OSBA Conference Notes

**Ed Choice Voucher Lawsuit**

**11/10/24**

Currently One Billion Dollars is going into vouchers. Every year that would put 10,000 teachers in public schools.

Last year, there was a significant increase in vouchers. Kids who were never in public schools are now requesting vouchers.

Private schools can be discriminatory. They don’t have to follow the same rules. They are siphoning dollars from public schools.

Ed Choice has caused segregation – Racial isolation.

This year -$4,000,000 are going to construction/renovation of Private Schools.

Matt Huffman, president of the state Senate wants to build buildings for Private Schooling,

The legislature is also coming after the 20-mil floor.

**Important Point** – All taxpayers are funding vouchers.

When the public has a chance to vote on vouchers, they vote them down.

Property tax example – Property tax - $4,200.

60% goes to education -$2,520

IF 3 kids go to private schools, approximately $18,000 goes with them in vouchers.

**Key Note** **for Taxpayers –** How are we protecting taxpayer money?

90% of our students are financed by 75% of State Budget.

10% of our students are financed by 25% of State Budget.

Private Schools are requesting that students apply for vouchers prior to getting scholarships from the private schools.

We should be a part of the Ed Choice case.

Review – “Privateers” by Josh Comb

**Building A Facilities Communications Plan – Shaker Heights**

**11/11/24**

Shaker Heights has 3 full time employees in the Communications Department.

They passed a levy prior to the design.

It is Ok to go to GoogleDocs for Shaker Heights materials.

Board members need to be key engagers.

Note – Do things with people, not to people. We need to reinstate our Superintendent’s Advisory Committee.

They proposed their facilities project in two segments. They passed their Bond Issue at 60% passage including a 3 mil operating levy – just under 10 mils total.

(OFC – 36% contribution.)

**Segment 1** – K-8, add in a Pre-K **Segment 2** – new high school

**Pre-Campaign**

1. Don’t wait to start
2. Communications
   1. Measure what matters
   2. They mailed brochures for 11 years
3. Active Web Site
   1. They indexed their board meetings for viewing. In that way people could go to the info they wanted rather than watching the entire board meeting.
4. They had 40 Living Room chats – each one attended by the superintendent and one board member,
5. They used the same dialog with teachers.
6. 1 yr. before – e-mail updates
7. Regular system updates with **(important note)** emphasis on “This may change.” They did this to build up trust.

**Campaign**

Know state guidelines

Share info with “yea” and “nay” voters

School cannot provide School Logos or Photos of students

**Post-Campaign**

1. Produce Project Banners
2. Produce yard signs.
3. Promote with post cards, door hangers
4. Keep people in the know on the progress
5. Shaker Heights implemented regular webinars with the superintendent –

bi-weekly to answer community questions.

1. Hold special events throughout construction.
2. Continue coffee chats

Communication and Engagement

Communication to non-engaged people generally comes from someone other than someone from the school.

**Effective School Communications**

**11/11/24**

Get communication out early.

Tell the Truth

Tell it First

Tell it All

Tell it Fast

Tell it to the people who matter most.

Crises happen in public. Never say “No Comment” – hurts reputation

Tell story as quickly as you can. People panic when they think you are lying.

We now demand info immediately.

Google and Facebook - top two sources of “news”

81% of information is shared on Facebook.

Villain Victim Vindicator

The school Fix the problem

Show how you are fixing the problem

No Comment = Guilty

Repeat key messages.

Once you’ve answered the question – stop!

Social Media – An employee’s personal or private use of social media may have unintended consequences.

Don’t do social media quizzes.

Keep separate accounts for personal and professional use.

Know what’s on your website.

Effective Communication

1. Never speculate
2. Never share anything you may have to walk back.
3. Here’s What I most want people to know – repeat.

**Financing Facility Projects**

**11/11/24**

Finance it, Buy it, Build it – Bricker, Graydon – see their PowerPoint presentation on OSBA website

Finance It

Bond Issue or Lease-Purchase

Millage is set to get the amount of money needed.

Check zoning on property

Treasurer & Superintendent do the work on this, based on info from law firm

The Board is going to have to spend some money to start the process

Buy It

Build It

Need a good design expert as compared to a construction engineer. This

Saves money because you won’t have as many design changes.

**Attracting & Retaining Staff**

**11/11/24**

Ohio HCRC.org - Human Capital Resource Center

Orientation for non-classified

Trainings to recruit and retain good teachers

Chagrin Falls

Mike Daugherty

Christopher Woofter

Onboarding – wanted to expand on one day orientation

Talked and just listened to new teachers and what their concerns were.

Listen for feedback.

Goal – wanted folks to have a sense of belonging.

Look at benefits for staff

List of all resources and how do they access these resources

Toured staff into all school buildings on a bus

Invite the mayor to speak

Exit interviews are important

“Stay” interviews instead of “Exit” interviews

Board president visits new teachers

First Semester – goes into see new teachers in their classrooms to see how

they are doing.

Second Semester – Has lunch in each building

Emphasis

Assure that website is always up to date

For job fairs get an Ohio Map and pinpoint where the school is.

**Journey Against Chronic Absenteeism.**

**11/12/24**

Power Point – One District’s Journey Against Chronic Absenteeism

Hilliard City Schools – Molly Walker

There is a great deal of valuable information on this power point presentation,

By the time a student is truant it’s too late.

Pull data early.

Attendance Bands

Satisfactory - < 10 days

At Risk – 10-17 days

Moderate - 18-36 days Chronically absent

Severe. - 37 + days Chronically absent

Attendance patterns begin in the Elementary

Set building and district goals

Build building data teams

Keep Attendance Goals at the Front of Operations.

Start tracking attendance in August.

Get attendance information in newsletters.

Look at “Attendance Works”

Check out slide 32 in power point – has important data.