attendance Instructions
- Purchasing Department
- Links & Resources

Lake Travis ISD

by Brad Goerke

2022-2023 Financial Overview

District Size

Number of Campuses	
High School	1
Middle School	3
Elementary Schools	7
Total	11

Student Enrollment	
High School	3,701
Middle School	2,608
Elementary Schools	5,090
Total	11,399

Budgeted Funds

Fund	Budget (millions)
General Operating Fund	182.7
Food Service Fund	6.0
Debt Service Fund	58.6
Total Budgeted Funds	247.3
Special Revenue Funds	3.8
Capital Projects Funds	338.5

LTISD property taxes that are sent to the State
State Recapture Payment 45.3 million

Ratings

Bond Rating (underlying credit):	
Standard & Poor's	AA+
Fitch	AA+

FIRST- State Financial Rating	Superior Achievement
SMART School Financial Rating	5 Stars

District Valuation

	2022-23	2021-22
Tax Rate	$1.2121	$1.3239
Average Home Value	$1,028,482	$649,536
Average Tax Bill	$6,164	$5,603

Net Taxable Property Values
$19,643,576,295

General Homestead Exemptions:

LT

Early voting in progress; what employees need to know about local elections

With early voting underway, it is important to remember the rules and restrictions applicable to all district employees. State law prohibits school district employees or officials from using public funds or resources, either directly or indirectly, for political advertising to advocate for or against a candidate, measure, or proposition that will appear on a ballot. The use of any district employee time, equipment, property, or facility for political advertising, even if considered to be minimal, is strictly forbidden and can constitute a criminal offense. These prohibitions are applicable to all elections, including national, state, and local elections.

What Employees *CAN* Do:

- Encourage a culture of participation in the election process or inform staff and students of purely factual information related to elections such as dates and times for voting and polling sites. Communications with factual information, however, can still violate the prohibitions against political advertising if they also include persuasive slogans or any message of advocacy.
- Advertise or electioneer for or against a candidate, measure, or proposition on a ballot outside of the employee's workday (on his or her own time), using his/her own equipment or technology and clearly acting in his/her personal, not professional, capacity.
- Vote! Polling locations within Lake Travis ISD are listed below:

Early Voting: Monday, April 25 - May 3
Monday - Saturday, 7:00 a.m. to 7:00 p.m.
Sunday, noon to 6:00 p.m.

- Lake Travis ISD Educational Development Center, 607 Ranch Road 620 North, Austin, 78734
- Lakeway Activity Center, 105 Cross Creek, Lakeway, 78734
- Bee Cave City Hall, 4000 Galleria Parkway, Bee Cave, 78738

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NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION
PUBLICATIONS AND DIGITAL MEDIA EXCELLENCE AWARD
2023

SPOTLIGHT ON INNOVATION

Looking for an innovative way to bring learning to life for students both learning in the classroom or virtually, Harmony Public Schools-South Texas has piloted a new program that allows teachers to instruct from the state's most historical landmarks.

Throughout this year, teachers from across the district's San Antonio schools will provide video lessons from the city's iconic Alamo, and other history-rich places across Bexar County, including the World War II Museum, Holocaust Memorial Museum, and others.

IMPORTANT DATE: RE-ENROLLMENT FOR CURRENT HARMONY PUBLIC SCHOOLS FAMILIES BEGINS JANUARY 4

Harmony gives students a 'space to create' with new makerspaces

Harmony has debuted a number of new and expanded makerspace labs at campuses. Check out how one of these labs is giving students an opportunity to foster their creativity and grow STEM skills.

Read More

Harmony expands paid COVID benefits for regular employees

To provide its employees with the resources they need to stay safe from COVID-19, Harmony extended its paid COVID leave through Spring 2022. The move was approved unanimously by the HPS Board.

Read More

Harmony earns all A+ grades from Texas Education Agency

In its annual grading of financial accountability and transparency, the TEA gave Harmony all A+ scores, including multiple 'perfect 100' grades. See how your district scored.

Read More

SPOTLIGHT ON ACHIEVEMENT

Eight HPS seniors will receive "full ride" scholarships to some of the nation's top universities next fall after being named QuestBridge scholars.

QuestBridge is a nationwide program that connects high-achieving seniors from low-income

HARMONY PUBLIC SCHOOLS

DECEMBER 2021

HARMONY PUBLIC SCHOOLS

HAPPENING AT HARMONY

GOOD NEWS HAPPENS EVERY DAY AT HARMONY PUBLIC SCHOOLS!

SHARE THE GOOD NEWS

3 WAYS YOU CAN HELP SPREAD THE NEWS ABOUT OUR SCHOOLS AND STUDENTS.

1. Send a news tip to goodnews@harmonytx.org
2. Share a Harmony headline on social media.
3. Tell a friend about the great things happening at HPS.

Harmony to open 2 new schools; expand five others

Harmony Public Schools has broken ground on two new campuses for Fall 2022: **Harmony School of Excellence-Katy** and **Harmony School of Science-San Antonio**. Both campuses will serve PreK-2 and Grade 6 in their first year, before expanding to PreK-7 in future years.

Additionally, five other campuses will expand with additional facilities in the near future. Those campuses are **Harmony Science Academy-Cedar Park**, **Harmony School of Innovation-El Paso**, **Harmony School of Excellence-Houston**, **Harmony School of Innovation-Sugar Land**, and **Harmony School of Innovation-Katy**.

LEARN MORE:

Houston Chronicle | Community Impact | The Katy News | KFOX-TV | KVIA-TV | KDBC-TV | KTSM-TV | Sugar Land Sun

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NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION

PUBLICATIONS AND DIGITAL MEDIA EXCELLENCE AWARD 2022

What are your district's key messages on school finances?

