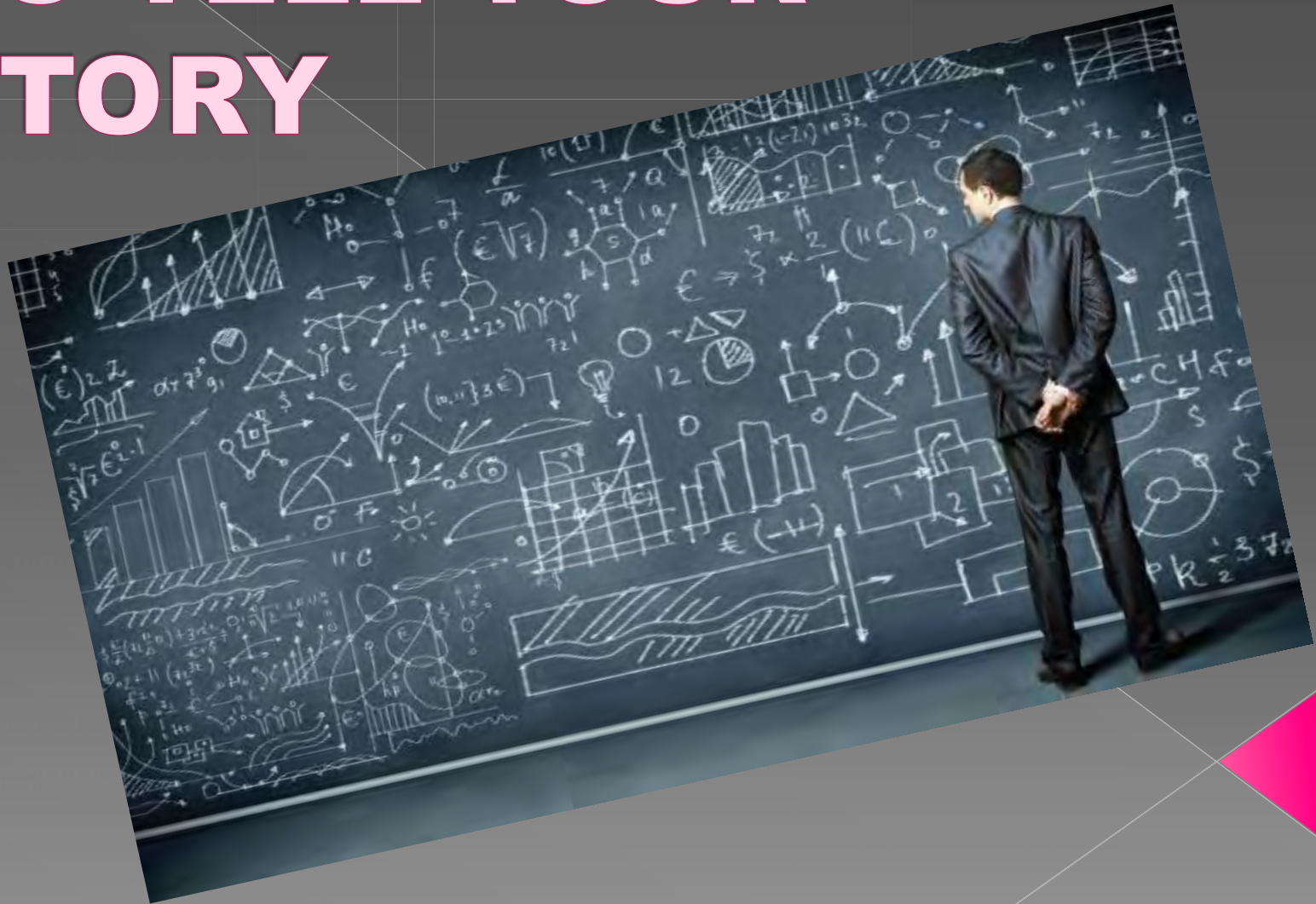# HOW TO USE DATA TO TELL YOUR STORY

RIVERSIDE LOCAL SCHOOLS
Painesville Township, Ohio
Lake County

Jennifer Harden →
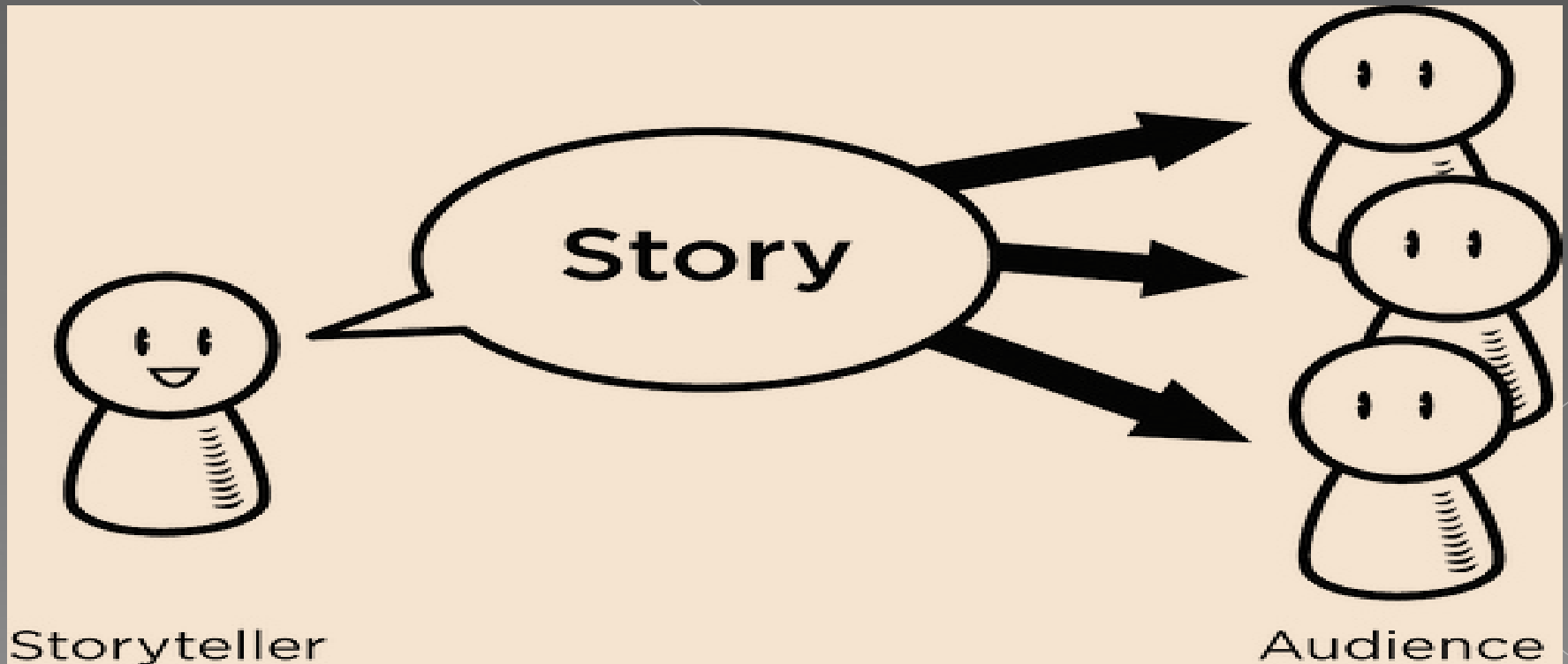
← Belinda Glavic Grassi, CPA

EVERY SCHOOL DISTRICT HAS STORIES TO TELL

Stories are both internal and external.

The flow of information is multi-faceted.

| Internal | ➡ | External | | Internal | ⬅ | External |
| Internal | ➡ | Internal | | External | ⬅ | External |

Storyteller   Story   Audience

Internal Information Source

You control the flow and tone of the story.

- Internal Audience
- External Audience

External Information Source

Others control the flow and tone of the story.

- Internal Audience
- External Audience

FOCUS ON:

COMMUNICATION YOU CAN CONTROL

Internal Storyteller

__Internal Information to Internal Audience__

**Administration to Staff (downward information flow)
Staff to Administration (upward information flow)**

__Internal Information to External Audience__

**Staff to Parents
Administration to Community**

Your Stories:
Both Internal & External Information Flow

Student Information

Who are they?

What do they accomplish?

Community Information

Who they are?

Staff Information

Who they are?

