

Proactive communication: Telling your district's story effectively

Chris Horan

MASC / MASS Conference
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@chrishorancomm
#MASCMASS24



HORAN
communications



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Roles and Responsibilities in school district communication



Superintendent



School Committee

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Proactive Communication Strategies

1

Engage your team in communications assessment and planning.

2

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1

Engage your team in communications assessment and planning.




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Proactive Communication Strategies

- 1 Engage your team in communications assessment and planning.
- 2 Sharpen your core messaging.
- 3
- 4
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2 Sharpen your core messaging.



Public Speaking Events

Publications E-News

Social Media Media Coverage

Informal Interactions Marketing & Advertising

School Committee Meetings Website

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Proactive Communication Strategies

- 1 Engage your team in communications assessment and planning.
- 2 Sharpen your core messaging.
- 3 Build communications capacity at all levels of the district.
- 4
- 5
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- 7

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Proactive Communication Strategies

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- 4 Broaden your reach beyond families and staff.
- 5
- 6
- 7

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FINANCIAL PERSPECTIVE

BUDGET MESSAGE FROM THE SCHOOL COMMITTEE

Dear Medfield Residents,

Enclosed is the School Committee's proposed budget for Fiscal Year 2025, which we respectfully ask you to attend and approve at the Annual Town Meeting #28 on Monday, May 6th. We are also providing a summary of additional Articles that we would ask you to approve. We hope you find this information helpful as you evaluate our schools' obligations with our tax dollars.

The School Committee works closely with the Superintendent and the Director of Finance and Operations to develop a fiscally responsible budget, ensuring a fair balance between providing for the needs and expectations of educating our students in an excellent school district while also understanding the needs and concerns of each of us as taxpayers. With this goal in mind, we have worked closely with the Warrant Committee throughout the year to get forth a proposal that the town can support.

The requested budget increase helps us progress on the goals outlined in the 2023-2028 Strategic Plan, <https://bit.ly/2p0m30z>, which establishes our direction by identifying priorities, strategies, key actions, and a dashboard to report back on the performance of the plan. The budget draws are made up of Instructional/Personnel Costs, Transportation, Special Education, Professional Development, and Technology needs across the district.

In addition, the key strategic priorities during the FY25 year are as follows:

- Maintaining current staffing levels for continued academic excellence, rigor, and opportunities/supports for students
- Implementation of a multi-year plan to support transitioning to a fully free Full Day Kindergarten for all students
- Funding for professional development around culturally responsive instruction, restorative practices, and literacy instruction
- Recommendations for increases to Special Education
- Implementing district-wide communication based on recommendations of the audit/audit

In addition, the Medfield School Committee's proposed budget may be found at www.medfield.net, the District's home page.

Finally, in addition to voting to approve the FY25 School Budget, we would also ask that you consider voting yet for the following articles that we support:

- Article 13: Establish a Special Education Reserve Fund. This would establish a Special Education Reserve Fund to be utilized in the upcoming fiscal year to fund unreimbursed or unbudgeted costs of special education and recovery high school programs, or out-of-district tuition on transportation.
- Article 14: Establish an Elementary School Tax Mitigation Substitution Fund. This allows us to begin to fund a new school to reduce the need to raise these funds through the annual tax rate when the project is approved.
- Article 18: Elementary School Feasibility Study. This would allow the School Building Committee to pay the costs of a feasibility study for the addition and/or renovation or replacement of the Dale Street School.

With gratitude,
The Medfield School Committee

FY 2025

BUDGET TOTAL

FY2024 Budget	\$41,176,784
FY2025 Request	\$43,112,411
Change (\$)	\$1,935,627
Change (%)	4.70%

BUDGET DISTRIBUTION

SCHOOL	FY2025 REQUEST	CHANGE (\$)	CHANGE (%)	INCREASE DUE TO:
MEDFIELD HIGH SCHOOL	\$11,425,992	\$490,179	4.5%	Supplies Salaries
BLAKE MIDDLE SCHOOL	\$8,605,305	\$171,387	2.0%	Supplies Salaries
DALE STREET SCHOOL	\$4,973,410	\$246,395	5.2%	Supplies Salaries
WHEELLOCK SCHOOL	\$4,684,198	\$245,716	5.5%	Supplies Salaries Dairies
MEMORIAL SCHOOL	\$4,274,202	\$117,781	2.8%	Supplies Salaries Dairies