Consider also:

- How are you framing difficult finance topics (e.g., program eliminations, staff reductions)?
- Do you have the same key message for everyone or different key messages for different audiences?

Communicate Year-round About School and District Goals, Plans, Programs and Finances

Business official + public information specialist:

- **Collaborate on annual timeline** for finance communications
- **Connect regularly on finance topics** that impact staff, students and/or the community to proactively identify communication opportunities/needs
- **Target messages** based on stakeholders' interests and preferred communication channels

BEST PRACTICE

nspra


Highlights of the Major 2019 Bond Measures Completed
- Construction and opening of Inspiration Mountain School and Union Park School
- Renovation of Media Centers at all 5 DVUSD High Schools
- Turf field installation at all 5 DVUSD High Schools
- Technology Upgrades and Replacements

Highlights of Sandra Day O'Connor Region
- Extra Curricular Equipment & Uniform Replacements (SDOHS)
- Resurfacing Improvements (Desert Sage)
- Energy Conservation (Las Brisas)
- Flooring Replacements (Stetson Hills)

Highlights of Mountain Ridge Region
- Locker Room Modernization (MRHS)
- Fire Alarm Upgrade (Legend Springs)
- HVAC Chiller Replacements (West Wing)
- Update Campus Network Infrastructure (Hillcrest)

Proposed DVUSD 2023 Bond Projects

Highlights of Boulder Creek Region
- Stadium Bleacher Additions (BCHS)
- Technology Upgrades (Diamond Canyon)
- Interior/Exterior LED Lighting Retrofits (Gavilan Peak)
- Hardwood Sports Floors Maintenance

DISTRICT-WIDE 2023 BOND INITIATIVES

Safety & Security
Improving the safety features on every campus to ensure safe learning environments for all students and staff.

Infrastructure Improvements
Upgrade the structural integrity of many DVUSD schools to provide the best learning environments for all students.
Creating additional space and classroom environments that cater to the needs of today's students.

Instructional & Technology Advancements
Equipping all campuses and classrooms with the most up-to-date technology through technology replacements, improvements, and upgrades.

Programmatic Improvements
Providing DVUSD students with the tools and spaces necessary to appeal to all interests during their time at DVUSD including improvements to athletic, fine arts, and career and technical education spaces.

Learn more: dvusd.org/election

DEER VALLEY Unified School District

SPECIAL 2023-2024 REPORT TO THE COMMUNITY

Showing A Return On Your Investment

Message from the Superintendent

Dear DVUSD Community Member,

The Deer Valley Unified School District (DVUSD) has a longstanding tradition of community support as we see generation after generation of students walk the same halls of our schools and grow up within the Deer Valley system.

Your attention to the Deer Valley Unified School District is more important than ever this school year as our governing board has called for a Maintenance & Override Renewal and a $325 million Bond on your ballots, November 7. While this may sound like a large sum of money, if passed, there will be no increase to a tax payer in our community as it is a continuation of the taxes already in place.

Inside this year's Special Report you will find highlights of what to expect to see if the bond passes, the improvements that were made district-wide as a result of the most recent bond, as well as highlights of student, and program successes!

Thank you for support of Deer Valley Unified School District as an #extraordinary place to learn, work, and belong.

Curtis Finch, PhD
Superintendent
Twitter & Instagram: @DrFinchDVUSD

Explosive growth highlights the start of the 2023-2024 school year

In contrast to many school districts in Arizona, DVUSD is facing explosive growth within its boundaries as new construction breaks ground across our community with much more to come.

The Taiwan Semiconductor Manufacturing Company's (TSMC) new facility continues to take shape and will bring thousands of jobs and new families to the District over the next few years. DVUSD is working to accommodate this growth while maintaining and strengthening its status as a high-performing District.

Thanks to voter-approved, bond-funded projects, DVUSD has been able to provide #extraordinary updates district-wide, including:
- Opening two new schools - Union Park and Inspiration Mountain Schools
- Creating the Innovation Center - a space for our Aspire - Deer Valley's K-12 Online Academy
- Updating equipment, and uniforms, for athletics and extracurricular activities, and the installation of new athletic turf fields
- Remodeling media centers including new technology

For a full summary of DVUSD Bond projects and other financial information, visit the District website at dvusd.org/Election.

FAST FACTS
DVUSD.ORG/FASTFACTS
See DVUSD's Growth and District Statistics by the Numbers!


$$$ Finance Friday $$$

FY22 Annual Financial Report

The first quarter of the 2022-2023 school year is over but the Finance Department continues to work with financial reports and audits from 2021-2022. On Tuesday, October 11, 2022, moments after being recognized for receiving the Association of School Business Officials (ASBO) International Certificate of Excellence in Financial Reporting for FY21 (See photo to the right), Finance Director Heather Mock presented the board and community with information from our FY22 Annual Financial Report.

Overall, DVUSD spent $403 million dollars across all funds during the last school year. This is an increase of $30.5 million from last school year. **Staff salaries and benefits increased by $3.4 million in our M&O budget. Now the total spending on salaries and benefits equals 86% of our M&O budget.** Thanks to a restoration of District Additional Assistance (DAA) funding to public school districts, we increased our capital spending to $7.1 million. This increase provides us with new curriculum adoptions, software, and an increase to the school capital budgets.

Even though there was an increase in spending from the prior year, we previously estimated a carry forward balance from FY22 into FY23 of $22 million but the actual amount will be $25.7 million giving us additional funding to allocate this school year. Allocation of these additional funds follow the same process as spending for all district funds. First employee groups will discuss needs and then develop a recommendation for the Governing Board on how to spend the funds. All spending on salaries and/or benefits must be approved by the Governing Board.