Certified

Classified

Your Stories:
Both Internal & External Information Flow

"State of the Schools" Address

School Funding

Levy Communications

Facilities Information

Departmental Updates

Technology

Curriculum

Food Service

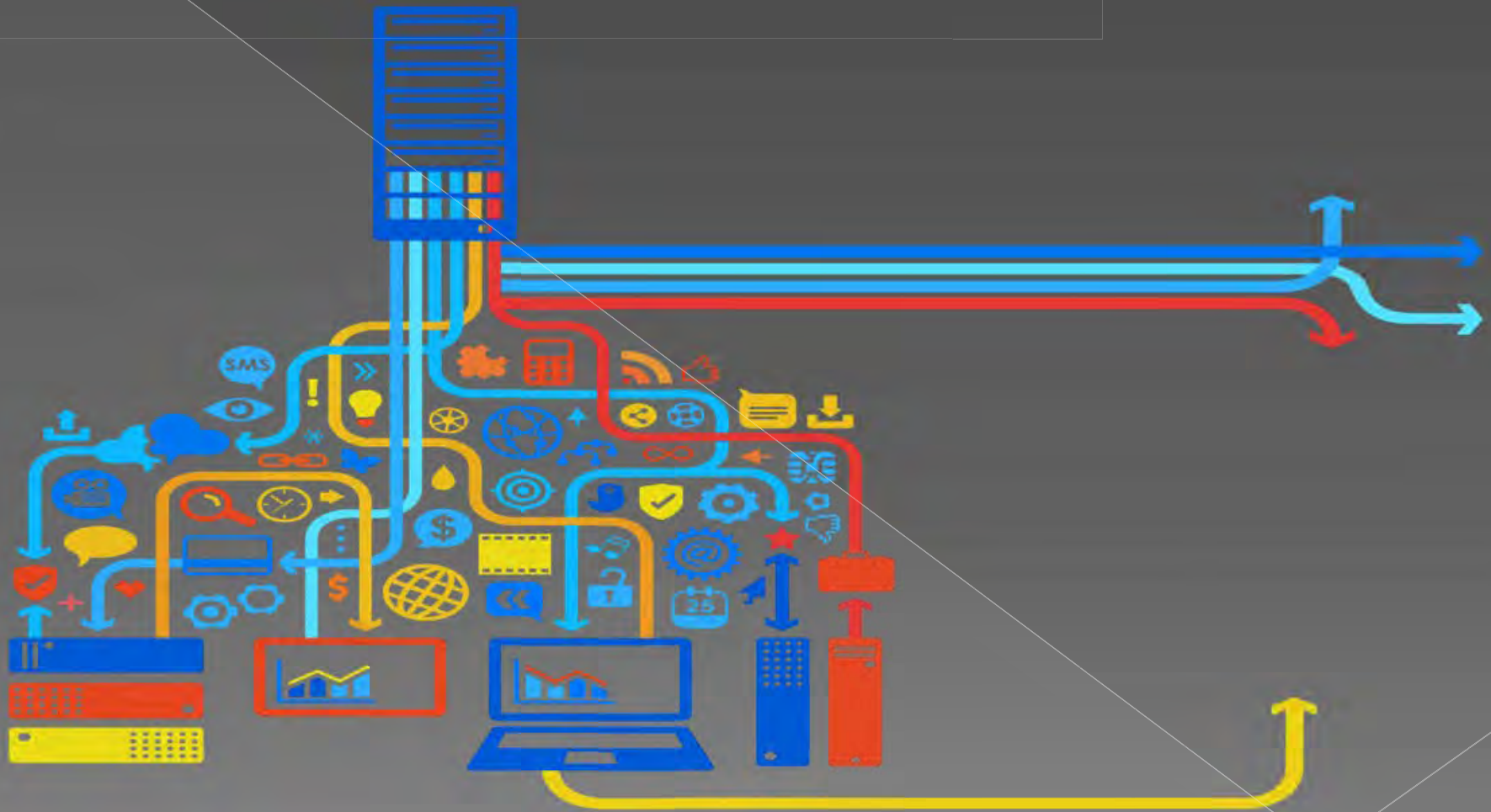**Transportation**

Student Services

Financial updates

Five Year Forecast

Comparative Statistics

CHOOSE YOUR TOPIC

CHOOSE YOUR DATA

YOUR STUDENTS

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Total Student Counts – current & historical
Ohio District Student Counts
	Central Office Administration
	ODE
	  - Casino Revenues PAGE – updated January
	  - ODE CUPP Report – updated after February

Building Student Counts – current & historical By Grade / Number of Classrooms	Central Office Administration
Racial / Minority Population Counts	ODE CUPP Report – by Report Card category
Percentage of Students in Poverty	ODE CUPP Report - historical Nutrition Services Dept. – current
Students Attending Parochial Schools	Parochial School Offices District Transportation Department ODE SAFE– District Transportation T1 Report
Students Attending Community Schools	ODE Foundation Payment Reports EMIS
Students Attending Charter Schools	ODE Foundation Payment Reports EMIS
Students with Disability	ODE CUPP Report – historical % ODE SAFE – costs & reimbursements
Categories of Disability	ODE Foundation Payment Reports

YOUR STUDENTS

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
Students Participating in Extra-Curriculars	Athletic Department / Faculty Advisors
Students Participating in Honors / Accelerated / AP Programming	District Curriculum Office District Guidance Counselors EMIS
Graduation Rates	District HS Guidance Office ODE
Student Academic Success Data	ODE Report Card District Guidance Office District Curriculum Office

Open Enroll Students – Out / In
  Out – Where Attending
  In – Where assigned / Grades
  Court Placed
  Costs Associated / Revenues Generated
	EMIS
	
	Foundation Settlement Reports

ANALYTICS: YOUR STUDENTS

INTERNAL

Student Count Comparisons

Building to Building

Grade by Grade

Year to Year

Classroom Sizes

EXTERNAL

Student Count Comparisons

To Other Local Districts

To State Averages

Year to Year

YOUR STUDENT DATA

Pie Charts * Bar Charts

Graphs * Tables

INTERNAL

Demographic / Achievement Comparisons

Student Demographics

Curricular Achievements

Extra-Curricular Achievements

EXTERNAL

Demographic / Achievement Comparisons

To State Performance Indexes

To Other Local Districts

YOUR COMMUNITY

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
Number of Total Residents	US Census Data
District Size (square miles)	CUPP Report / Transportation Department

Resident Population Demographics
  Gender / Age Bands
  Ethnicity / Marital Status
	US Census Data

Residential Workforce & Educational Data	US Census Data

Household Demographic Data
  Households With Children
  Households With School Age Children
  Households With No Children in School
	US Census Data

Average Household Income	Ohio Department of Taxation – current ODE CUPP Report – historical
Average Property Value	ODE CUPP Report - historical Ohio Department of Taxation

District Property Value
  Aggregate
  % of Residential, Business, Agricultural
	County Auditor's Office
	County Auditor's Office

Property Tax Generated per Student	ODE CUPP Report - historical

ANALYTICS: YOUR COMMUNITY

YOUR DATA

Present data in simple format.

List each community you serve.

Present district totals.

OTHER LOCAL DISTRICTS

Use charts, tables & graphs to compare your district to other local districts.

STATEWIDE DATA

Use side by side comparisons to present your data alongside statewide average data.

