

**ACTION PLAN - BUDGET**

Membership / Audience Demographic

Students, families, community, town officials, state officials.

**MARKETING & COMMUNICATION PLAN**

GROUPS MOST SERVED

Parents, community members, town officials

WHAT THE AUDIENCE NEEDS TO HEAR

What the budget supports, why the budget is what it is, how to support the budget, town assessments, what drives assessments

BEST WAY TO REACH & COMMUNICATE

Parents - Breaking News, Gateway APP; Community Members - website, newspapers; Town Officials - direct correspondence, meetings

COMMUNICATION SCHEDULE & FREQUENCY

Monthly during July through January, bi-weekly Feb. through June

HOW TO MEASURE MESSAGE REACH

Parents - number of hits;

**SMART OBJECTIVES**

3-5 SMART Objectives: S-Specific, M-Measurable, A-Achievable, R-Realistic, T-Timebound

- 1) Involve town officials and school committee in complete budget process from preliminary overview in Sept. to budget approval in June
- 2) Provide information to all constituents throughout process - reasoning, requests, line item budgets, budget overview
- 3) Establish and meet the timelines established for budget development on an annual basis

**STAFF DEVELOPMENT PLAN**

Assess the needs and growth potential of the Staff, Volunteers, Board, and Managers

	Town Officials		Administration/SC Members/Town Members
AREA OF NEEDED DEVELOPMENT	Knowledge & involvement	AREA OF NEEDED DEVELOPMENT	Budget sharing
FINANCIAL PROJECTIONS	N/A	FINANCIAL PROJECTIONS	Benchmarked to similar schools/programs
DEADLINES	Summer to Early Fall	DEADLINES	October
TIME AND FINANCIAL COST	Correspondence	TIME AND FINANCIAL COST	Developmental/Incorporated into budget
DEVELOPMENT SUMMARY	Get officials selected by towns	DEVELOPMENT SUMMARY	Need specific, easily understood materials

**OPERATING BUDGET ESTIMATE**

	ESTIMATED AMOUNT	ACTUAL AMOUNT
Grants	\$0	\$0
Donations	\$0	\$0
Fundraising	\$0	\$0
Interest	\$0	\$0
Other Income	\$0	\$0
<b>PROJECTED INCOME</b>	<b>TOTAL</b>	<b>\$0</b>
	<b>ESTIMATED AMOUNT</b>	<b>ACTUAL AMOUNT</b>
Staffing Costs	\$15,000	\$0

	Office / Overhead		\$1,000	\$0
	Supplies / Equipment		\$500	\$0
	Marketing		\$1,000	\$0
	Staff Development		\$1,000	\$0
	Mileage		\$0	\$0
	Other Costs		\$0	\$0
PROJECTED EXPENDITURE	TOTAL		\$18,500	\$0

		ESTIMATED AMOUNT	ACTUAL AMOUNT
	Development Costs	\$100	\$0
	Marketing Costs	\$100	\$0
	Running Costs	\$0	\$0
	Staffing Costs	\$200	\$0
OBJECTIVE 1 PROGRAMMING / PROJECT COSTS	TOTAL	\$400	\$0

		ESTIMATED AMOUNT	ACTUAL AMOUNT
	Development Costs	\$500	\$0
	Marketing Costs	\$1,500	\$0
	Running Costs	\$100	\$0
	Staffing Costs	\$1,000	\$0
OBJECTIVE 2 PROGRAMMING / PROJECT COSTS	TOTAL	\$3,100	\$0

		ESTIMATED AMOUNT	ACTUAL AMOUNT
	Development Costs	\$0	\$0
	Marketing Costs	\$50	\$0
	Running Costs	\$0	\$0
	Staffing Costs	\$250	\$0
OBJECTIVE 3 PROGRAMMING / PROJECT COSTS	TOTAL	\$300	\$0

	TOTAL EXPENDITURE		\$22,000	\$0
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	<b>(Income - Total Expenditure)TOTAL PROFIT / LOSS</b>		-\$22,000	\$0
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### RISK ANALYSIS

