

Communicating with your Board & Public - A Strategic Approach

WASBO Spring Conference - 2023



“Communicating is more than just talking!”

- Every Communication is an opportunity to have a message repeated.
- Do you have a call to action?
- What is the elevator speech that you can present?
 - Key message points
 - A picture is worth a thousand words

HOW FASCINATING

PLEASE, TELL ME MORE

Revenue Projection

	Actual	Actual	Actual	Budget	Proposed	Incl/(Dec)	%
	2018-19	2019-20	2020-21	2021-22	2022-23	from PY	Change
Revenues:							
Property Tax Levy (Local)	\$ 22,293,310	\$ 21,251,470	\$ 23,259,176	\$ 21,986,230	\$ 22,881,663	\$ 895,433	4.07%
Equalization Aid (State)	5,784,125	7,774,632	6,623,909	7,963,025	6,768,570	\$ (1,194,455)	-15.00%
General Fund Revenue Limit	28,077,435	29,026,102	29,883,085	29,949,255	29,650,233	\$ (299,022)	-1.00%
Categorical Per Pupil Aid (State)	1,814,196	2,073,583	2,054,817	2,024,918	2,008,594	(16,324)	-0.81%
Open Enrollment (from Other Districts)	1,842,613	1,909,494	2,005,251	2,100,000	2,179,360	79,360	3.78%
Student Fees (Local)	282,039	248,938	256,503	277,000	290,000	13,000	4.69%
State Grants (State)	311,134	224,663	125,610	97,548	108,000	10,452	10.71%
Federal Grants (Federal)	127,358	95,227	363,678	1,016,169	1,702,670	686,501	67.56%
Other Revenues	1,071,912	1,011,650	713,586	1,126,110	795,143	(330,967)	-29.39%
Total Revenues	33,526,687	34,589,659	35,402,530	36,591,000	36,734,000	143,000	0.39%

Revenue Projection



Property Taxes
58.42%

General Aid
17.41%

Other Local
1.25%

Per Pupil Aid
5.13%

Other State
4.77%

OE Tuition
5.85%

Federal Grants
6.96%

Operating Budget = Fund 10 & 27
\$39,125,000

DONOVAN GROUP FRAMEWORK

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Communications Framework

Step One: What are your goals?

“If you are not sure what your message is, how will you know if you were successful in getting it across?”



Communications Framework

Step Two: Who are your stakeholders?

If you try to communicate with "everyone", you will end up communicating with no one.



Communications Framework

Step Three: Which messages do you want your stakeholders to know, understand and feel? Repeat?

- ELEVATOR SPEECH
- KEEP IT SIMPLE!



Communications Framework

Step Four: Which tools can you use to take your messages to your stakeholders?





General Best Practices

#1 Keep it simple



General Best Practices



#2 Communicate more than you need to.

General Best Practices



#3) Communicate the most when you feel like communicating the least.



General Best Practices

#4 The apology is a great invention. Do not be afraid to use it.

So how do you you make this work for you?

Communications Template

Topic	Description	School(s) / Department(s)
Process Steps	Definitions / Descriptions	Details
1) Define success		
2) Select messages	a)	
	b)	
	c)	
	d)	
3) Select stakeholders	Stakeholder Groups	Specific Group Messaging Needs
	a)	
	b)	
	c)	
	d)	

So how do you you make this work for you?

4) Select communication topics	Tools / Strategies	Targeted Groups
5) Timeline	Steps	Person(s) Responsible
6) Reflection and dissemination	Data / Results	Implications
Next Steps:		

