THREE MAIN QUESTIONS
REGARDING YOUR SCHOOL DISTRICT’S FINANCIAL SITUATION

1. When do you talk about it?
2. Who do you tell?
3. How do you talk about it?
1. When do you talk about it?

- Now. Always.
- We are in crisis mode.
  - Rainy Day Fund
  - Reductions
  - Smaller Levy
2 Who do you tell?

- Community stakeholders
- Start with those closest with district and work out
  - Build awareness
  - Have the hard conversations as you go
  - Be factual, be authentic
3. How do you talk about it?

- Establish a regular drumbeat of constant communication
- Tonality matters
  - Be open, transparent, authentic, reflect austerity and relatable
    - Worthington
- Semantics matters
  - Avoid jargon/nuances/tripwires
  - Be specific, true to your district's story
Quick tools for talking about finances

- Focus on the Why: 30,000 ft view
- Special Financial Convo Rollout: The Foundation of Your Efforts
- Special Social Media Strategy: Rapid response, rumor control
Financial communication calendar

- May—Forecast Due
- June/July—State Budget for Schools
- August—Start of the School Year
- September
- November—Five Year Financial Forecast