

# The Board Whisperer:

Presentation Tips That Resonate with Your Board

# Objectives



Identify strategies to improve presentations to your board (BONUS: they also work for other audiences!)



Discuss pitfalls to avoid



Take away two ideas you can implement immediately



Have some fun!



## Volunteers Needed!

- 5 power-hungry people who like the spotlight
- 1 really tired person
- 1 person who is good at math



## Who is Your Audience?

- The 5 board members
- Consider their backgrounds, interests
- Remember these are public meetings  
(You Tube, newspaper)

# 2025-26 Tax Levy

**What is the impact of the proposed tax rate on residents?**

	<i>2024-25</i>	<i>2025-26</i>	<i>ANNUAL \$ Change</i>
Property Value – Real Property	\$100,000	\$100,000	\$-
Tax Rate – Real Property	0.714	0.714	-
Property Tax (Increase/Decrease)	\$714	\$714	\$-
Property Value – Personal	\$10,000	\$10,000	\$-
Tax Rate – Personal Property	0.714	0.714	-
Property Tax (Increase/Decrease)	\$71	\$71	\$-



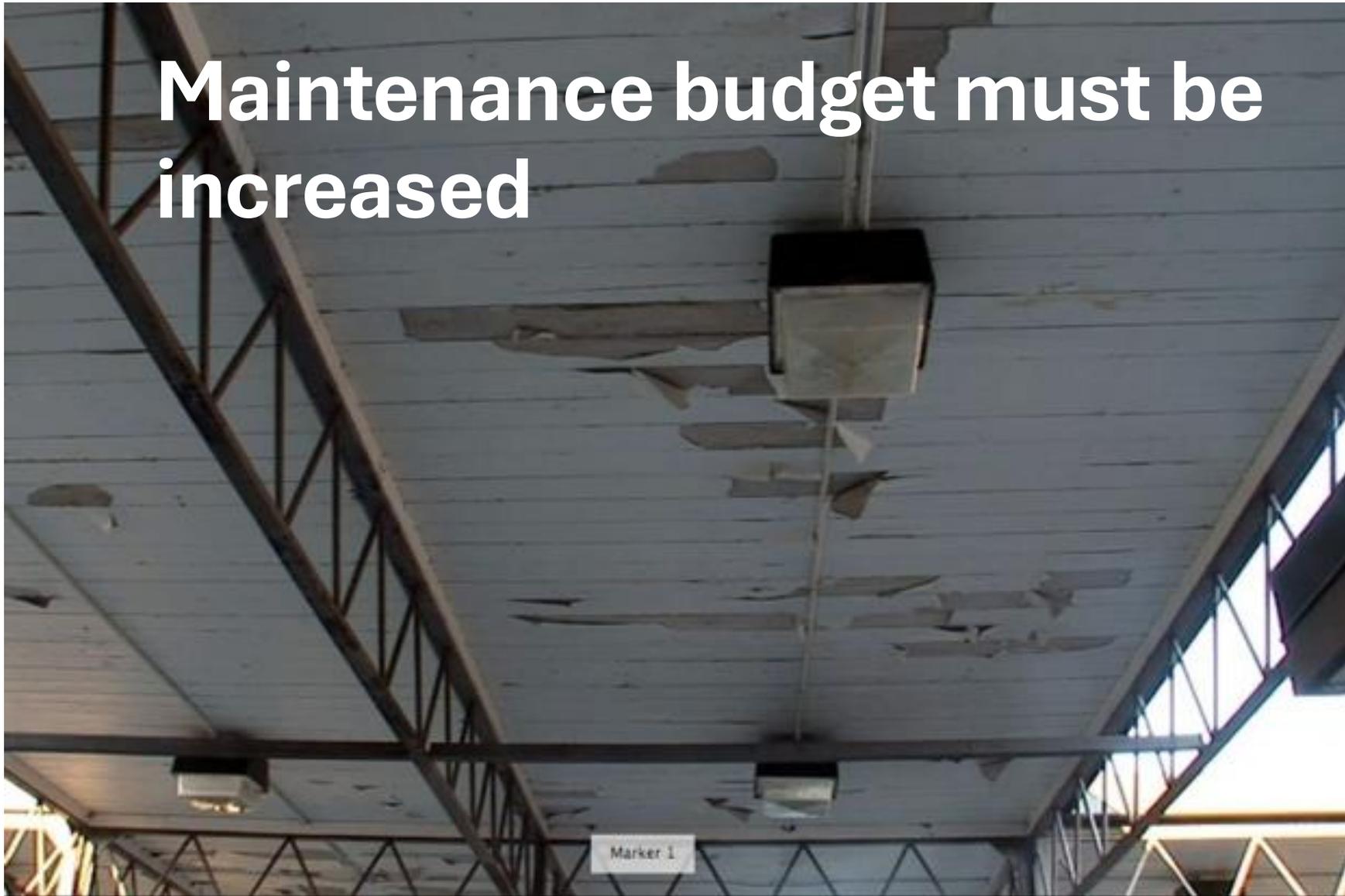
# Financial Highlights – General Fund

- Revenues exceeded expenditures by \$5 million
- Causing the unassigned fund balance to increase
- Property tax revenues were budgeted with 99% accuracy
- Committed fund balance is \$1.8 million
  - This is committed for future construction
  - No change from last year

