



LRSP Status Report – June 2011

3.02 Board District Messages in Media SR 2011

Strategic Objective (SO):

3.02 Utilize media opportunities to articulate clear, consistent, school district messages.

Department/School: Board

Leader: Board Chair and Vice Chair

Team Members:

School District #7 Trustees

In a year, we hope to see the following progress on this strategic objective:

Community has a clear understanding of Long Range Strategic Plan (LRSP), District activities, Board membership and District financial data.

PROGRESS SUMMARY

LRSP elements including Action Plans, Balanced Scorecard, and Status Reports were created to be web accessible for the ease of use by constituents. Clickable access to all district LRSP information provides transparency and accountability. Fall meetings with businesses, organizations and clubs in the community to discuss the "Journey to Excellence" in our schools were given by the Trustees and Leadership Team. Media were consistently informed about the LRSP throughout the year.

The Balanced Scorecard continues to assist the Board in governing the LRSP. The LRSP Committee monitors the key indicators, definitions, and targets outlined on the Balanced Scorecard. This review will lead to updates to the Balanced Scorecard this fall in order to move into the next 3-5 year planning horizon under the LRSP.

A communication plan for budget development for the 2011-12 school year was developed and implemented leading to a call for school election with Elementary and High School District mill levies on the May school election ballot. The plan included fall meetings with businesses, organizations and clubs in the community to discuss the "Journey to Excellence" in our schools. Presentation materials were completed using Prezi presentation materials to assist Trustees and the Leadership Team in this dialogue with the community. Trustees and the Leadership Team met with 42 community groups and organizations to describe the budget and school election requests, as well as provided information to the community support group, Lincolns for Levies (L4L). Both Elementary and High School District Levies were approved by voters in May. Legislative action provided clarity to state level funding. Completion of the budget plan will include a final budget approval by the Trustees in August 2011.

A communication plan for Legislative and elections important to BSD7 has been established. AA Caucus, Gallatin Valley Trustees, and 4 Rivers MASS (Superintendents) have worked together on optimizing the opportunities in our schools in the region. The Bozeman Trustees and

Leadership Team have taken the lead in preparing plans to show legislators and the public our efforts to optimize opportunities and resources to improve student achievement. We presented this effort to the legislature and at statewide conferences.

AA Caucus has become an officially recognized part of the Montana School Boards Association through the leadership and effort of the Bozeman Trustees. Trustees shared AA Key Messages statewide and with legislators.

The Bozeman Board has effectively created and organized the regional Trustee and 4 Rivers Superintendent group to look at optimizing resources while promoting high student achievement. RESA4U (Regional Education Service Area, Region IV), MQEC (Montana Quality Education Coalition), SAM (School Administrators of Montana) and MTSBA (Montana School Board Association) have all been informed and participated in the optimization effort of the regional group. The Governor's Office, State Superintendent and legislators have been informed and participated in the optimization effort. This led to MTSBA support of legislation that ultimately passed the 2011 Legislative Session. SB 329 will provide \$2 million in funding for development of multi-district education cooperatives using the template of the work lead by the Bozeman Trustees.

A communication plan for the school election was implemented assisting in passing general fund levies in the High School and Elementary districts. The plan included preparation of a Prezi presentation including needs and tax impact, web based FAQs, sample ballots, 42 meetings in the community, and endorsement of the levies by the Bozeman Chronicle Editorial Board and Chamber of Commerce. Radio and TV media were also included in the messages to the media. Trustees were an integral part of sharing this information with the community.