

Tax Levy Adoption Communication Tips

WASBO Fall Conference - 2021



Give Credit Where Credit Is Due:

Joe Donovan

Joe.Donovan@Donovan-Group.com

(414) 418-0512

Donovan-Group.com

Communications Framework

Step One: What are your goals?

What evidence do you need to provide that your efforts have been successful?



Communications Framework

Step Two: Who are your stakeholders?

If you try to communicate with "everyone", you will end up communicating with no one.



Communications Framework

Step Three: Which messages do you want your stakeholders to know, understand and feel? Repeat?

KEEP IT SIMPLE!



Communications Framework

Step Four: Which tools can you use to take your messages to your stakeholders?





General Best Practices

#1) Keep it simple



General Best Practices



#2) Communicate more than you need to.

General Best Practices



#3) Communicate the most when you feel like communicating the least.

General Best Practices



#4) The apology is a great invention. Do not be afraid to use it.

So how do you you make this work for you?

Communications Template

Topic	Description	School(s) / Department(s)
Process Steps	Definitions / Descriptions	Details
1) Define success		
2) Select messages	a)	
	b)	
	c)	
	d)	
3) Select stakeholders	Stakeholder Groups	Specific Group Messaging Needs
	a)	
	b)	
	c)	
	d)	

So how do you you make this work for you?

4) Select communication topics	Tools / Strategies	Targeted Groups
5) Timeline	Steps	Person(s) Responsible
6) Reflection and dissemination	Data / Results	Implications
Next Steps:		

Time to Practice what you have heard.

Divide the room into FOUR
Groups:

1. Revenue Limit
2. Equalization Aid
3. Operating Budget
4. Tax Levy

Stakeholder Group:

Board Members

Key Message Points:

2-3 Key messages that you
want the listener to
understand

Time to Practice what you have heard.

Divide the room into FOUR
Groups:

1. Referendum Plan
2. Bus Accident
3. Budget Hearing report
4. Staff Compensation

Stakeholder Group:

Parents /
Community

Key Message Points:

2-3 Key messages that you
want the listener to
understand

Questions?