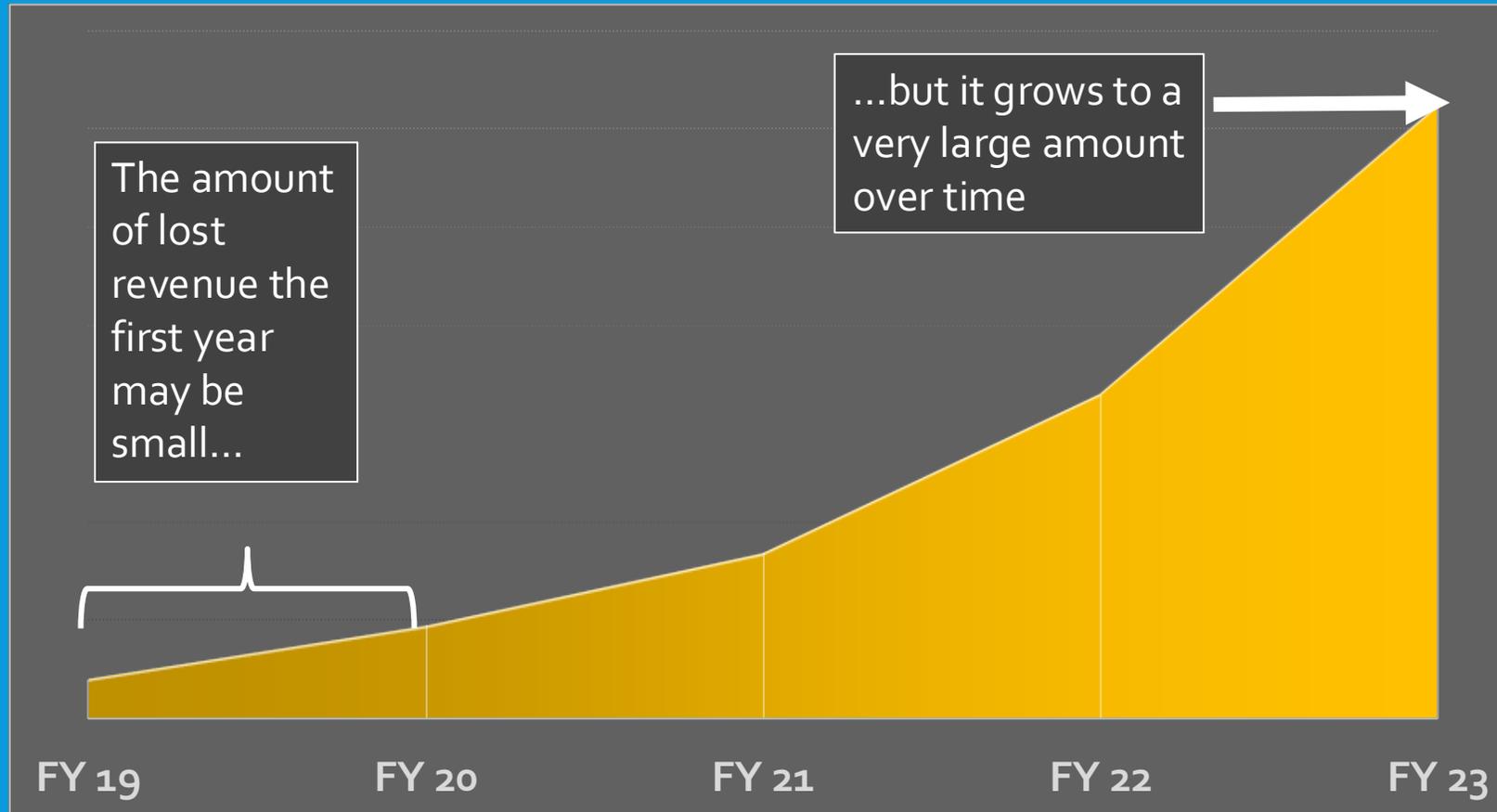
# What is Your Point?