A copy of the presentation with this information is available in Board Docs or you can view the recorded presentation on our District LiveStream.

The Annual Financial Report is not the last we will report on FY22. Next steps include working with contracted auditors on the annual audit, working with the Arizona Auditor General's Office as they compile the District Spending Report, and once again applying for the ASBO International Certificate of Excellence in Financial Reporting. All of these steps will be completed by spring of 2023.

DEER VALLEY Unified School District

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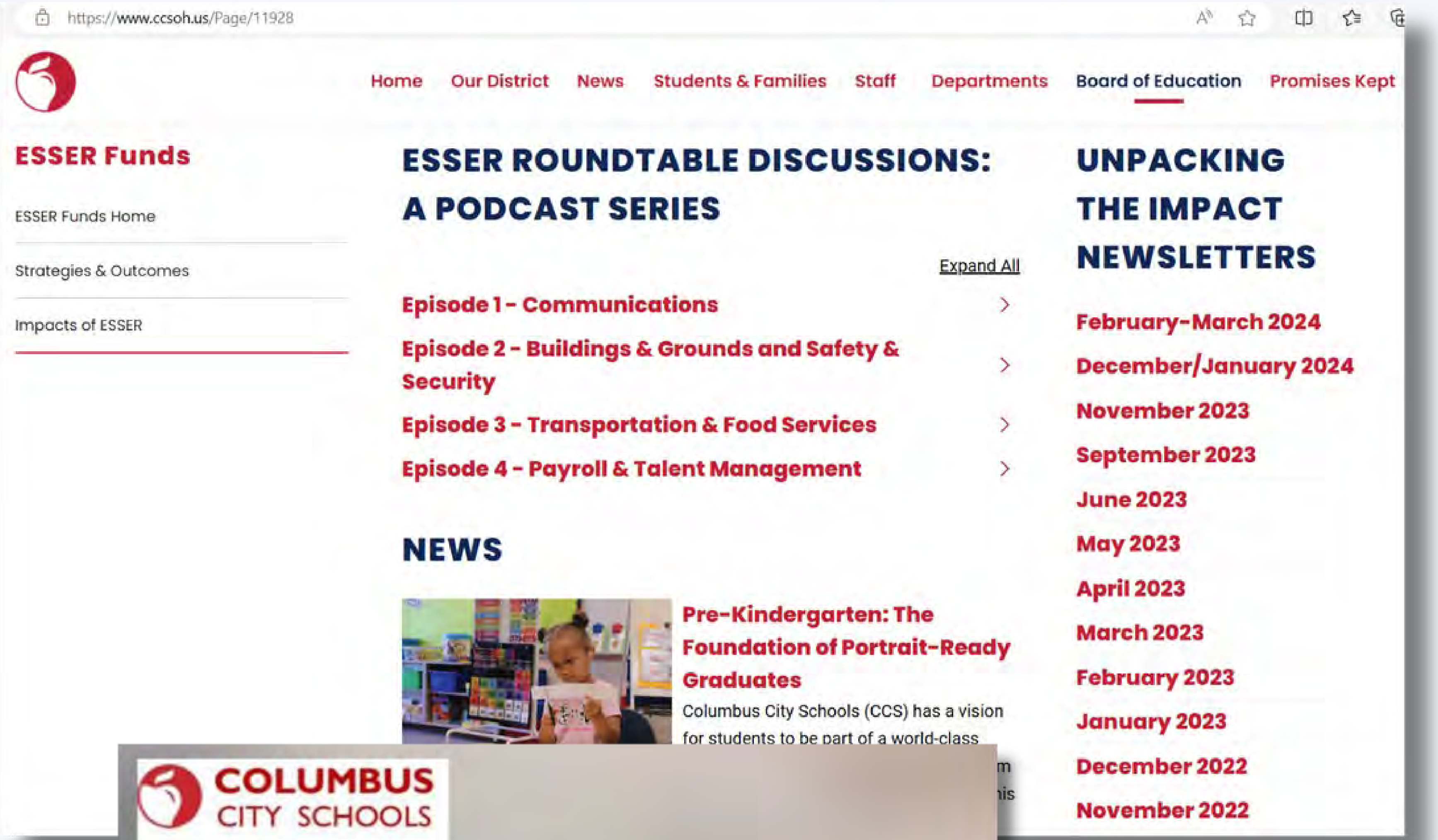
NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION
PUBLICATIONS AND DIGITAL MEDIA EXCELLENCE AWARD