YOUR LEVY & MILLAGE DATA

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Registered Voters
   Sorted by Demographics
   Sorted by District Precinct
   Sorted by Street / Neighborhood
   By Political Alliance
	County Board of Elections

Levy Issue History by Election Cycle
   How Many Mills Requested
   How Much Would be Raised
   Cost of Each Tax Assessment per $100K
	Board of Elections
	District Administration
	BOE Meeting Minutes (Resolutions Filed)

Levy Results
   Who Voted
   Historical Results
   By Precinct
   By Issue
   By Election
	County Board of Elections

Precinct Maps	**County Board of Elections**

ANALYTICS: VOTER STATISTICS

YOUR LEVIES

- Yes vs No
- Results by Precinct
- Results Over Time

YOUR LEVIES

- # of Voters
- % Who Voted
- % Y vs N # Y vs N
- Results by Precinct

OTHER BALLOT ISSUES

- Success of Your Issues vs Other Local Issues
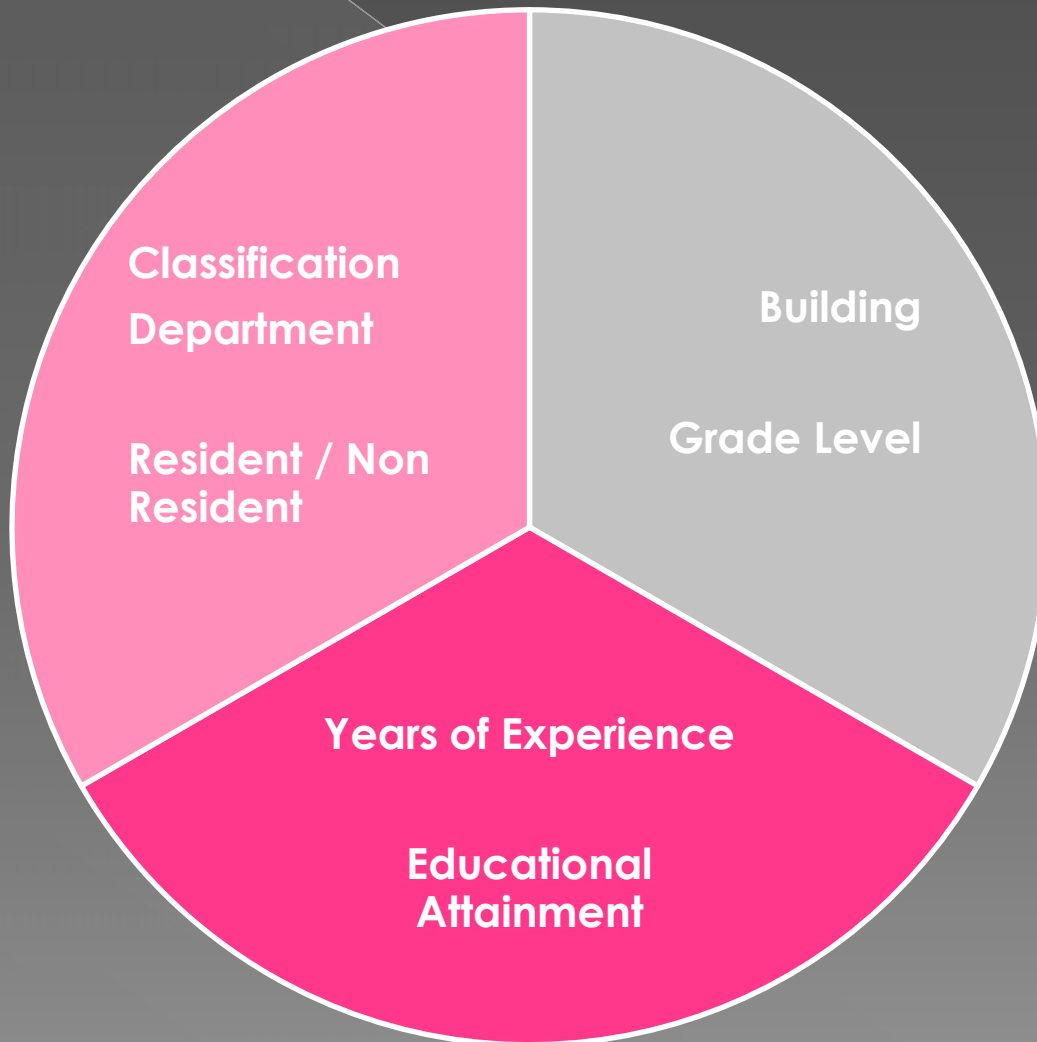- Results By Precinct
- Results Over Time

✓ote

Having this information available, on hand, analyzed and in table format will aid in your future levy campaigns

YOUR *Staff*

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Certified Staff
  Total Number
  Building Assignment / Grade Level
  Years of Experience
  # Living In District
  Educational Attainment / Degree Status
	District HR Office / Payroll Department
	EMIS Coordinator
	ODE CUPP Report - historical

Classified Staff
  Total Number
  Department / Position
  Years of Experience
  # Living In District
  Training & Certificates Held
	District HR Office / Payroll Department
	EMIS Coordinator
	ODE CUPP Report - historical

Administrative Staff
  Total Number
  Department / Position Title
	District HR Office / Payroll Department
	EMIS Coordinator
	ODE CUPP Report - historical

Organizational Chart	**Central Administrative Office**
Employee Payroll Information **Salary Charts** **Benefit Costs** **Analysis of Benefits Offered**	**District Payroll Department** **Union Agreements** **SERB Data Clearinghouse** **ODE CUPP Report**

ANALYTICS: YOUR STAFF

Classification Department

Resident / Non Resident

Years of Experience

Educational Attainment

Building

Grade Level

PIE CHARTS are excellent tools that showcase the diversity of your staff in easy to read format.