- Determine the information you need to convey
  - Inform vs. persuade
- Provide enough information for them to make a decision
- Avoid extra details that lead down a rabbit hole
- Anticipate questions
  - Hidden slides

**Maintenance budget must be increased**



# TAX REVENUES



# Projected Enrollment

Projected Enrollment 2018-19	Projected Enrollment 2019-20	Increase (Decrease)	Certified Teacher Allocation Increase (Decrease)
6787	6715	(72)	(3.2)

***HIDDEN SLIDE!***

# Staffing

- Planned retirements of 5
- Will offset staffing reduction of 3.2



## To View a Hidden Slide During the Presentation

- Right-click the screen and choose “See all Slides”
- All slides are shown with hidden slides grayed out
- Click the hidden slide you want
- When finished, use same procedure or choose “Last Viewed” to go back to where you were

How do we  
explain  
enough...

Without  
too much?



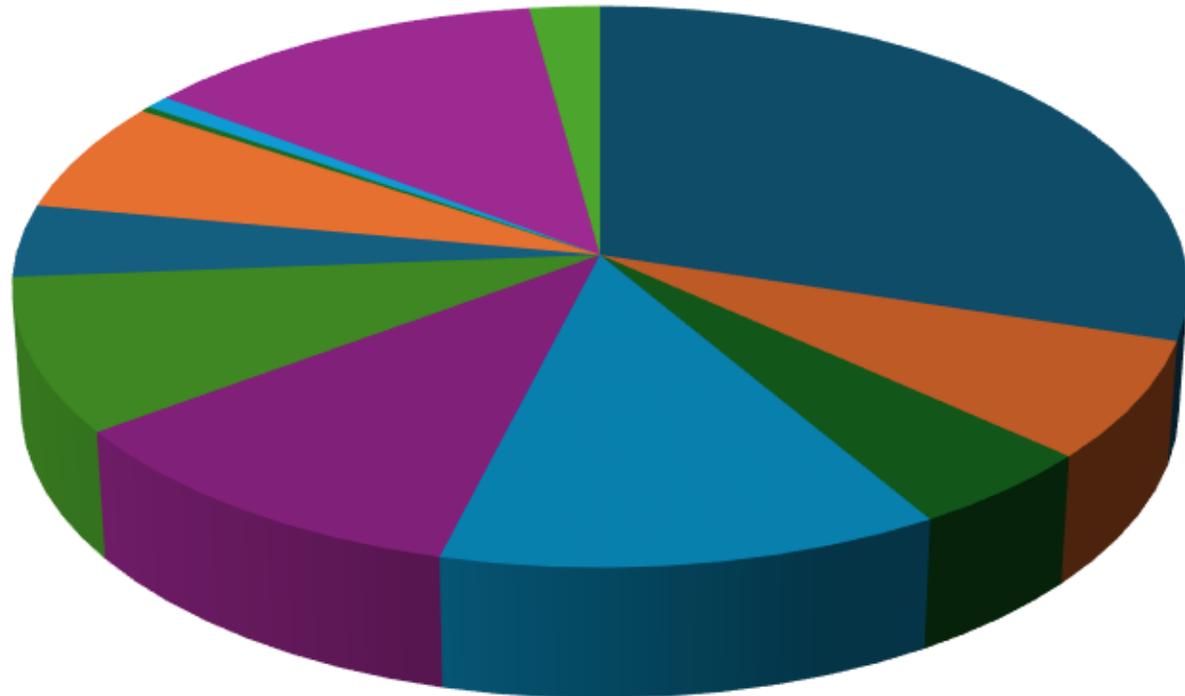
## What do I Include?

- You probably only need 25% of the numbers
- Spreadsheets don't belong on slides
- How can you best show the numbers?
  - Graph, photo, words

