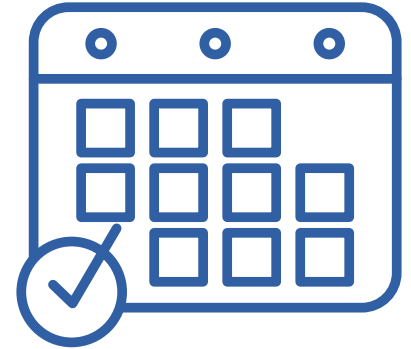


# Financial Communication Calendar



- **May—Forecast Due**

- Update forecast, say you are going to update it
- Guest op-eds, newsletters—Why
- Tape clips of board meeting
- Launch web page on financial crisis for your schools
- Staff Zoom on budget
  - Funding sources
  - Impact of cuts
  - What next year will look like
  - What they can do to be informed

- **June/July—State Budget for Schools**

- Update your forecast, talk about what has changed
- Zoom with community, staff

- **August—Start of the School Year**

- Develop, announce name of district's financial conversation/plan with community
- Op-eds, newsletter/mail financial update to community
- Zoom with community; Answer questions via Twitter chat

- **September**

- Email parents with financial update on your plan

- **November—Five Year Financial Forecast**

- Post video clips online
- Host Q/A via Zoom

allerton-hill.com  
@outreach\_expert  
(800) 549-2285  
weloveschoolspodcast.com



**Carole Dorn-Bell**  
cdb@allertonhillconsulting.com  
@cdornbell  
(614) 787-8771