

HLWW Schools

Theme & Messages

August 21 School Board Meeting



Overall Theme, Key Message and Talking Points

Goals: To tell your story in a few words, a few sentences, and a few paragraphs, depending on how much time you are given by your audience.

HLWW Referendum Theme

Goals: positive, localized, aspirational message, bonus: includes a call to action

PROPOSED THEME OPTIONS

Join the Journey

We're all Lakers or Together, we're all Lakers

District-wide, Laker Pride

Schools thrive, communities (Lakers) thrive

Key Messages

Goals: positive, memorable, describes how the funds will be used

WE'RE ALL LAKERS THEME:

- We're all about building
 - Attract and retain quality staff
- We're all about learning
 - Keep class sizes low
 - Restore teaching positions that were recently cut
 - Update and enhance reading curriculum, and
 - increase music and art offerings, among other priorities
- We're all in this together
 - Community-based strategic planning process
 - Long-term opportunities with new leadership, a new approach, and new possibilities

JOIN THE JOURNEY; DISTRICT-WIDE, LAKER PRIDE THEMES

- Learn with us

- Attract and retain quality staff
- Grow with us
 - Keep class sizes low
 - Restore teaching positions that were recently cut
 - Update and enhance reading curriculum, and
 - increase music and art offerings, among other priorities
- Live with us
 - Community-based strategic planning process
 - Long-term opportunities with new leadership, a new approach, and new possibilities

What's new?

- New Leadership
 - Superintendent
 - 2 new board members
- New Approach - Referendum
 - One question, not two
 - An amount that asks for less than the average of neighboring schools
 - Provides funds to sustain district for X years
- New Possibilities
 - Strategic planning with community engagement component later this year
 - Long-term opportunities

Talking Points

- Howard Lake-Waverly-Winsted School District will hold a one question referendum on the November 7 ballot: an operating levy for a revenue increase of \$600 per pupil, indexed to inflation for 10 years.
- Our fund balance, or savings account, will be zero in 2026 if nothing is done due to:
 - expiration of previous operating levies
 - state funding increases don't keep pace with inflation
 - end of COVID/ESSER funds
 - high cost of special education
- The district has been a good steward of its resources, but state funding has not kept pace with inflation. If it had, the district would have received more than \$1,250 more per pupil in 2023 - equal to \$1.6 million this year alone.
- Our taxes are low. Our operating levy expired last year and compared to the state average, HLWW is collecting \$874 less per pupil in operating levy funds - equal to \$1.1 million this year alone. We have the third lowest total school taxes of our 10 neighbors.
- The revenue from the operating levy could:
 - Retain high quality staff

- Keep class sizes low
- Restore teaching positions that were recently cut
- Update and enhance reading curriculum, and
- increase music and art offerings, among other priorities
- If the referendum is approved the average priced home would see a tax increase of about \$17 monthly (\$206 annually on a \$300,000 home).
- Even with the approved increase in state funding and the \$550,000 in budget reductions we have already made, our budget has had a deficit the last two years, and we will be deficit spending again next year.
- If the referendum is not approved, significant budget reductions will be required for each of the next several years
 - (List of reductions)
 - SOD - loss of local control, state tells us what to do
 - Enrollment could suffer as class sizes increase and programs and activities are cut
- Agricultural property will only pay this increase on one acre on which a house sits.
- The Ag2School tax credit rose from 50% in 20XX to 70% in 20XX - overall school ag taxes have been decreasing.