Identify risks, detail the controls in place, list team members responsible

(1) Town officials will not be selected or will not participate in each meeting; minutes of meetings to selectboard; Stacy

(2) Participants will disagree on process, figures, or reasoning; provide documentation; be collaborative, chair controls meeting; admin and SC Chair

(3) Information will not be disseminated effectively; continue to use multiple methods; PIO

### MEASUREMENTS OF SUCCESS

Measurable Component Description	When to Measure	How to Measure
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(1) Town officially designates participants	Summer	Delegate letter and information
(2) Delegates attend scheduled meetings	Each Meeting	Minutes
(3) Delegates participate in meetings	Each Meeting	Minutes
(4) Budget materials prove timely and useful	Each Release	Amount of questions, materials provided prior to meetings
(5) Materials disseminated widely	Each Release	Number of locations materials are located
(6) Budget is adopted and then approved	March - June	Adoption and Approval

#### MANAGEMENT PLAN

How components will be assessed	How often to assess	Who will assess
(1) Each town designates appropriate representatives	Yearly	Selectboard of each town
(2) Town representatives are present at meetings	Monthly	School Committee Secretary
(3) Town representatives speak at meetings, share information	Monthly	School Committee Secretary
(4) Reflections from members and public	Whenever documents are created and shared	School Committee and Town Representatives
(5) Materials are found on all public sharing platforms	Within a week of release	PIO
(6) SC adopts budget, towns approve budget	Once Each	School Committee

#### ACTION PLAN

##### FIRST QUARTER: July 1, 2017 - Sept. 30, 2017

BEGIN & END DATES	ACTION	RELATED OBJECTIVES	RESOURCES - COST, TIME, TEAM MEMBERS
July	Discussion of upcoming and anticipated needs	3	Staff time, administrative team
August	Update on anticipated needs	3	Staff time, administrative team
September 13	Review budget process; significant anticipated changes impacting budget; general needs	1; 2; 3	Preparation of information & presentation; staff time; administration, school committee, town representatives
September 15	Information shared on media	2	Staff time, PIO
September 27	Discuss budget parameters & timeline	2; 3	Staff time, administrative team

##### SECOND QUARTER: Oct. 1, 2017 - Dec.31, 2017)

BEGIN & END DATES	ACTION	RELATED OBJECTIVES	RESOURCES - COST, TIME, TEAM MEMBERS
October 22 to 27	Review initial budget requests by department, school, program areas	2	Staff time, all staff, administrative team
November 3	Initial draft of line item budget	2	Administrative time, superintendent/business manager
November 8	Review of initial line item budget	1;2	Administration, school committee, town representatives
November 10	Information shared on media	2	Staff time, PIO

##### THIRD QUARTER: Jan 1, 2018 - March 31, 2018

BEGIN & END DATES	ACTION	RELATED OBJECTIVES	RESOURCES - COST, TIME, TEAM MEMBERS
Jan. 19	Review budget information	3	Administrative time, superintendent/business manager
January 24	Additional input and questions on line item budget	1; 2	Administration, school committee, town representatives
Jan. 26	Information shared on media	2	Staff time, PIO
Jan/Feb	Develop assessment information based upon House 1 and House Budget projections	1; 2; 3	Administrative time, superintendent/business manager
March 7	Public Hearing - Budget	1; 2; 3	Administration, school committee, town representatives

March 10	Information shared on media	2	Staff time, PIO
March 14	Budget Adopted by School Committee	1; 2; 3	Administration, school committee, town representatives
March 16	Information shared on media	2	Staff time, PIO
February - March	Meet with town officials	1	Administration, school committee, town representatives

**FOURTH QUARTER: April 1 - June 30**

BEGIN & END DATES	ACTION	RELATED OBJECTIVES	RESOURCES - COST, TIME, TEAM MEMBERS
May - June	Annual Town Meetings	1; 2; 3	Town Citizens