**1,315,634**

# Expenditures

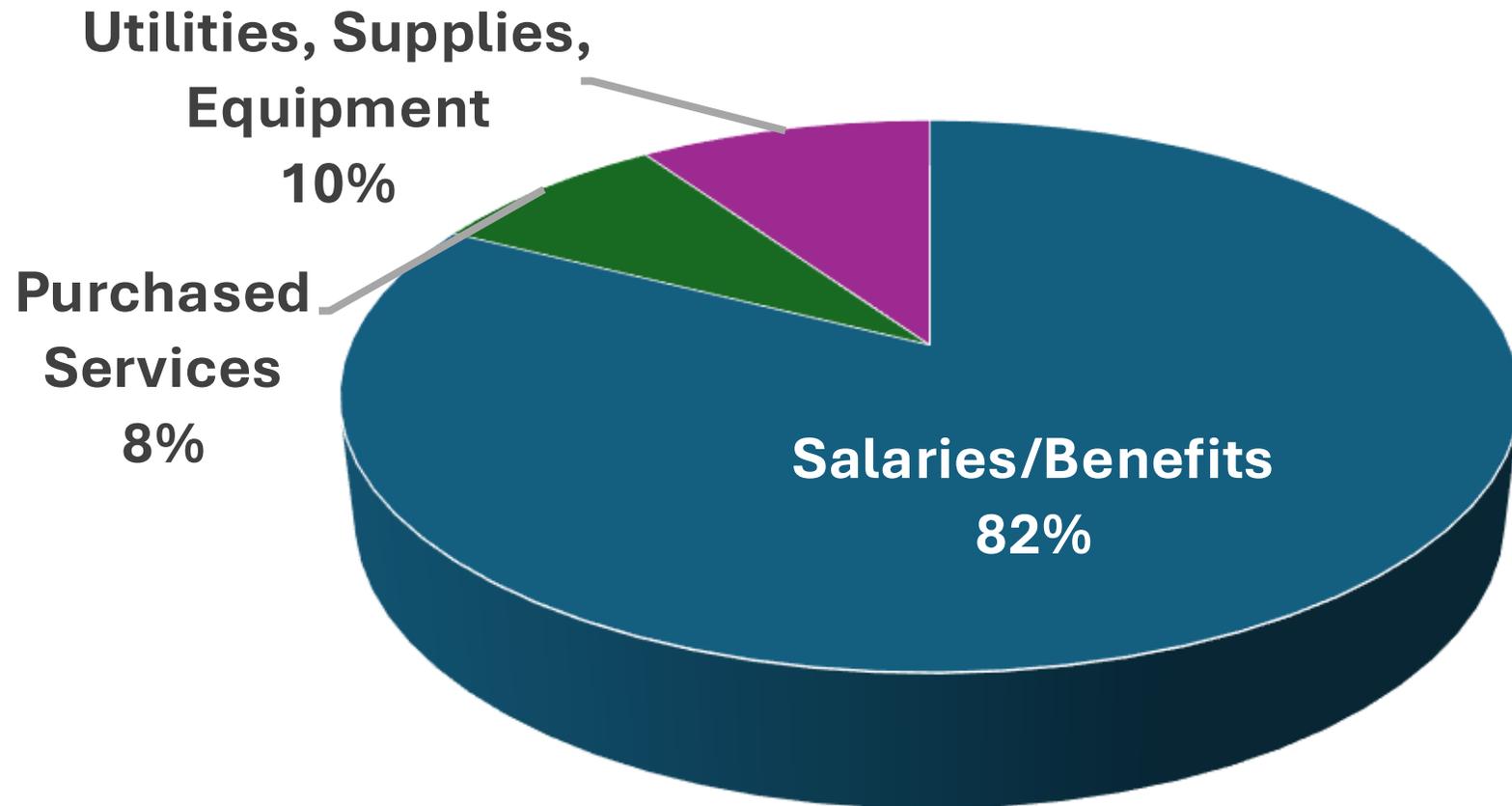
**DON'T!**



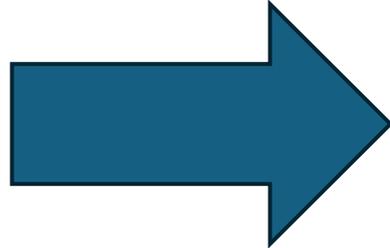
- Salaries
- Benefits
- Purchased services
- Utilities
- Professional development
- Textbooks
- Supplies
- Equipment
- Fees
- Indirect costs
- Principal
- Interest