Bar Charts are an easy way to visibly highlight county-wide comparisions of the same data and comparisons to statewide averages.

ANALYTICS: YOUR STAFF

Keeping an Organizational Chart current and up-to-date is always helpful for many purposes and for many types of presentation.

FACILITIES

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

General Land & Building Data
     Lot Size / Acreage
     Square Footage
     Age / Year Built
     Additions
	County Auditor
	 Appraisal Data
	 District Records
	 OFCC Analysis (if available)

Students Attending – current & historical	**District Administration**
Facility Assessments	**OFCC (if completed)**
Appraisal Data	**Outside Appraisal Company (if completed)**
Cost of Annual Maintenance Programs	**PI Fund Analysis / Finance Department**

Maintenance Information
     EPA Air Quality Compliance
     Asbestos Compliance
     Underground Storage Tanks
     Elevator Licensure
     Fire Suppression / Fire Extinguisher Renewal
	Various Outside Contractors
	
	 State of Ohio Registration site
	 State Licensure Required
	 Local Fire Department Inspections

Insurance Values	**Independent Insurance Agent**

Physical Plant & Utility Assessments (by bldg.)
     HVAC
     Electrical
     Water & Sewer
     Roofing
     District Owned Vehicles (excluding busses)
	District Maintenance Department

ANALYTICS: FACILITIES

	Elementary #1	Elementary #2	Middle School	High School
Lot Size				
Acreage				
Building Square Footage				
Year Built Age				
Additions				
Number of Students				
Students per sq. ft.				
Insurance Value				

TABLES are an excellent way to summarize a great deal of comparative information in one easy format.

Organize data with buildings as table headers and data points as the line items.

Creates an easy visual comparison.

ANALYTICS: FACILITIES

Pictures are an excellent way to generate support if you have the need.

CURRICULUM

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
Number of Accelerated Programs	
AP Courses	HS Course Selection Book / HS Guidance Dept
Elementary Honors Programming	District Curriculum Office
Middle School Honors Classes	MS Administration / MS Guidance Office
Number of Students Participating	
AP Courses	HS Administration / HS Guidance Office
Elementary Honors Programming	Elementary Building Administration
Middle School Honors Classes	MS Administration / MS Guidance Office
College Credit Plus Participation	
On-Site	HS Administration / HS Guidance Office
At Area Campuses	Area College Campus CCP Office
Visual & Musical Arts Programming	District Curriculum Office
Student Curricular Achievements	District Curriculum Office / Building Admins
Program Enrichment (examples of)	
Study Island	District Curriculum Office
Project Lead the Way	
Other	
District Leadership Team	Central Administration Office
Field Trips / Class Trips	Building Administrations
Third Grade Reading Guarantee Programming	District Curriculum Office / DLT

ANALYTICS: CURRICULUM

- **Sharing Curriculum information is a great opportunity to cross-reference to your staff success at the same time.**

- **Highlight how Professional Development for staff ends up benefitting students in the classroom**

- **Focus on Student Achievement data – volume of success**

- **Highlight annual improvements in areas of district effort**
    - **Tutoring Assistance**
    - **Interventions – Speech, Language, Occupational**
    - **Reading & Math Intervention**

- **Annual updates on curricular offerings is appreciated by parents across all grade levels**
    - **Career Tech, Manufacturing, Industrial Arts**
    - **Technology & STEM**
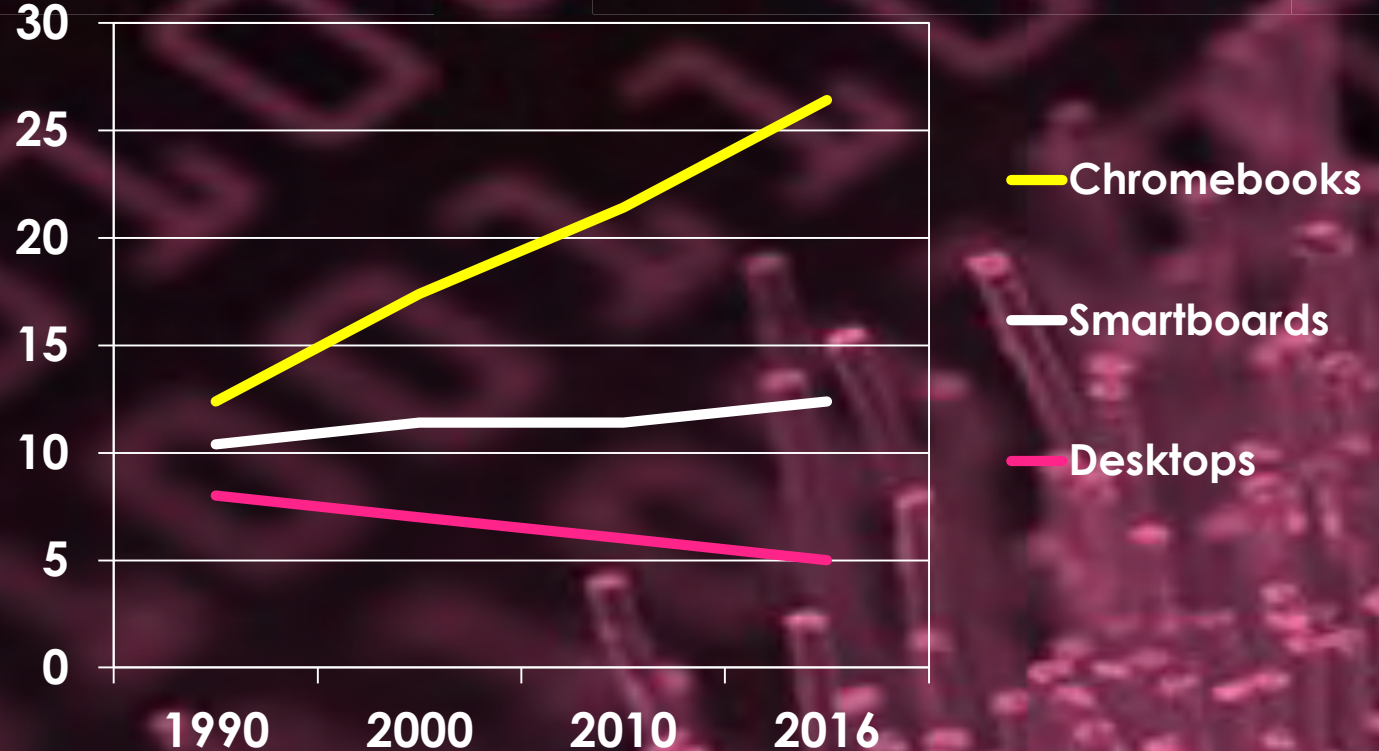   - **Visual & Graphic Arts, Musical Arts, Theater Arts**

