Financial Communication Calendar

• May—Forecast Due
  - Update forecast, say you are going to update it
  - Guest op-eds, newsletters—Why
  - Tape clips of board meeting
  - Launch web page on financial crisis for your schools
  - Staff Zoom on budget
    • Funding sources
    • Impact of cuts
    • What next year will look like
    • What they can do to be informed

• June/July—State Budget for Schools
  - Update your forecast, talk about what has changed
  - Zoom with community, staff

• August—Start of the School Year
  - Develop, announce name of district’s financial conversation/plan with community
  - Op-eds, newsletter/mail financial update to community
  - Zoom with community; Answer questions via Twitter chat

• September
  - Email parents with financial update on your plan

• November—Five Year Financial Forecast
  - Post video clips online
  - Host Q/A via Zoom

Carole Dorn-Bell
cdb@allertonhillconsulting.com
@c-dornbell
(614) 787-8771

allerton-hill.com
@outreach_expert
(800) 549-2285
weloveschoolspodcast.com