2023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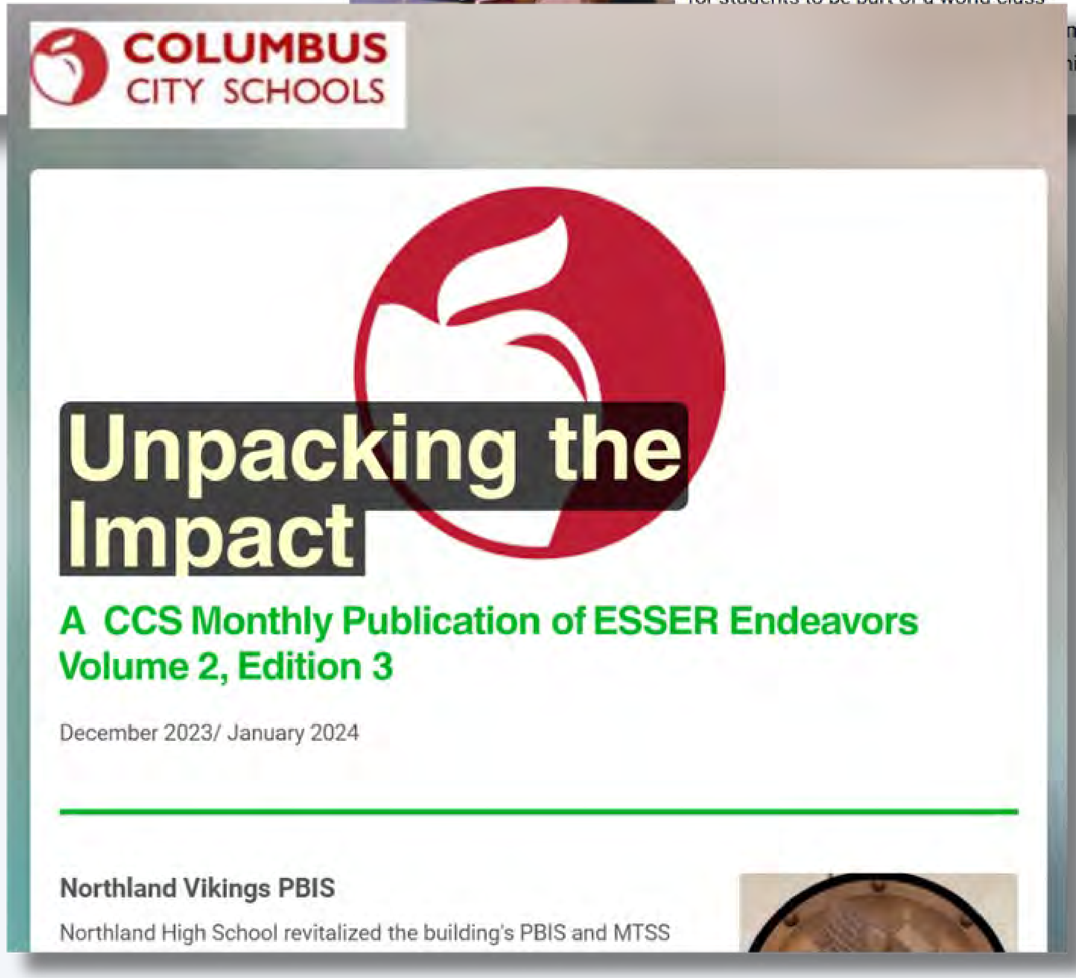
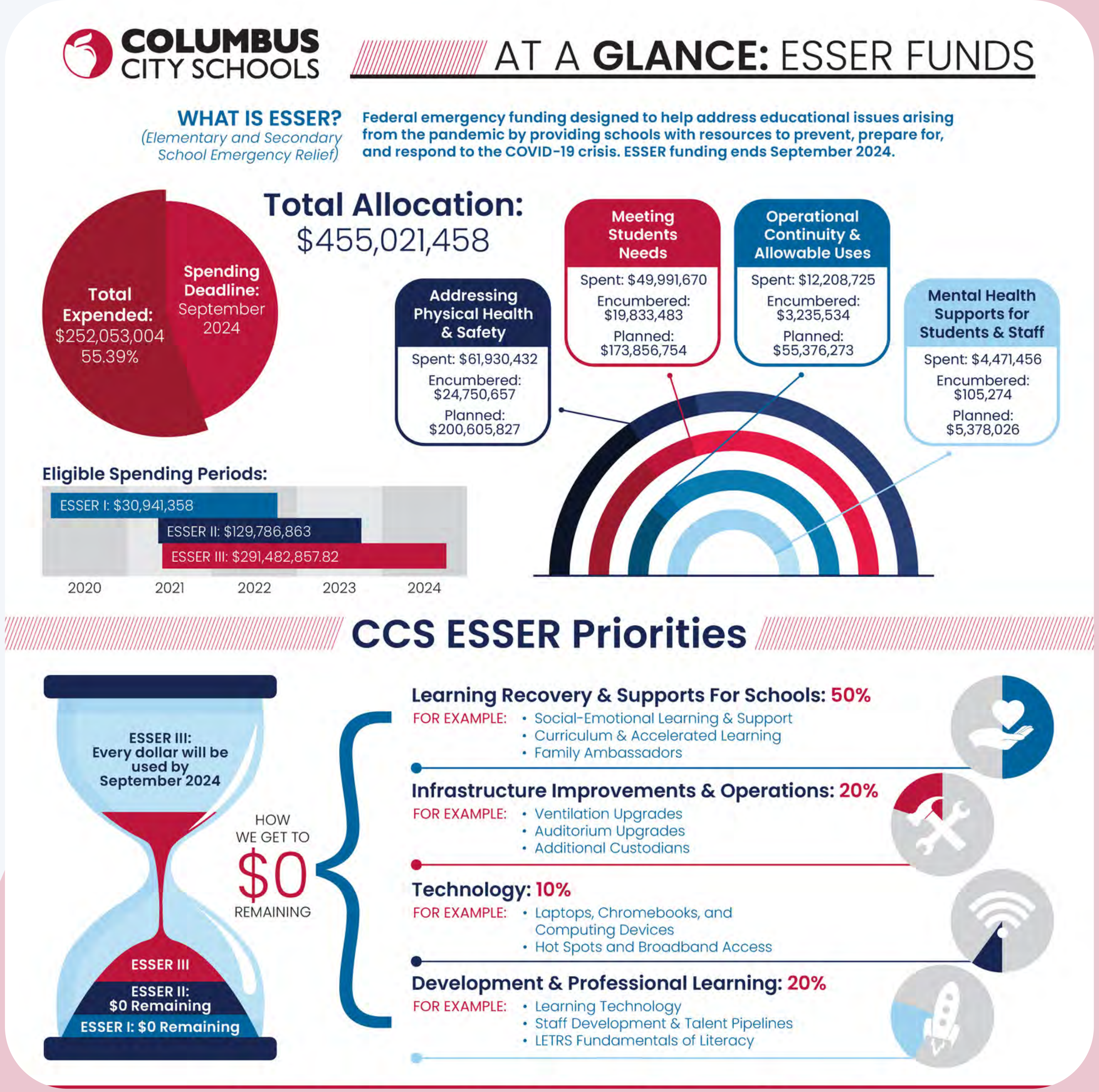
Home
Our District
News
Students & Families
Staff
Departments
Board of Education
Promises Kept
ESSER Funds
ESSER Funds Home
Strategies & Outcomes
Impacts of ESSER
ESSER ROUNDTABLE DISCUSSIONS: A PODCAST SERIES
Expand All
Episode 1 - Communications
Episode 2 - Buildings & Grounds and Safety & Security
Episode 3 - Transportation & Food Services
Episode 4 - Payroll & Talent Management
NEWS
Pre-Kindergarten: The Foundation of Portrait-Ready Graduates
Columbus City Schools (CCS) has a vision for students to be part of a world-class
UNPACKING THE IMPACT NEWSLETTERS
February-March 2024
December/January 2024
November 2023
September 2023
June 2023
May 2023
April 2023
March 2023
February 2023
January 2023
December 2022
November 2022


