

### **Subcommittee #3: Propose approaches to improve budget-related community awareness and support**

Initial focus is to recommend approaches to the district and board for how the first part of the planned work could be implemented – propose an approach to assess community knowledge and attitudes toward district funding and finances.

#### **Immediate Subcommittee Deliverables**

- Anh has agreed to be the chairperson for our sub-committee
- Below is our proposed roadmap, rough planned deliverables and initial timeline estimate
- We have a few clarifying questions below for the BAC and district/board.

#### **Primary Objectives - Why do we need to gather new information on community perceptions?**

It is important to gather new information from stakeholders/constituencies to help the district and board make decisions (and to help the BAC recommend decisions) about possible changes in approach to budget as needed to:

- Help us get a sense of where there is and is not public support
- Understand overall public opinions across segments
- Dig deeper than superficial and assumed understandings
- Develop a better sense of what types of community outreach are needed and what approaches would be successful

#### **Secondary objectives include:**

- building a network of individuals who we can go back to in order to validate plans
- identify individuals who may be interested in helping in the future as part of an extended advisory panel, as volunteers for various fundraising or outreach/communication, etc.

#### **What this proposal is NOT:**

- Any outreach for now until full approach is defined and approved by the BAC, district leadership and district board.
- Proactive communication on any district funding proposal, decision or status (except as needed to for the interviews... any messaging must be approved by the board and district)

#### **Possible Approach (draft; overview level)**

##### **Recommendation: Use a design thinking-type approach**

- Fundamental premise is to conduct open-ended discussions with individuals and small groups that represent different audiences in the community, to gather new insights and an empathic understanding of spoken and unspoken opinions and needs
- These new insights are then combined with existing information and opinions
- This leads to new ideas and a deeper understanding about how to proceed and what is practical.

## **Who do we specifically want to gather information from?**

Representative sample community stakeholders, for example

- Local businesses; real estate agents; local media
- Community leaders, elected official, and influencers
- Senior Groups
- Current students
- Young Adults, Young Families (pre-K), Elementary Families, HS & Post-HS families;
- Families with kids in private schools; Families new to LG and/or area; families with long time LG roots
- Public Sector – police, fire, library, parks and rec, etc.
- Educators – HS/elementary teachers, Elementary school administration
- Religious groups; Youth group leaders (sports, music, dance, etc.)

## **What information we are looking for? Primary opinions to gather and questions to ask (starter list)**

- Overall opinion of schools?
- How effectively is the district managed;
- How effectively is the budget managed?
- How do people form their opinions on schools and funding?
- Do they feel well-informed about schools? Would they like more information? If yes, how?
- How well is the district funded?
- Whose job is it to fund schools?
- How does school funding work?
- What is important to folks about schools?
  - School reputation? Impact on real estate prices?
  - Student safety? Student mental health? Impact on community safety?
  - Sports programs? Extracurricular offerings? Enrichment subjects? STEM?
  - Core academic offerings? Special needs programs? Alternative learning programs?

## **Process we intend to use to gather information**

1. form teams of interviewers and ensure everyone on same page...divide into a few teams of 2-4 people (3 per interview team may be ideal)
2. develop list of standard starter questions (interview teams should drill down depending on nature of discussion)
3. develop standard interview/discussion response template that is designed to capture both actual responses and interviewer perceptions
4. divide up who we want to talk to by interview team
5. interview teams reach out to interviewees to try to schedule
6. conduct interviews and capture both detailed notes and key takeaways
7. interview teams then meet to consolidate results and to discuss and distill key findings, learning and recommendations

## **Draft Roadmap Milestones**

- **Step 1** – Develop an **overall roadmap and plan** (this plan)
- **Step 2 – Prepare the details** – interview teams, target candidates to interview (by name or by category), develop and approve (by BAC and board) interview/discussion template (4-6 weeks)
- **Step 3 – Pilot interviews/discussions** and response review (to test and tweak process) (4-6 weeks)
- **Step 4 – Conduct bulk of interviews/discussions** (8-12 weeks)
- **Step 5** – Group meets to **distill results and develop summary report** (short Word .doc and accompanying .ppt) (4-8 weeks)
- **Step 6** – After approval of report within BAC, **results and any recommendations presented to Board.** (4-8 weeks)

**Estimated total for parts 2-6 is a range of 20-40 weeks**

By starting now, our estimate is that the effort would be **ready between ~ early April and late summer**

The draft timeline is mostly dependent on team member motivation, availability and focus

## **Clarifying Questions for BAC/District/Board**

- Who would ultimately be involved in arranging and conducting discussions?
- Can we get others from the district engaged to help with capacity)?
- Can the district/board identify a set of people or steps to follow to approve a more detailed process once ready per Step 2 above?