ALUMNI SPOTLIGHT

SOPHIE GRIFFIN '18
Medfield Graduate of North School of Medicine
"My time at Medfield High School laid the foundation for success both at Northwestern University and now at Tufts University School of Medicine. MEDC inspired curriculum, paired with my talents and club involvement, taught me a range of skills I rely on every day: time management, leadership, teamwork and more. I had many incredible teachers who inspired my interests and created an unforgettable learning environment and I credit Mr. Jerry Al'Alim for his class on the campus for my decision to pursue my interests and create an unforgettable learning environment. Being inspired and the English department's dedication to challenging every student is something I will always treasure. I am proud to be a graduate from MEDC as a confident and resilient individual who has been motivated for everything from helping friends with their essays to studying in research laboratories for journal publications."

ALUMNI SPOTLIGHT

CHRIS INGRAM '04
University of Mary North Dakota
"As a Head Coach of Basketball & Evaluation
"While I don't have direct contact with plans to join the military, Medfield Public Schools provided me with an outstanding environment to challenge me and offered an excellent opportunity for developing my creativity and critical thinking skills. The world around me is constantly changing and the superior education and the diversity of life-long relationships have benefited me beyond words. From my 14th year in the U.S. Air Force, the many positive lessons of leadership and the dedication of the incredible staff have enabled many of my experiences throughout my personal and professional life and will continue to do so in my future challenges."

"State of the Schools" mailer to all homes

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Falmouth Public Schools

A Community Committed to Excellence: Every Student. Every Day.

Our Schools & Students, 2023-2024

School	Grades	Students
FALMOUTH HIGH SCHOOL	9-12	731
LAWRENCE SCHOOL	7-8	459
MORSE POND SCHOOL	5-6	485
EAST FALMOUTH SCHOOL	PK-4	302
MULLEN-HALL SCHOOL	K-4	376
NORTH FALMOUTH SCHOOL	K-4	296
TEATICKET SCHOOL	K-4	256

2,949
students

677
employees

MISSION
The Falmouth Public Schools creates world-class student learning experiences. Our Clippers are empowered to pursue their goals with curiosity, integrity, and resiliency.

VISION
Clippers are creative, imaginative, and engaged learners who participate in their community as socially responsible citizens. Clippers effectively communicate and solve problems that impact the world around them.

CORE VALUES

- Empower students to find joy in their learning.
- Embrace each other's differences and cultivate community.
- Encourage a life of growth and wellness.

#IamACLIPPER

Our Framework for Student Success

The Falmouth Public Schools Administrative Team has refined and strengthened the school district's Framework for Student Success, centered on **The Clipper Experience**.

In every classroom of every school, we are committed to:

- a renewed focus on high-quality instruction and academic rigor, to ensure that all students are engaged in challenging, hands-on learning that prepares them for success; and
- personalized learning for every student, including healthy social-emotional, mental, and physical development.

Two critical elements are interwoven in all that we do:

- Diversity, Equity, Inclusion & Belonging, and
- Two-Way Communication and Partnerships.