# EXPENDITURES – General Fund

**DO!**

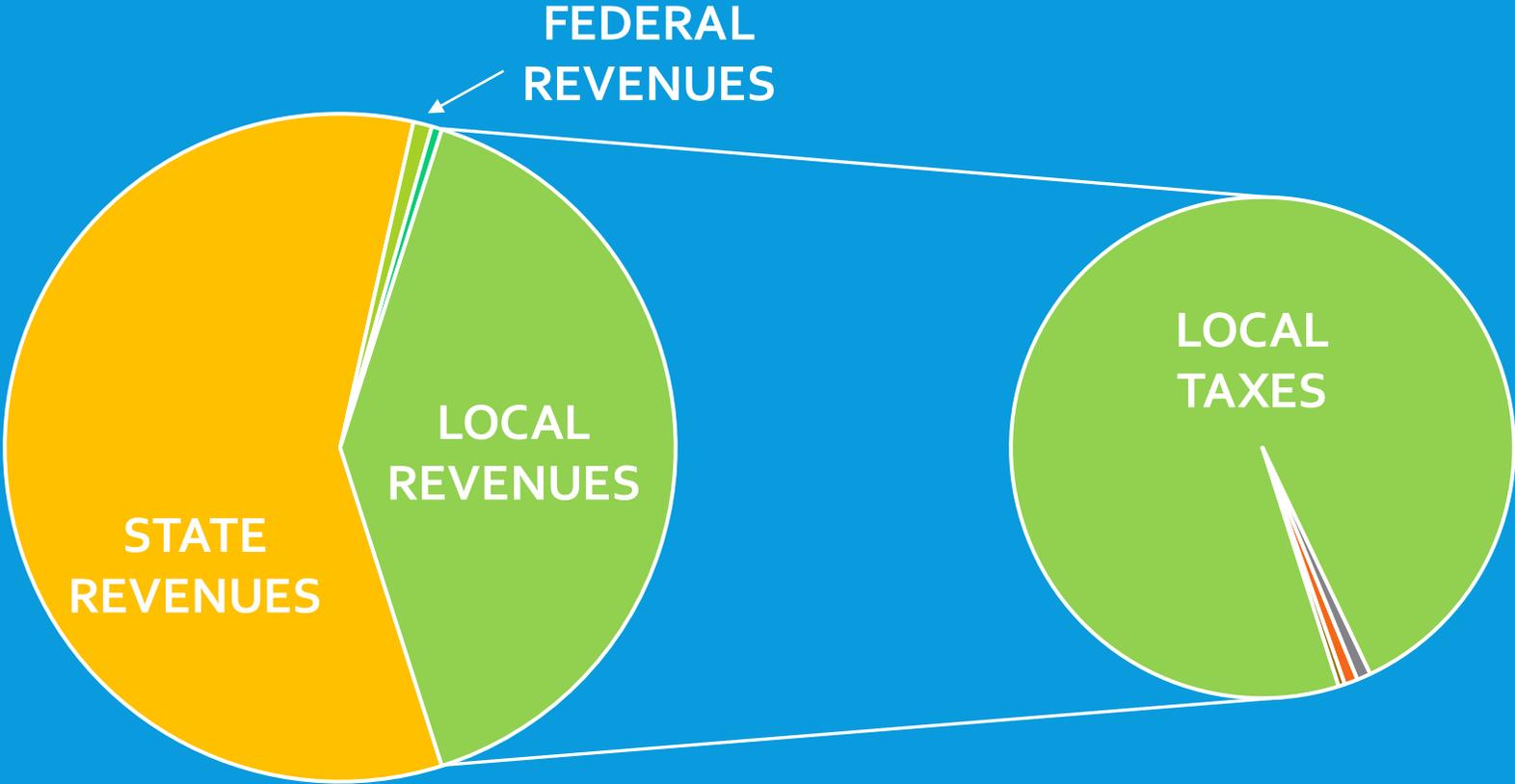


CERTIFIED					
Step Increases 2023-24 Year					
Years of Experience	Rank I		Rank II	Rank III	
	EdD/PhD	BA+60	BA+30	BA+Cert	
	Step 2	Step 1	Step 1	Step 1	
0	0	0	0	0	
1	1,221	1,222	1,130	416	
2	321	321	324	417	
3	336	337	325	416	
4	3,594	3,593	3,491	3,357	
5	333	333	326	321	
6	335	335	324	321	
7	335	335	323	325	
8	331	332	332	326	
9	334	333	339	326	
10	5,623	5,624	5,594	5,434	
11	330	330	343	334	
12	337	336	328	329	
13	114	114	111	118	
14	109	109	112	111	
15	1,650	1,650	1,650	1,636	
16	112	112	111	112	
17	109	110	108	108	
18	115	115	115	114	
19	109	109	111	110	
20	3,352	3,353	3,351	3,361	
21	856	853	852	857	
22	144	147	144	140	
23	142	141	141	142	
24	141	141	142	149	
25	947	946	948	943	
26	1,372	1,371	1,371	1,375	
27	1,330	1,333	1,333	1,329	
28	1,294	1,292	1,292	1,293	
29	391	366	397	675	
30	562	612	525	627	



CERTIFIED					
Step Increases - PROPOSED for the 2024-25 Year					
Experience	Step 2	Step 1	Step 1	Step 1	
0	-	-	-	-	
1	1,423	1,423	1,371	1,216	
2	1,423	1,423	1,371	1,216	
3	1,423	1,423	1,371	1,216	
4	1,423	1,423	1,371	1,216	
5	1,268	1,268	1,268	1,268	
6	1,268	1,268	1,268	1,268	
7	1,268	1,268	1,268	1,268	
8	1,268	1,268	1,268	1,268	
9	1,268	1,268	1,268	1,268	
10	1,268	1,268	1,268	1,268	
11	673	673	673	673	
12	673	673	673	673	
13	673	673	673	673	
14	673	673	673	673	
15	673	673	673	673	
16	673	673	673	673	
17	673	673	673	673	
18	673	673	673	673	
19	673	673	673	673	
20	673	673	673	673	
21	673	673	673	673	
22	673	673	673	673	
23	673	673	673	673	
24	673	673	673	673	
25	673	673	673	673	
26	673	673	673	673	
27	1,087	1,087	1,087	1,087	
28	1,087	1,087	1,087	1,087	
29	1,087	1,087	1,087	1,087	
30	1,087	1,087	1,087	1,087	
31	1,087	1,087	1,087	1,087	
32	1,087	1,087	1,087	1,087	
33	1,087	1,087	1,087	1,087	
34	1,087	1,087	1,087	1,087	
35	1,087	1,087	1,087	1,087	
36	1,087	1,087	1,087	1,087	
37	1,087	1,087	1,087	1,087	
38	1,087	1,087	1,087	1,087	
39	1,087	1,087	1,087	1,087	
40	1,087	1,087	1,087	1,087	

