Community Finance Committee
Education Finance Communications Program
Update for the Board of Education – September 11, 2006

Objectives (agreed to in December 2005)

♦ Develop a cohesive statement of the "education product" delivered to students

  ➢ Illustrate benefits and costs of potential quality improvements

♦ Increase community knowledge about education finance functions and issues

  ➢ Illustrate broader Illinois education finance issues to order to provide context

♦ Increase community awareness about the impact of finance decisions on education quality

♦ Generate input and feedback to help improve the District's financial situation

♦ Build community confidence in the Board's education finance knowledge and stewardship

Communications Program Elements – to commence in 2006
1. "State of the District" briefings
   ➢ High impact review of the District's financial situation and the implications for educational aims
   ➢ Board's view of outlook, options, choices, "what ifs"
   ➢ Communicated with presentations and written pieces

2. District 64 Education Finance Fact Book
   ➢ Fact-based descriptions and explanations addressing community issues and concerns
   ➢ Single set of "official" data and policy statements available to all constituencies
   ➢ Description of "what is" rather than forward-looking "what ifs" and "could bes"

3. Organized solicitation and processing of community feedback and input
   ➢ Monitor community's pulse with a "clipping service"
   ➢ Internet: District website, web-based surveys
   ➢ Paper-based surveys: Take homes, *District 64 Connections*, Internal Staff Bulletin

Implementation Update
♦ Briefings
  ➢ State of the District
  ➢ Tri-fold brochures
  ➢ Interviews and lessons learned from other Districts
  ➢ Video

♦ Education Finance Fact Book
  ➢ First round of chapters
  ➢ Redesign website
  ➢ Available soon

- ◆ Community Feedback
  - ➢ Strategic planning survey
  - ➢ Financial Structure brainstorming sessions
  - ➢ Redesign website
  - ➢ Available soon
- ◆ Plus…
  - ➢ Full time Public Information Coordinator

Recommended Next Steps (2006-07)

- ◆ Roll out website
- ◆ Update findings and implications for clipping service
- ◆ Write next set of fact book chapters
- ◆ Plan and launch "speaker series"
- ◆ Design and field web-based community surveys
- ◆ BOE priorities/requests/modifications…

Communications Subcommittee Members

- ◆ Rich Brendza
- ◆ Craig Elderkin
- ◆ Lynne Farmer
- ◆ Kathy Hurley
- ◆ Jerry Kenney
- ◆ Georg Luxton
- ◆ Jerry Mulvihill
- ◆ Bobbie Pallasch
- ◆ Steve Senf