SCHOOL TECHNOLOGY

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Number of Devices Districtwide
   Chromebooks / MacBooks
   iPads / Tablets
   Smartboards / Projectors
   Desktops / Laptops
	District Technology Department

Network Information
   Internet Provider / Accessibility to Network
   VOIP / Phone Services
   Bandwidth / Data Limits
   Wireless Access Points
	District Technology Department
	District MCOECN
	The Management Council, Ohio Educational Computer Network (MCOECN)

Help Desk Statistics
   Number of Requests
   Turnaround Time
	District Technology Department

E-Rate Data	**District Technology Department** **E-Rate Consultant**
Student Records Access	**District Technology Department** **MCOECN**
EMIS Records Access **Fiscal / Payroll District Financial Software**	**MCOECN**
District Server Support	**District Technology Department**
One-to-One Program Management	**District Technology Department**

ANALYTICS: SCHOOL TECHNOLOGY

Bar Graphs are a great way to showcase how much technology has increased in schools over time.

— Chromebooks

— Smartboards

— Desktops

Technology & Learning

FOOD & NUTRITION SERVICES

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Meal Prices
   Breakfast / Lunch
   Elementary / Middle / HS
	District Nutrition Services Department

Free & Reduced %
   Total District
   Separate Buildings
	District Nutrition Services Department
	ODE CRRS
	  (Claims Reimbursement & Reporting System)

Reimbursement Rates
   Breakfast / Lunch
   Federal / State
	District Nutrition Services Department
	ODE CRRS

Number of Meals Served
   Breakfast / Lunch
   Elementary / Middle / HS
   By Building
	District Nutrition Services Department
	ODE CRRS

Consortium Memberships
   Food, Breads, Dairy, Ice Cream, Other
   State Commodity Subsidies
   Kitchen Supplies
	District Nutrition Services Department
	Ohio Schools Council
	Other

Finances (Fund 006)
   Costs, Budgets, Payroll, Benefits
   Food Cost per Meal
	District Nutrition Services Department
	Finance Department / Treasurer's Office

Necessary Repairs – Kitchens	**District Nutrition Services Department**

TRANSPORTATION SERVICES

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
District Size	District Transportation Department
Transportation Policy	Board Policy
Number of Students Eligible for Transportation 　Elementary, Middle School, High School	ODE SAFE T1 Report (historical) District Transportation Department (current)
Ridership Statistics – Eligible vs Actual Riders 　Current 　Historical	District Transportation Department ODE SAFE T1 Report
Number & Age of Fleet Buses 　In Use 　Spares 　Extra	ODE SAFE T2 Report Highway Patrol State Inspection Reports Annual Ohio Fleet Reports
Operational Costs 　Calculated Cost to Operate per Bus 　Fuel, Labor Cost, Repairs & Maintenance 　Replacement Cost (Regular / Special Ed)	ODE SAFE T2 Report (current & historical)
Ridership Statistics 　Daily Miles 　Daily Ridership 　Parochial School Riders 　Students with Disability (special needs bus) 　Other Types of Transportation (van, parent)	ODE SAFE T1 Report

ANALYTICS: NUTRITION & TRANSPORTATION SERVICES

TABLES and CHARTS are excellent tools to highlight food service & transportation accomplishments.

- **Facts & Figures – always interesting & highlights hard working staff**
  - **Served Daily**   **Transported Daily**
  - **Served Weekly**   **% of Ridership**
  - **Served Monthly**   **Students Eligible But Not Riding**

- **Most board members and community members would amazed at the numbers!**

- **Cost data is also helpful in chart format with historical & current**

ANALYTICS – NUTRITION & TRANSPORTATION SERVICES

Try a fabulous way to engage your audience with food service and transportation statistics!