SPOTLIGHT
Falmouth High School

\$500K+
Average college scholarships earned by the graduating class

17
Advanced Placement (AP) Courses

8
Career Technical Education Pathways

25+
Visual & Performing Arts Clubs, Classes, Activities

25+
Athletics Programs

Thank You to our Community Partners

Calmer Choice • Cape Cod Cape Verdean Museum & Cultural Center • Cape Cod Five • Cape Kid Meads • Clamfort Pews • Companion Animal Program • Concomant River Trust • Cranbury STEAM Academy • Eight Cousins • Falmouth Art Center • Falmouth Chamber of Commerce • Falmouth Edgarmore Ferry • Falmouth Education Foundation • Falmouth Educational Association • Falmouth English Learner Advisory Council • Falmouth Fire & Rescue • Falmouth Human Services • Falmouth Marine & Environmental Services • Falmouth Outdoor Learning Committee • Falmouth Public Department • Falmouth Public Library • Falmouth Road Race Inc. • Falmouth Rotary • Falmouth Service Center • Falmouth Special Education Parent Advisory Council • Falmouth Water Resources • Goswold Behavioral Health • Highfield Hall • IFAW Town Reach Committee • Letter Free Falmouth • MadPee Wampanoag Tribe • McLean Hospital • National Oceanic & Atmospheric Administration • No Place For Hate - Falmouth • Penikese Island School • Sea Education Association • Solid Waste Advisory Committee • The 300 Committee Land Trust • Town of Falmouth • Volunteers in Public Schools • Waquoit Bay Estuarine Research Reserve • Wings for Falmouth Families • Woods Hole Marine Biological Library • Woods Hole Oceanographic Institution • Woodhill Climate Research Center • Zephyr Education Foundation

Falmouth School Committee
Melissa Keefe, Chairperson • Kelly Welch, Vice-Chair • Margaret Souza, Secretary • Susan Augusta • William Dorfner • Heather Goldstone • Michael Hejtin • Christopher Lumpkin • Terri Medeiros • Lori Duerst, Ed.D., Superintendent of Schools

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ACTON-BOXBOROUGH
REVOLUTION

Acton-Boxborough Regional School District

Developing engaged, well-balanced learners through collaborative, caring relationships

WELLNESS • EQUITY • ENGAGEMENT

f i l n y e

Home News District Schools Staff Families School Committee Calendar

Sign-up for Newsletters

Acton-Boxborough Regional School District / District / School/District Information / Sign-up for Newsletters

Home

News

District

School/District Information

Schools

Staff

Families

School Committee

Calendar

Families with students enrolled in our schools automatically receive newsletters from the District.

If you are a community member who would also like to receive updates from us, please use the link below to subscribe to our mailing list.

Sign up to receive newsletter updates from the District!

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Proactive Communication Strategies

- 1 Engage your team in communications assessment and planning.
- 2 Sharpen your core messaging.
- 3 Build communications capacity at all levels of the district.
- 4 Broaden your reach beyond families and staff.
- 5 Leverage local media in various ways.
- 6
- 7

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5 Leverage local media in various ways.



News pages

Outreach to editors / producers through...

- News releases
- Statements
- Media advisories (for events)
- Informal pitches

Opinion pages

- Letters to the editor
- Guest columns / op-eds

Paid advertising

- Print
- Online

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- 6 Transform your website into a dynamic communications hub.
- 7

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6 Transform your website into a dynamic communications hub.

HOME STRATEGIC PLAN AT YOUR SERVICE ACADEMICS ACTIVITIES ATHLETICS SCHOOL BOARD CALENDAR

Sign In | Register TRANSLATE SELECT A SITE

Pine-Richland School District
Focused on Learning for Every Student Every Day

Spotlight on Learning
First-grade student ranked in the top 50 in the nation in the First In Math Program.
LEARN MORE

Search... BUS INFO EVENT CALENDAR MEALS NEWS & BIDS STAFF DIRECTORY

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Proactive Communication Strategies

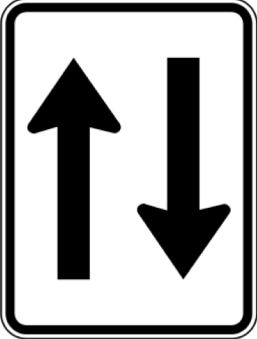
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- 6 Transform your website into a dynamic communications hub.
- 7 Take a more strategic approach to social media.

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Take a more strategic approach to social media.

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TOMORROW
 10:30 – 11:45 am
 Osterville B

“The Art of Listening:
 How to Gather and Leverage
 Community Perspectives”

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<p>Seven Strategies for Improving Proactive Communication</p>		<p>1 Engage your team in communications assessment and planning.</p>
<p>2 Sharpen your core messaging.</p>	<p>3 Build communications capacity at all levels of the district.</p>	<p>4 Broaden your reach beyond families and staff.</p>
<p>5 Leverage local media in various ways.</p>	<p>6 Transform your website into a dynamic communications hub.</p>	<p>7 Take a more strategic approach to social media.</p>

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Questions?

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#MASCMASS24



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