COLUMBUS CITY SCHOOLS
Unpacking the Impact
A CCS Monthly Publication of ESSER Endeavors
Volume 2, Edition 3
December 2023/ January 2024
Northland Vikings PBIS
Northland High School revitalized the building's PBIS and MTSS


COLUMBUS CITY SCHOOLS
AT A GLANCE: ESSER FUNDS
WHAT IS ESSER?
(Elementary and Secondary School Emergency Relief)
Federal emergency funding designed to help address educational issues arising from the pandemic by providing schools with resources to prevent, prepare for, and respond to the COVID-19 crisis. ESSER funding ends September 2024.
Total Allocation: $455,021,458
Total Expended: $252,053,004 55.39%
Spending Deadline: September 2024
Addressing Physical Health & Safety
Spent: $61,930,432
Encumbered: $24,750,657
Planned: $200,605,827
Meeting Students Needs
Spent: $49,991,670
Encumbered: $19,833,483
Planned: $173,856,754
Operational Continuity & Allowable Uses
Spent: $12,208,725
Encumbered: $3,235,534
Planned: $55,376,273
Mental Health Supports for Students & Staff
Spent: $4,471,456
Encumbered: $105,274
Planned: $5,378,026
Eligible Spending Periods:
ESSER I: $30,941,358
ESSER II: $129,786,863
ESSER III: $291,482,857.82
2020
2021
2022
2023
2024
CCS ESSER Priorities
ESSER III: Every dollar will be used by September 2024
HOW WE GET TO $0 REMAINING
ESSER III
ESSER II: $0 Remaining
ESSER I: $0 Remaining
Learning Recovery & Supports For Schools: 50%
FOR EXAMPLE: • Social-Emotional Learning & Support • Curriculum & Accelerated Learning • Family Ambassadors
Infrastructure Improvements & Operations: 20%
FOR EXAMPLE: • Ventilation Upgrades • Auditorium Upgrades • Additional Custodians
Technology: 10%
FOR EXAMPLE: • Laptops, Chromebooks, and Computing Devices • Hot Spots and Broadband Access
Development & Professional Learning: 20%
FOR EXAMPLE: • Learning Technology • Staff Development & Talent Pipelines • LETRS Fundamentals of Literacy

Develop and Follow a Communication Plan for Achieving School Finance Goals

Can be annual, multi-year or campaign-specific

Strategic communication plan details formal:

- **Goals** – Longer term, broad, future statements of being
- **Objectives** – Shorter term, measurable; statement of what needs to be changed (awareness, opinions, behavior), by whom, by how much and by when
- **Strategies and tactics** to accomplish objectives, and key messages to use with target audiences – *based on research!*

Audience: Evergreen, Tyee and Pacific School Communities

Objective: Provide information to White Center, SeaTac and Des Moines communities that results in understanding of the purpose of the bond and needs of students as measured by a passage rate of at least 60% in those precincts.

Community Groups					
Totem Retirement Event		July 21	Rosie, Vick		Finalized
White Center Comm Connection	Meet with Long Phan	July 22	Vicki		Finalized
Burien Comm Connection	Meet with Susan Hope	July 29	Vicki		Finalized
Dubsea Cafe/White Center	Showcase bond material - planning	August 18	Vicki		Finalized
SeaTac Comm Connection	Friends of Tyee	August 18	Vicki		Finalized
SeaTac Comm Connection	Tyee - Backpack giveaway	Sept. 10	Vicki		Finalized
White Center Comm Connection	Dubsea Cafe Reception	Sept 24	Vicki		Finalized
Buren	Brot Trot	October 1	Vicki		Finalized
HPS Community	Virtual Forum w/ Dr. Duran	Oct. 17	Catherine		Finalized
HPS Community	Virtual Forum w/ Dr. Duran	Nov. 3	Catherine		Finalized
SeaTac Comm Connection	Rotary meeting	Sept 20	Vicki		Finalized
Tukwila Comm. Connection	Rotary meeting	Sept 22	Vicki		Finalized
Latino Comm	Para Los Ninos - trainers meeting	Oct 27	Vicki		Finalized
Latino Comm	Latino Civic Alliance	October 17	Vicki		Finalized
White Center/Burien	Rotary meeting	October 13	Vicki		Finalized
White Center Comm Connection	N. Highline Unicorp Council	October 6	Vicki		Finalized
White Center	Kiwanis	October 20	Vicki		Finalized

Goal: Inform our community about the capital bond on the November 2022 ballot and the impact it will have on students and the community if passed by voters.