STUDENT SERVICES

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
Number of District Students With Disabilities **Category of Disability – Number/Definition**	**EMIS** **Foundation Settlement Report**
Number of Students Served In –Districts **Number of Students Served Elsewhere**	**EMIS** **Foundation Settlement Report**
Categorical State Reimbursement Rates	**Foundation Settlement Report**
Where Students are Serviced (if not in-district)	**Foundation Settlement Report**

Tuitions Paid & Received
   To Other Districts for Our Students
   To Our District for Out of District Students
	District Special Education Office
	Foundation Settlement Report
	ODE SAFE Account

Excess Cost Paid & Received **Catastrophic Cost Reimbursements**	**ODE Safe Account** **Foundation Settlement Report**
Number of District Students with IEP **Number of District Students with 504**	**District Special Education Office**
Number of Students Requiring Intervention **Intervention Staff / Case Loads** **Types of Interventions Provided**	**District Special Education Office**
Types of In-District Disability Classrooms **Staffing of Those Classrooms** **Number of Children Served (ours / others)**	**District Special Education Office**

ANALYTICS: STUDENT SERVICES

Providing statistical data about the cost of special education is sometimes overwhelming and eye opening for your average listeners.

Because this is an area of extreme complexity and confidentiality, more generalized information is the key to presentation success.

- **Number of students served**
- **Cost to provide service**
- **Reimbursement rates**
- **Categories of disability**
- **Cost factors associated with each category.**

COMMUNICATIONS & MARKETING

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Website Statistics
   Daily Hits / Page Visits / Length of Visit
   Newsletter Signups
	Website Host

Facebook / Social Media Statistics
   Likes / Followers
   Shares / ReTweets
   Demographics of Followers
	Social Media Sites

Portfolio of Internal Communication **Intra-Net Portal for Employees**	**District Communications Director**

Portfolio of External Communications
   Generated Internally (newsletters etc)
   Generated Externally (newspaper articles)
	District Communications Director

Marketing Materials vs Promotional Materials	**District Communications Director**
Communication Volume - District vs Building	**District Communications Director**

Methods of Communication
   Traditional Paper Newsletter
   Social Media: Facebook, Twitter, Instagram
   Website
   Print / Online Newspaper
   Email / Blackboard
   Telephone Robo-Calling
   Text Messaging Systems
	District Central Administration
	District Communications Director

COMMUNICATIONS & MARKETING

Providing statistical data can give insight on how engaged your residents are.

PROVIDE A PORTFOLIO FOR VIEWING
- Internal Communication Pieces
- External Communication Pieces
- Resident Marketing Materials
- News Articles
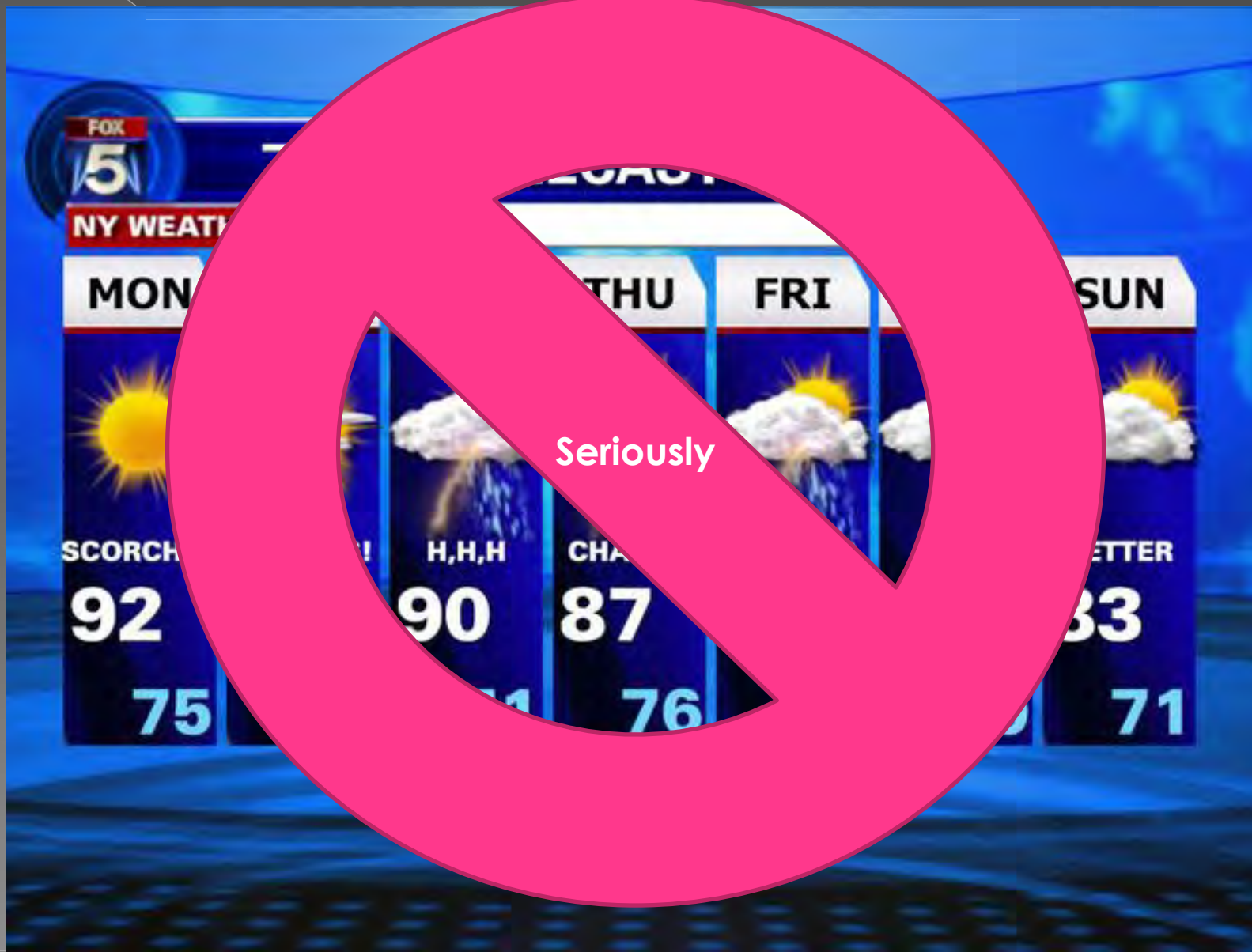
- The visual of a Portfolio Binder is very impressive.