# REVENUES



TENTATIVE BUDGET REPORT FOR FY 2026

GENERAL FUND (1)	LAST FY ACTUALS	CY BUDGET APPROP	NY BUDGET APPROP
<b>EXPENDITURES</b>			
0000 RESTRICT TO REV & BAL SHT ONLY			
0200 EMPLOYEE BENEFITS	.00	.00	.00
TOTAL 0000 RESTRICT TO REV & BAL SHT	.00	.00	.00
1000 INSTRUCTION			
0100 SALARIES PERSONNEL SERVICES	25,884,813.90	29,978,748.50	31,295,429.69
0200 EMPLOYEE BENEFITS	1,804,386.89	1,908,396.03	1,974,528.49
0280 ON-BEHALF	13,678,117.00	17,225,000.00	17,225,000.00
0300 PURCHASED PROF AND TECH SERV	153,303.92	465,142.81	455,000.00
0400 PURCHASED PROPERTY SERVICES	229,518.00	127,608.67	81,900.00
0500 OTHER PURCHASED SERVICES	403,610.00	395,747.12	378,163.25
0600 SUPPLIES	18,327.00	1,113,265.48	1,601,990.39
0700 PROPERTY	.00	45,000.00	.00
0800 DEBT SERVICE AND MISCELLANEOUS	.00	78,924.73	65,000.00
0840 CONTINGENCY	.00	.00	.00
0900 OTHER ITEMS	.00	.00	.00
TOTAL 1000 INSTRUCTION	43,000,224.00	51,337,833.34	53,077,011.82
2100 STUDENT SUPPORT SERVICES			
0100 SALARIES PERSONNEL SERVICES	3,577,000.00	3,365,674.23	3,709,154.88
0200 EMPLOYEE BENEFITS	67,434.00	383,130.48	400,890.05
0280 ON-BEHALF	1,063,131.00	1,400,000.00	1,400,000.00
0300 PURCHASED PROF AND TECH SERV	65,753.30	145,577.61	102,300.00
0400 PURCHASED PROPERTY SERVICES	2,383.00	1,550.00	1,550.00
0500 OTHER PURCHASED SERVICES	120,008.42	124,988.82	125,162.00
0600 SUPPLIES	26,528.27	17,000.90	23,275.00
0700 PROPERTY	.00	.00	.00
0800 DEBT SERVICE AND MISCELLANEOUS	3,771.85	8,248.00	.00
TOTAL 2100 STUDENT SUPPORT SERVICES	4,384,789.20	5,446,170.04	5,762,331.93
2200 INSTRUCTIONAL STAFF SUPP SERV			
0100 SALARIES PERSONNEL SERVICES	2,612,943.98	3,969.92	3,096,681.08
0200 EMPLOYEE BENEFITS	291,263.23	323,614.55	298,633.24
0280 ON-BEHALF	1,305,773.00	1,800,000.00	1,800,000.00
0300 PURCHASED PROF AND TECH SERV	100,186.00	94,735.00	222,600.00
0400 PURCHASED PROPERTY SERVICES	8,738.80	56,382.81	55,000.00
0500 OTHER PURCHASED SERVICES	375,018.71	527,580.61	455,282.20
0600 SUPPLIES	307,363.41	137,849.33	77,000.00
0700 PROPERTY	.00	.00	.00
0800 DEBT SERVICE AND MISCELLANEOUS	1,099.16	1,650.00	1,150.00
0900 OTHER ITEMS	.00	.00	.00
TOTAL 2200 INSTRUCTIONAL STAFF SUPP SERV	5,002,386.29	6,085,782.22	6,006,346.52



# How do I Make Slides Easy to Read?

- High contrast
- Large, boring font
- Few or no animations
- Don't overdo the graphics
- Limit the information on each slide