Key Messages: LINK

Audience: Highline Staff

Objective: Provide bond information to staff so that at least 70% of staff responding to a survey in Insider agree that they know about the bond and are able to provide basic information about the measure to friends and neighbors by October 15

Strategies	Tactics	When	Who	Notes/URL	Status
Ensure all school-based staff are provided information about the bond through school leaders.	Update digital staff toolkit	Sept 19	Rosie & Vicki		Finalized
	Determine if paper handout is needed to go with toolkit		Vicki		Finalized
	Share toolkit via Admin Packet	Sept. 2	Rosie	Due Aug 31	Finalized
	Place posters and flyers in school public areas and staff rooms		Rosie & Linda	-English version delivered, except not New Start yet. -Need Translated versions from Kris proofed, then sent to printer and then delivered. -Need copies of flyers delivered via interoffice mail for each inbox -Need translated flyer with forum dates loaded to Peachjar; later load version without dates.	Finalized
	Staff meeting presentations		Principals or Vicki		Finalized
Inform staff via an easily accesseible website resource	Build bond websection on website		Carolina & Rosie	highlineschools.org/bond	Finalized
	Place banner on Staff Hub		Rosie	when staff toolkit is complete	Finalized
Engage staff on social media	See social media calendar		carolina & Rosie	2 posts/week- Tuesdays,Thurdays	Finalized
Provide opportunity for staff to have questions answered	Draft FAQs for website		Rosie	Need to add more FAQs - in process	Finalized
	Invite staff questions in Insider		Rosie	Put in Sept. 30 Insider	Finalized
	Promote staff attendance at town hall		Rosie		Finalized
Publish weekly segment in Highline Insider		Fridays	Rosie		Finalized

Audience: Families and Community

Objective: Provide bond informaiton to HPS families and community members that results in understanding of the purpose of the bond and the needs of students, as measured by an approval rate of at least 60%.

Strategies	Tactics	When	Who	Notes/URL	Status
Inform community members via an easily accessible website resource	highlineschools.org/bond	June 23	Rosie & Carolina		Finalized
Mail bond information to homes of all Highline residents			Rachel & Mandi		Finalized
Provide information to families via schools and district vehicles	Place posters in schools.		Mandi/Linda & Rosie	loaned out some easels	Finalized
	Provide weekly info in Highline Headlines		Rosie		Finalized
	Solicit qustions in Thoughtexchange	Oct 14	Linda	Put in Headlines. Link	Finalized

HIGHLINE PUBLIC SCHOOLS

2022 Bond Information Program

KEEPING OUR PROMISE

Research

The district contracted a scientific public opinion poll to gauge perceptions of district performance, funding priorities, and attitudes toward school funding.

- The poll analysis identified key priorities in the community.
- Results helped hone bond information messages.

Planning & Implementation

We contracted with Strategies 360 to develop a strategic communications plan including:

- Digital advertising campaign
- Mailer
- Posters

Communications staff executed the strategies and tactics outlined in the communication plan:

- Social media creation and scheduling
- Digital content for newsletters, news posts
- Bond presentation slides
- Coordination with mailer and poster design
- Distribution of materials
- School leader toolkit
- Remember to Vote signs

A principal on special assignment was responsible for community outreach:

- Researching, scheduling & presenting to various organizations, groups, schools.
- Planning virtual and in-person town halls

A Challenge We Encountered

The estimated tax rate changed twice after the ballots were printed. We learned just in time to delete the incorrect tax rate from the printed mailer. We substituted this simple graphic and explanation, rather than adding another tax rate that was sure to change... and did!

The dollar amount paid by most property owners to Highline Public Schools will stay stable due to expiring taxes—regardless of changes in property values.

Total bond amount: $518 million

Find more information at GetHPS.info/2022Bond

Para leer en español

We directed recipients via QR code to our translatable, updatable website for the latest tax rate, dated the changes and provided answers to frequently asked questi

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION GOLDEN ACHIEVEMENT AWARD 2023

nspra

GOAL 4: Build informed consent among school taxpayers for the 2016-17 school budget.

Purpose: A resident's decision whether or not to pass the annual school budget directly impacts the district's ability to maintain and enhance existing educational programs and school facilities. An informed voter is more likely to understand why certain elements are included in the annual school budget, so budget communications should be timely, accurate, concise, widely disseminated, and as interesting as possible. Communications must also take into account social, economic and political issues that could affect voters' concerns about the school budget. *A separate, detailed calendar for specific budget communications projects will be used in conjunction with the strategies outlined below.*

Objective 1: To increase the percentage of eligible voters who turn out for the annual school budget vote by 2 percentage points above the 8.2 percent turnout in May 2015.

Strategy 1: Ensure voters are well-informed about the Queensbury school budget process.

Tactics:

- All tasks outlined in a communications plan posted here were completed.

Evaluation:

- Voters passed the 2016-17 school budget proposal by 78 percent with a turnout of 7.2 percent of registered voters.
- For the last five budget votes, the approval rate was high—between 75-79 percent—while voter turnout steadily declined from 1,659 votes in 2012 to just 1,009 votes in 2016. This time period corresponds with the time period during which the tax cap went into effect, and the trend is consistent with what has been observed for a majority of districts statewide.

Strategy 2: Show voters that every single vote matters.

Tactics:

- Shared the Portfolio voter turnout video "We're #1!" on the district website and district social media pages.