FEDERAL / STATE / OTHER GRANTS

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA

Types of Grants
  Grants Awarded (Federal, State, Other)
  Who Administers Each One
  Type & Amount of Each – Annual / Historical
  Purpose of Each
  Fund Number
  Renewable / Expiring
	District Grant Compliance Office
	ODE SAFE CCIP Site
	SAFE – Security Application for Enterprise Web sign on service for ODE portal (multiple uses)
	CCIP – Comprehensive Continuous Improvement Plan (federal grants portal)

Special Grants
  PTO / Booster Awards
  State / ODE (Straight A, etc.)
  Building Technology Grants ($1,800 per)
	District Treasurer's Office (??)
	Building Administrations / Booster Officers
	ODE Grants Compliance Office

District Educational Foundation	Foundation Executive Director Foundation Board of Trustees BOE Liaison

FIVE YEAR FORECAST

FIVE YEAR FORECAST

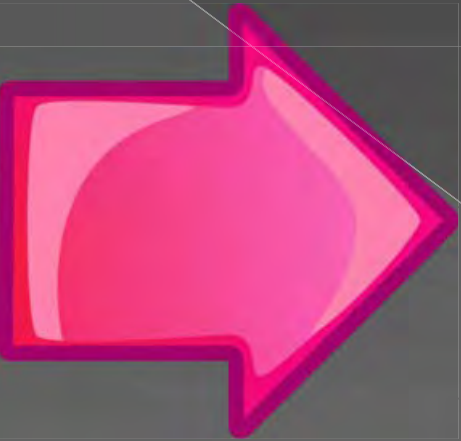| DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
District's Five Year Forecast – May & October	District Treasurer's Office ODE Website District Website

OTHER FINANCIAL DATA

DATA AVAILABLE TO SHARE	WHERE TO FIND THE DATA
Millage Rates & Property Tax Data Operational Millage Permanent Improvement Bond Funds Effective Overall Rates Cost of Each Tax Assessment per $100K	**County Auditor – current & historical** **ODE CUPP Report – historical**
Property Taxes Collected – historical	**County Auditor**
Sources of Funds State Sources Local Sources Federal Sources Other Sources	**ODE Has Separate Source Pages For:** Casino Revenues, Foundation Payments Lunch Funds (CRRS), Grant Funds (CCIP) School District Income Taxes (collected by Ohio Department of Taxation) Catastrophic Cost Recovery Payments Medicaid Reimbursement Program
Uses of Funds	**Five Year Forecast** **ODE CUPP Report – historical data** **District Budget & Appropriations Reports**
Cash Balances by Fund **Fund Balances After Encumbrances**	
List of Fund Accounts	**USAS – Treasurer's Office / Finance Dept**
Revenues Generated / Costs Expended Per Student	**ODE CUPP Report (historical)**

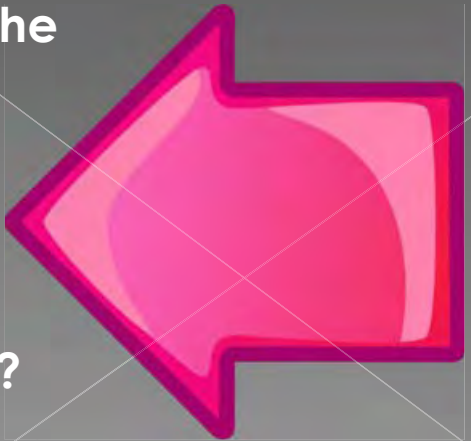# ANALYTICS: OTHER FINANCIAL DATA

Some of the most remembered presentations are centered around unusual topics

Consider topics such as the flow of funds to service district students attending elsewhere.
- Charter Schools
- Open Enroll Out vs Open Enroll In
- CC+ Funding
- Special Ed Tuition Payments
- Scholarship Funding

Compare area millage rates to area household incomes
Compare area millage rates to area home values

1) Do your residents contribute tax dollars per student at the same percentages as other districts based on their average income?
2) Does the poverty rate for your district correlate to tax collections? Do you have a low poverty rate but low millage and high incomes?
3) What does this tell you about your residents and voters?
4) Can they afford more but choose not to support?