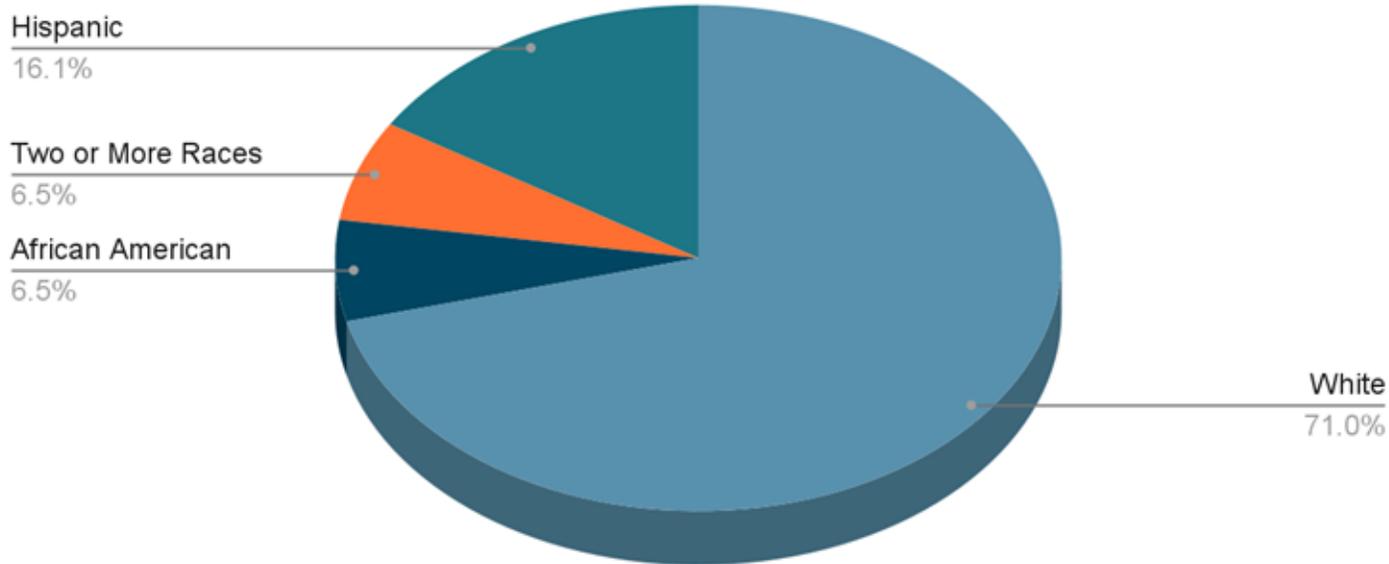
# How Do I Keep them Engaged?

- Use language they understand
- Images and words instead of numbers where possible
- Analogies
- Simple graphs and charts
- Speak to their concerns

What can be improved on this slide?

# Geometry: 32 Students

Student Enrollment by Race



**Percentage of Free/Reduced Lunch:**

- 34.3%

**Percentage of EL Students:**

- 6.2%

**Number of ECE Students:**

- 0

**Number of TAG Students**

- 9

GETTING SEEK FUNDING BACK ON TRACK

# THE CALCULATIONS

“Back on Track”  
 ... getting  
 SEEK  
 funding back on  
 Track... K-12  
 funding... to  
 inflation...  
 erosion

These reports are based on changes in the  
 Consumer Price Index from 2008  
 and solely focus on Kentucky SEEK funding  
 formula during the most recent 15-year  
 period.

County Schools

## SEEK BASE

	CURRENT	BACK ON TRACK \$5,400 BASE	ADDITIONAL FUNDING REQUIRED
BASE GUARANTEE TOTAL	\$49,344,623	\$64,990,479	15,645,856
STUDENTS	12,035	12,035	N/A
BASE GUARANTEE PER STUDENT	\$4,100	\$5,400	\$1,300

## SEEK ADD-ONS FOR STUDENT NEEDS

	CURRENT	BACK ON TRACK \$5,400 BASE	ADDITIONAL FUNDING REQUIRED
ADD-ON FOR AT-RISK STUDENTS (15% OF BASE)	\$3,514,872	\$4,629,344	\$1,114,472
ADD-ON FOR EXCEPTIONAL STUDENTS (235%, 117% OR 24% OF BASE)	\$8,058,919	\$10,614,186	\$2,555,267
ADD-ON FOR HOME AND HOSPITAL STUDENTS (BASE MINUS \$100)	\$39,480	\$52,311	\$12,831
ADD-ON FOR STUDENTS WITH LIMITED ENGLISH PROFICIENCY (9.6% OF BASE)	\$78,720	\$103,680	\$24,960
ADD-ON TOTAL	\$11,691,991	\$15,399,521	3,707,530
STUDENTS	12,035	12,035	N/A
ADD-ONS PER STUDENT	\$971	\$1,280	\$309

## SEEK TRANSPORTATION

	CURRENT	BACK ON TRACK \$5,400 BASE	ADDITIONAL FUNDING REQUIRED
SEEK TRANSPORTATION	\$5,158,775	\$7,492,933	2,334,158.00
STUDENTS	12,035.27	12,035	N/A
SEEK TRANSPORTATION PER STUDENT	\$429	\$623	\$194

Districts qualify for SEEK Base, Add-ons, and Transportation by gathering local tax revenue equal to 30¢ for every \$100 in assessed property value. Residents in this school district are already contributing that local share. It's time to get the state share back on track.