Evaluation:

- Video had 77 native views on Facebook and reached 603 people.

Strategy 3: Determine which school-related issues are of greatest concern to potential voters.

Tactics:

- Continued to offer a budget-based series of Facebook posts in April-May.
- Conducted an exit survey in May 2016, with results posted on the budget webpage.

Evaluation:

- Issues of concern to voters were successfully identified through the budget vote exit survey:
  - A majority of those indicating they voted "yes" on the budget said they support education and feel the budget meets students' needs.
  - While almost half of "yes" voters (48%) said the budget increase is reasonable, 57% of "no" voters said it is too high, a 19 percentage point increase from 38% in 2015.
  - More "no" voters indicated they voted no on the budget because the spending increase is too high (57%) than who did so because the tax levy increase was too high (54%).

GOAL 3: Build informed consent among school taxpayers for the 2015 capital project.

Purpose: In 2013, Queensbury Union Free School District began a multi-step legacy planning process to establish a vision for the future of Queensbury schools. The process included two community education summits; numerous discussions among small focus groups of alumni, students, administrators, faculty and support staff; legacy planning teams at each school building; and online surveys. Feedback from these stakeholders was used to create a conceptual educational specifications report, which shows how a vision for the education program could shape future school facilities work.

A district Facilities Committee has developed plans for a 2015 capital project that would overhaul much of the Queensbury High School interior in order to better align it with the legacy planning vision. The Queensbury Board of Education is considering those plans and anticipates deciding by October whether or not to hold a public referendum on the project in December.

The 2015 capital project only requires a simple majority approval, and district leaders intend to propose a project with no additional local tax impact. The project is not without its challenges, though, as it would be put up for a vote before work has begun on a capital project approved in 2014 and postponed due to delays in the state Education Department approval process. The communications office will be instrumental in developing informed consent for this additional investment in school facilities. *A separate, detailed calendar for specific capital project communications will be used in conjunction with the strategy outlined below.*

Objective 1: To match or exceed the number of voters participating in the 2014 capital project vote (1,277) and the resulting approval rating (81 percent) during the 2015 capital project vote.

Strategy 1: Develop a public information campaign about the 2015 capital project vote.

Tactics:

- All tasks outlined in a communications plan posted here were completed.

Evaluation:

- In January, 740 residents voted on the capital project proposal and passed it by 73 percent.
- Among those who participated in the capital project vote exit survey:
  - 63 percent said the district newsletter was their best source of information about the capital project proposal.
  - More than 32 percent of survey respondents indicated they visit the district website at least weekly, and among those respondents, the approval rate was 98 percent.
  - Nearly 19 percent of respondents indicated they visit the district social media pages at least weekly, and among those respondents, the approval rate was 97 percent.

BEST PRACTICE

Evaluating Communication Effectiveness to Inform Future Strategy

Evaluation methods:

- Outcome of vote, turnout at events
- Engagement with key messages on social media, analytics for relevant webpages, supportive media coverage
- Reflections of those involved in finance communications (business, coms staff)
- Focus groups/surveys with voters, particularly if referendum fails, and survey questions re: impact of finance communication tactics and messages

Tie evaluation metrics to measurable objectives

Evaluation (p. 15 - 17 for data results)

Did we meet the objectives?

Yes. The district met its three objectives aligned to three of its six pillars: ***innovative and creative***, ***commitment to equity*** and ***service mindset*** was always top of mind in all decision making and communication efforts. The overall objective to reconfigure elementary grade levels and close three schools without much community protest was the main objective. Through a comprehensive education campaign, the district was able to provide information on the why behind the what, thus ultimately leading to little to no pushback when the Board of Education voted to reconfigure and consolidate schools.

How did we analyze the results?

- Number of participants at community meetings
- Number of ParentSquare posts sent (and receipt / view of them)
- Number of participants (lack of / low participation) at the Board of Education final vote indicating that stakeholders understood and felt that the district was transparent and there was trust in the final decision

How did we measure effectiveness?

- Number of participants at community meetings
- Number of ParentSquare posts sent (and receipt / view of them)
- Number of participants (lack of / low participation) at the Board of Education final vote indicating that stakeholders understood and felt that the district was transparent and there was trust in the final decision

Closure

Overall, we … hank you for you…

MONTEREY PENINSULA
UNIFIED SCHOOL DISTRICT

bout MPUSD | Schools | Enrollment | Families | Services | Accountability

VIsion 2025+ Task Force

(This information is dated and available as historical information.)

Vision 2
Vision 2 Messag

WHAT IS VISION 2025+ TASK FORCE?

Vision 2025+ Objective: Support the Superintendent to develop recommendations for the Board of Education around implementing a vision for school configurations within MPUSD.

Vision 2025+ Task: Analyze historical and projected enrollment and transfer patterns, student performance data, school location and school size, and parent/community input in order to develop recommendations for potential changes to grade level configurations, attendance boundaries, school size and future school locations.

Vision 2025+ Membership: The Taskforce will be made up of a diverse stakeholder groups including parents from each community, union representatives, staff, and community groups.

PRESENTATIONS

- June 22, 2021 Board of Education Meeting to approve the Reconfiguration and Consolidation Plan
- June 8, 2021 Board of Education Meeting to discuss the Reconfiguration and Consolidation Plan and Meetings

nspra

NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION
GOLDEN ACHIEVEMENT AWARD
2023

Queensbury
Union Free School District

2018-19 School Budget Vote Exit Poll

Thank you for voting and completing this voluntary, anonymous survey. The Queensbury Board of Education will use the results to plan for the 2018-19 school year. A summary also will be posted online at *www.queensburyschool.org/budget.*

1) How did you vote on the:

	Yes	No
• 2018-19 school budget proposal?		
• Bus purchase proposition?		