BAGELS AND BUDGET

School Finance Simplified

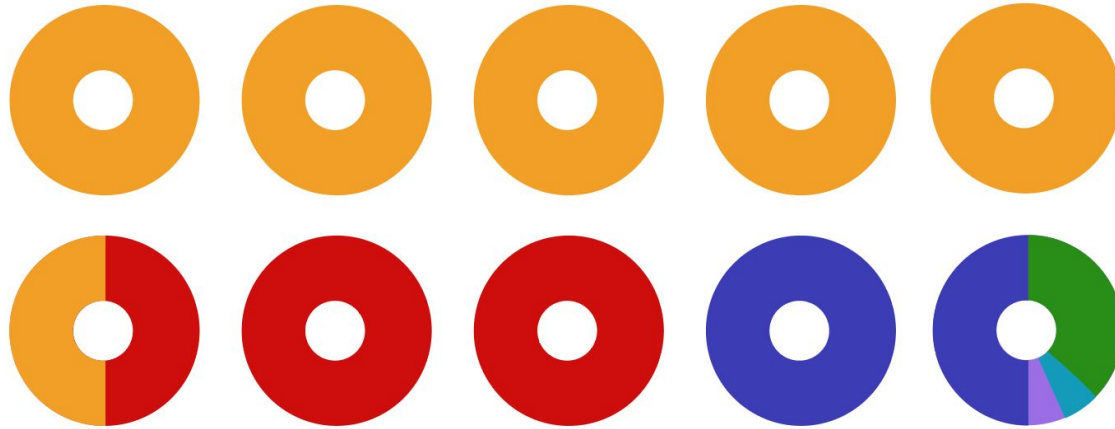


BUDGET - BIG PICTURE



\$42,256,761

BUDGET EXPENDITURES



 **SALARIES** - \$22,325,314

 **BENEFITS** - \$8,430,237

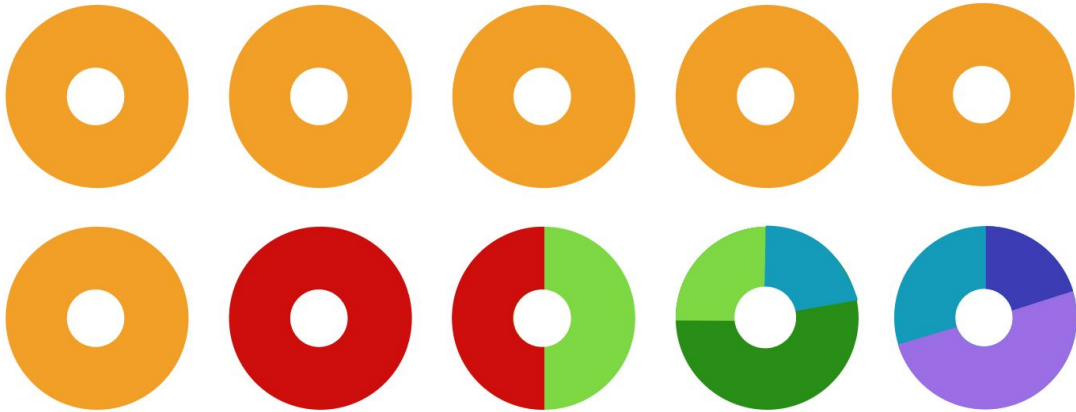
 **PURCHASED SERVICES** - \$6,245,825

 **SUPPLIES** - \$1,462,703

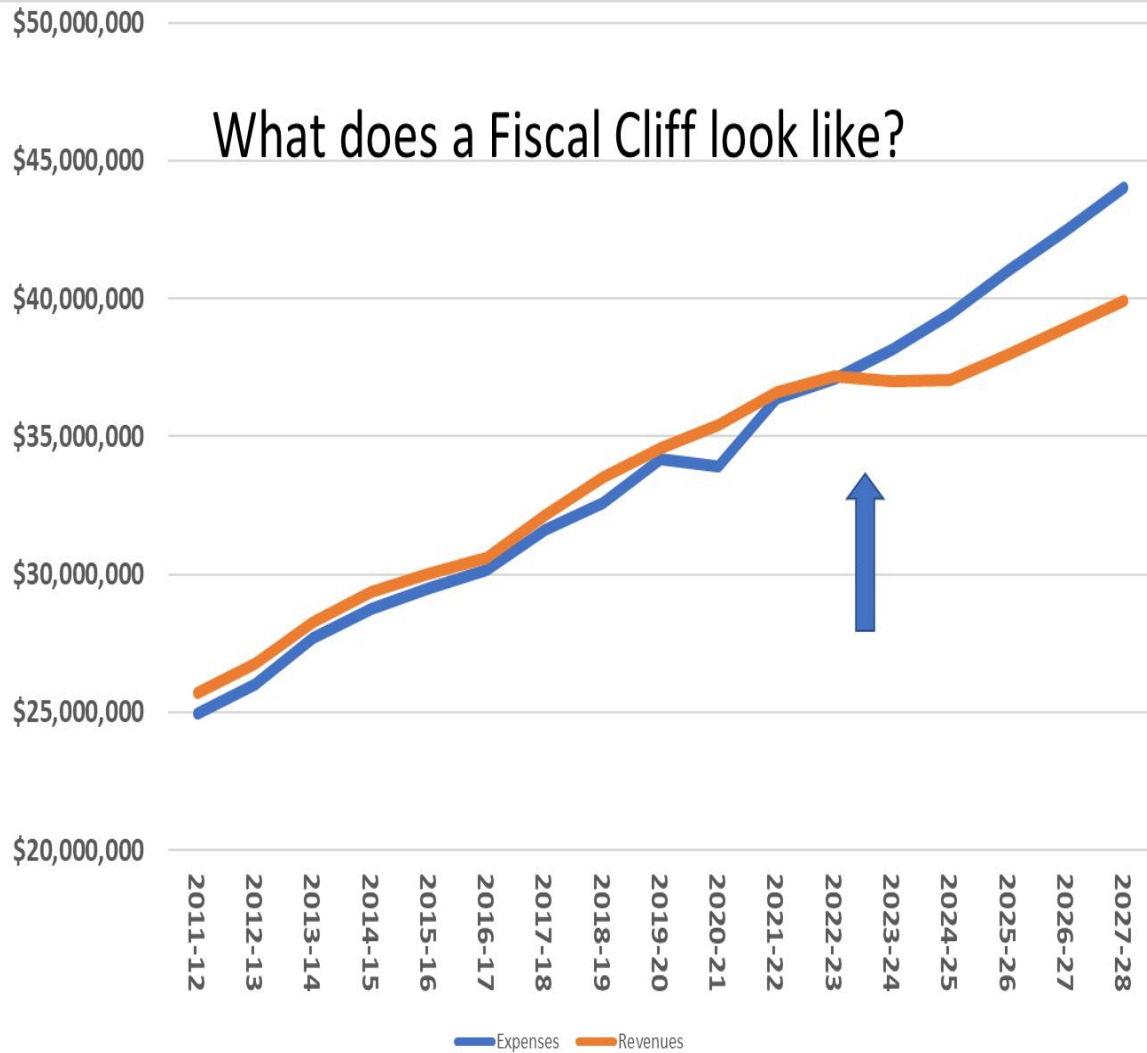
 **INSURANCE** - \$315,839

 **OTHER** - \$205,857

BUDGET REVENUES



What does a Fiscal Cliff look like?



Revenues need to **INCREASE** to keep pace with the pressures of inflation.

WHAT DID YOU HEAR?

POINTS TO REMEMBER:

- Inflation is Real
- Predictable, Sustainable and Spendable Resources
- State surplus is larger than ever!
- Competing interests
 - Tax Cuts
 - Vouchers
 - Corrections & Health & Human Services



QUESTIONS?