## STATE 1 ADDED EQUALIZATION

	CURRENT	BACK ON TRACK \$5,400 BASE	ADDITIONAL FUNDING REQUIRED
MAXIMUM	\$10,279,432	\$13,182,440	N/A
SHARE OF MAXIMUM	\$8,186,821	\$10,498,855	N/A
STATE SHARE OF MAXIMUM	\$2,092,612	\$2,683,585	590,973
STUDENTS	12,035	12,035	N/A
STATE SHARE OF MAXIMUM PER STUDENT	\$174	\$223	\$49

# Budget equation

**REVENUES**

**EXPENDITURES**

**CONTINGENCY**

# General Fund Revenues

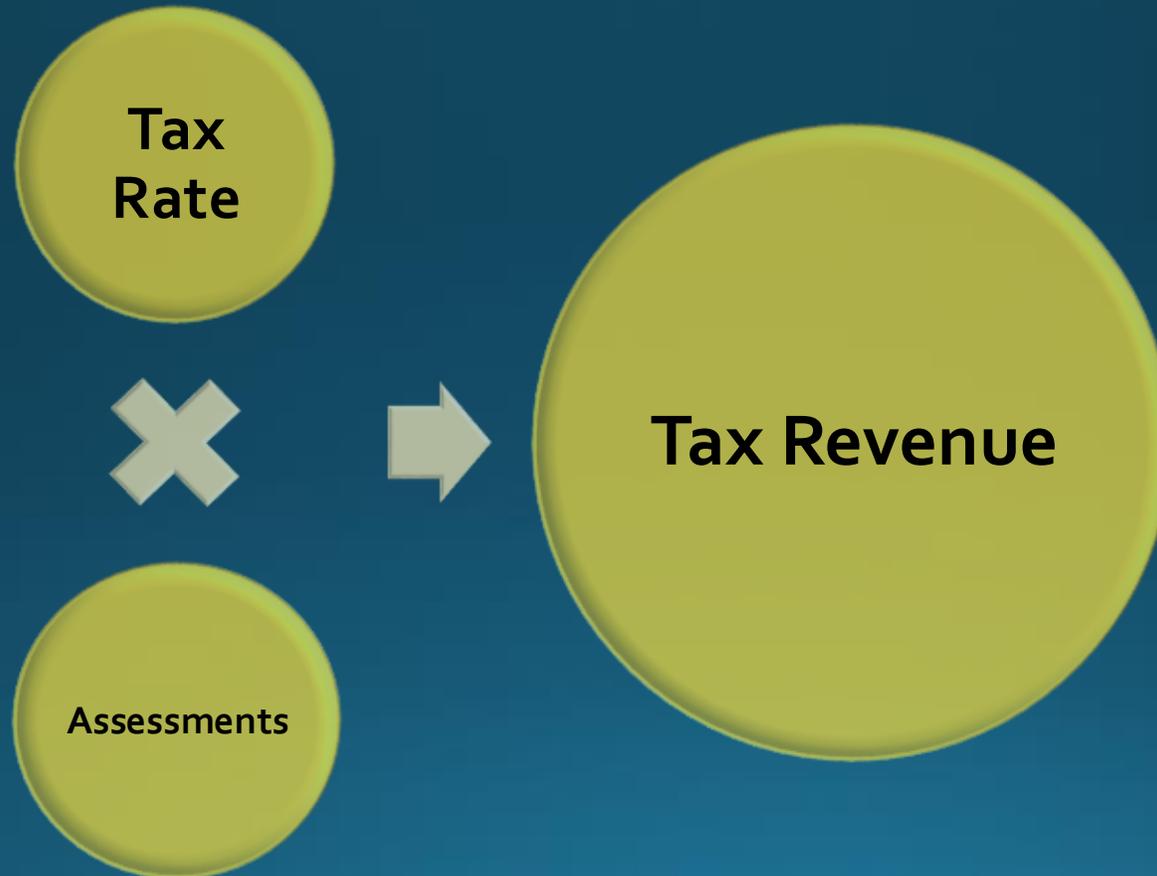
Estimated tax revenues increased by \$170,362

**However,** SEEK revenues decreased by \$115,476

Net increase: \$54,886



# Property Tax Revenues



- Undefined or too many acronyms
- Unintentional color meanings or symbols
- Unreadable slides
- Apologizing
- Put a spreadsheet on a slide
- Technical jargon
- Text-heavy slides
- Using the wrong graph type
- Data unrelated to your message

## Pitfalls to Avoid

# Suggestions for Success

- Be prepared; have a back-up plan in case the technology does not work
- Less is usually more
- It's ok to say "I don't know, I'll get that answer for you"
- Stay focused on your purpose
- Be confident



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