2) Why did you vote as you did on the school budget proposal? (Check all that apply.)

I voted YES because:
- ☐ The budget meets the needs of students.
- ☐ The budget increase is reasonable.
- ☐ The tax levy *does not* exceed the district's tax cap.
- ☐ I support education.

I voted NO because:
- ☐ The budget does not meet the needs of students.
- ☐ The budget increase is too high.
- ☐ The tax levy increase is too high.
- ☐ I support education, but can't afford the cost.

3) If you voted NO on the bus purchase proposition, why did you do so?

____

4) Under what conditions should a district propose a school budget that exceeds its tax cap? (Check all that apply.)
- ☐ If *not doing* so would jeopardize existing programs/services.
- ☐ If *not doing* so would jeopardize existing staff positions.
- ☐ If *not doing* so would jeopardize the district's fiscal health.
- ☐ If *doing* so would expand opportunities for students.
- ☐ None. It should never go over the cap.

5) What were your best sources of information about the BUDGET proposal/bus proposition? (Check all that apply.)
- ☐ District newsletter (*Connections*)
- ☐ District budget brochure
- ☐ District website
- ☐ District social media sites
- ☐ District budget videos
- ☐ Board of Education meetings
- ☐ Word of mouth
- ☐ *The Post-Star*
- ☐ *The Chronicle*
- ☐ TV

6) When you want OTHER information about Queensbury schools, what/whom do you turn to? (Check all that apply.)
- ☐ District newsletter
- ☐ District website
- ☐ My child's school website
- ☐ District social media sites
- ☐ District app on smartphone/tablet
- ☐ My child's teacher(s)
- ☐ My child's principal/assistant principal
- ☐ Support staff at my child's school
- ☐ District administrators
- ☐ Board of Education members
- ☐ My family and friends
- ☐ *The Post-Star*
- ☐ *The Chronicle*
- ☐ TV

7) On average, how frequently do you visit:

	Never	Monthly	Weekly	Daily
• District website (www.queensburyschool.org)?	☐	☐	☐	☐
• District social media (Facebook, Twitter, Instagram)?	☐	☐	☐	☐

8) How would you rate the quality of education in Queensbury? ☐ Excellent ☐ Good ☐ Fair ☐ Poor

9) What age group are you in? ☐ 18-29 ☐ 30-44 ☐ 45-60 ☐ 61+

10) Are you a graduate of Queensbury High School? ☐ Yes ☐ No

11) Do you have children? ☐ Yes ☐ No *If YES, please check all that currently apply to your children:*
- ☐ At preschool or too young for school
- ☐ At Queensbury Elementary School
- ☐ At W.H.B. Intermediate School
- ☐ At Queensbury Middle School
- ☐ At Queensbury High School
- ☐ At a private or home school
- ☐ Graduated from Queensbury or too old for K-12 schools

12) Do you have grandchildren who currently attend a Queensbury school? ☐ Yes ☐ No

Please write any additional comments on the back.

Queensbury
Union Free School District

2016 Budget Vote Exit Poll

Thank you for voting and completing this voluntary, anonymous survey. The results of the survey will be used by the Queensbury Board of Education and administrators in planning for the 2016-17 school year.

1) How did you vote on the:

	Yes	No
• 2016-17 school budget proposal?		
• Bus purchase proposition?		

2) Why did you vote as you did on the school budget proposal? (Check all that apply.)

I voted YES because:
- ☐ The budget meets the needs of students.
- ☐ The budget increase is reasonable.
- ☐ The tax levy increase complies with the tax cap.
- ☐ I support education.
- ☐ Other ______________________

I voted NO because:
- ☐ The budget does not meet the needs of students.
- ☐ The budget increase is ☐ too high. ☐ too low.
- ☐ The tax levy increase is ☐ too high. ☐ too low.
- ☐ I support education, but can't afford the cost.
- ☐ Other ______________________

3) If you voted NO on the bus purchase proposition, why did you do so?

____

4) How important is it to you that the school budget stays within the district's tax levy limit or "cap"?

☐ Very Important ☐ Important ☐ Slightly Important ☐ Not Important at All ☐ I have no opinion.

5) What were your best sources of information about the BUDGET proposal and bus proposition?
- ☐ District newsletter (*Connections*)
- ☐ District budget brochure
- ☐ District website
- ☐ District Facebook/Twitter sites
- ☐ District budget video
- ☐ Board of Education meetings
- ☐ Word of mouth
- ☐ Other ______________________
- ☐ *The Post-Star*
- ☐ *The Chronicle*
- ☐ TV

6) When you want OTHER information about Queensbury schools, what/whom do you turn to for that information?
- ☐ District newsletter
- ☐ District website
- ☐ District Facebook/Twitter sites
- ☐ District app on smartphone/tablet
- ☐ My child's school website
- ☐ My child's teacher(s)
- ☐ My child's principal/assistant principal
- ☐ Support staff at my child's school
- ☐ Board of Education members
- ☐ My family and friends
- ☐ Newspapers/TV news/radio
- ☐ Other ______________________

7) On average, how frequently do you visit:

	Never	Monthly	Weekly	Daily
• The district website (www.queensburyschool.org)?	☐	☐	☐	☐
• The district Facebook and/or Twitter pages?	☐	☐	☐	☐

8) In general, how would you grade education in Queensbury? (Circle one.) A B C D F

How do you tell school finance stories year -round?

Consider also:

- When does your district talk about school finances?
- How does your district talk about school finances?
- Whom does your district talk to about school finances?

Slides & Resources

https://bit.ly/4h5tnfa

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National School Public Relations Association