### 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

<table>
<thead>
<tr>
<th>Area of Needed Development</th>
<th>Town Officials</th>
<th>Administration/SC Members/Town Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge &amp; involvement</td>
<td>AREA OF NEEDED DEVELOPMENT</td>
<td>Budget sharing</td>
</tr>
<tr>
<td>Financial Projections</td>
<td>N/A</td>
<td>FINANCIAL PROJECTIONS</td>
</tr>
<tr>
<td>Deadlines</td>
<td>Summer to Early Fall</td>
<td>DEADLINES</td>
</tr>
<tr>
<td>Time and Financial Cost</td>
<td>Correspondence</td>
<td>TIME AND FINANCIAL COST</td>
</tr>
<tr>
<td>Development Summary</td>
<td>Get officials selected by towns</td>
<td>DEVELOPMENT SUMMARY</td>
</tr>
</tbody>
</table>

### Operating Budget Estimate

#### Projected Income

<table>
<thead>
<tr>
<th></th>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Donations</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Interest</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other Income</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

#### Projected Income

<table>
<thead>
<tr>
<th></th>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffing Costs</td>
<td>$15,000</td>
<td>$0</td>
</tr>
</tbody>
</table>
### PROJECTED EXPENDITURE

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office / Overhead</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td>Supplies / Equipment</td>
<td>$500</td>
<td>$0</td>
</tr>
<tr>
<td>Marketing</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td>Staff Development</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td>Mileage</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other Costs</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$18,500</strong></td>
<td><strong>$0</strong></td>
</tr>
</tbody>
</table>

### OBJECTIVE 1 PROGRAMMING / PROJECT COSTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Costs</td>
<td>$100</td>
<td>$0</td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>$100</td>
<td>$0</td>
</tr>
<tr>
<td>Running Costs</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Staffing Costs</td>
<td>$200</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$400</strong></td>
<td><strong>$0</strong></td>
</tr>
</tbody>
</table>

### OBJECTIVE 2 PROGRAMMING / PROJECT COSTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Costs</td>
<td>$500</td>
<td>$0</td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>$1,500</td>
<td>$0</td>
</tr>
<tr>
<td>Running Costs</td>
<td>$100</td>
<td>$0</td>
</tr>
<tr>
<td>Staffing Costs</td>
<td>$1,000</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,100</strong></td>
<td><strong>$0</strong></td>
</tr>
</tbody>
</table>

### OBJECTIVE 3 PROGRAMMING / PROJECT COSTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Costs</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>$50</td>
<td>$0</td>
</tr>
<tr>
<td>Running Costs</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Staffing Costs</td>
<td>$250</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$300</strong></td>
<td><strong>$0</strong></td>
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</tbody>
</table>

**TOTAL EXPENDITURE**

<table>
<thead>
<tr>
<th>Estimated Amount</th>
<th>Actual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$22,000</strong></td>
<td><strong>$0</strong></td>
</tr>
</tbody>
</table>

**Total Profit / Loss**

| (Income - Total Expenditure) | **$-22,000** | **$0** |

### RISK ANALYSIS

1. Town officials will not be selected or will not participate in each meeting; minutes of meetings to select board; 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

<table>
<thead>
<tr>
<th>Measurable Component</th>
<th>Description</th>
<th>When to Measure</th>
<th>How to Measure</th>
</tr>
</thead>
</table>
(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

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

### ACTION PLAN

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

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


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

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

<table>
<thead>
<tr>
<th>BEGIN &amp; END DATES</th>
<th>ACTION</th>
<th>RELATED OBJECTIVES</th>
<th>RESOURCES - COST, TIME, TEAM MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 19</td>
<td>Review budget information</td>
<td>3</td>
<td>Administrative time, superintendent/business manager</td>
</tr>
<tr>
<td>January 24</td>
<td>Additional input and questions on line item budget</td>
<td>1, 2</td>
<td>Administration, school committee, town representatives</td>
</tr>
<tr>
<td>Jan. 26</td>
<td>Information shared on media</td>
<td>2</td>
<td>Staff time, PIO</td>
</tr>
<tr>
<td>Jan/Feb</td>
<td>Develop assessment information based upon House 1 and House Budget projections</td>
<td>1, 2, 3</td>
<td>Administrative time, superintendent/business manager</td>
</tr>
<tr>
<td>March 7</td>
<td>Public Hearing - Budget</td>
<td>1, 2, 3</td>
<td>Administration, school committee, town representatives</td>
</tr>
<tr>
<td>Date</td>
<td>Action</td>
<td>Staff Time</td>
<td>Resources</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------</td>
<td>------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>March 10</td>
<td>Information shared on media</td>
<td>2</td>
<td>Staff time, PIO</td>
</tr>
<tr>
<td>March 14</td>
<td>Budget Adopted by School Committee</td>
<td>1; 2; 3</td>
<td>Administration, school committee, town representatives</td>
</tr>
<tr>
<td>March 16</td>
<td>Information shared on media</td>
<td>2</td>
<td>Staff time, PIO</td>
</tr>
<tr>
<td>February - March</td>
<td>Meet with town officials</td>
<td>1</td>
<td>Administration, school committee, town representatives</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Begin &amp; End Dates</th>
<th>Action</th>
<th>Related Objectives</th>
<th>Resources - Cost, Time, Team Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>May - June</td>
<td>Annual Town Meetings</td>
<td>1; 2; 3</td>
<td>Town Citizens</td>
</tr>
</tbody>
</table>