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Office of Intergovernmental Affairs, Grants, Marketing, and Community Services

**SUBJECT: REQUEST APPROVAL OF THE DISTRICT'S ACTION PLAN TO
INFORM EDUCATORS AND EXTERNAL STAKEHOLDERS OF THE
IMPACT OF THE PROPOSED PROPERTY TAX REFORM**

COMMITTEE: INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS

**LINK TO DISTRICT
STRATEGIC PLAN: ACTIVELY ENGAGE FAMILY AND COMMUNITY MEMBERS
TO BECOME PARTNERS IN RAISING AND MAINTAINING
HIGH STUDENT ACHIEVEMENT**

As a result of Board agenda item H-5, presented by Dr. Martin Karp, Vice Chair, at the August 1, 2007, Board meeting which directed the Superintendent to establish a plan for informing educators and external stakeholders of the impact of property tax reform, including working with other major stakeholder groups so the community is informed and aware of available options, an action plan has been developed for the Board's consideration and approval.

The objective of the plan is two-fold: creating awareness among stakeholders and influencing state legislators.

It is in the best interest of our community that all stakeholders are aware of and understand the impact of the potential constitutional amendment on property tax reform, as well as other legislative issues affecting public education. The District will first reach out to municipal and county governments to determine the full impact of all available options to Miami-Dade County residents. Informational packets will be developed for key stakeholders, including District employees, parents, students, local governments, community-based organizations, education groups, faith-based organizations, business organizations, and senior citizens. A strategic grassroots outreach effort will draw upon the resources of all participating organizations to ensure that Miami-Dade County Public Schools' families and Miami-Dade County residents are informed of all available options and actively engaged in the process.

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The second part of the action plan involves outreach to the local delegation and other key leaders within the state legislature that are making decisions on behalf of K-12 education. It is important to keep them apprised of the many successes the District has achieved and the positive effect it has had on the community, as well as the impact their decisions will have on continued progress.

The attached action plan delineates specific strategies that will be implemented upon approval of the Board.

RECOMMENDED: That The School Board of Miami-Dade County, Florida authorize the Superintendent to:

1. publish and share the action plan with external stakeholders;
and
2. implement the established action plan for informing educators and external stakeholders of the impact of proposed constitutional amendment on property tax reform.

AMC/

PROPOSED ACTION PLAN

OUTCOME	TARGET AUDIENCE	ACTIVITY
<p>Inform and Engage Stakeholders</p>	<p>Employees</p>	<p><u>PRESENTATIONS & INFORMATION PACKETS</u> Develop and provide a presentation to all principals at regional meetings. Distribute information packet, including talking points, fact sheets, and briefing paper, that can be shared with their faculty and staff. Principals, teachers, and school-site staff interact daily with the public, and they must have accurate, objective information so that when asked questions by parents regarding the topic, their responses will remain factual and not subjective. The information packet will provide them a resource/reference for their answers.</p>
		<p><u>COLLABORATE WITH UNION LEADERS</u> Meet with union leaders. Share information packet and collaborate in development of outreach plan to union members and their legislators.</p>
	<p>Parents</p>	<p><u>PRESENTATIONS TO PARENT GROUPS</u> Provide informational presentation to all school PTA/PTSA presidents and to specific schools that request presentations. The presentation will be posted on The Parent Portal.</p>
		<p><u>BRIEFINGS MATERIALS</u> Develop fact sheet and overview of issue to be used by PTA/PTSA Presidents for letter writing and talking points.</p>
		<p><u>THE PARENT ACADEMY</u> Implement a “Know Your Government Processes” class, which would include how decisions are made and how parents can advocate for their children in their schools and their families at the local and state levels. This course can be developed in collaboration with local partners. Coordinate speakers, both local and state officials, for the culmination of the course.</p>
		<p><u>KNOW YOUR COMMUNITY EVENTS</u> Target families, as well as residents, at municipal/county and district events. Provide information on schools, as well as property taxes and other issues.</p>
		<p><u>TOWN HALL MEETINGS</u> PTA/PTSA to host an informational town hall-style meeting that would include high-level speakers who could respond to parents’ questions in “real terms.”</p>
	<p>Student Groups</p>	<p><u>ENGAGE STUDENTS</u> Work with Social Studies Departments to target the various student groups that are required as part of their program to engage in policy issues. Have students prepare a presentation to present to state leaders.</p>

	Local Governments	<p><u>COLLABORATE WITH LOCAL GOVERNMENTS</u> Meet with cities and counties that have established Education Compacts. Work at creating buy-in to develop a unified informational presentation that will convey to citizens how the potential changes will or will not impact their general quality of life and level of services.</p> <p><u>BRIEFING MATERIALS</u> Develop a unified presentation regarding the property tax issue and strategic grassroots outreach inclusive of mailers, fact sheets, and informational packets through schools, NET offices, and local organizations (FBO's, CBO's, and senior centers).</p> <p><u>OUTREACH TO OTHER CITIES</u> Utilizing established Compact contacts, conduct outreach to new cities to bring on board and follow similar path.</p> <p><u>MAYORS' LETTER</u> Provide Mayors' staff with K-12 education information to create letter from each Mayor to the Dade Delegation prior to special session.</p> <p><u>SUPERINTENDENT'S BRIEFING</u> Coordinate a meeting with the Dade Delegation, key Mayors and the Superintendent to brief state legislatures on what is needed to maintain progress so that no child is left behind.</p>
	Community-based organizations	<p><u>ENGAGE COMMUNITY-BASED ORGANIZATIONS</u> Many community-based organizations work with cities, county, and the District. Although their monies may not come directly from the state, they are funded through collaborations with the cities, county, and District. Therefore, they are a constituency that has an interest in the issue and must be informed of the impact. Outreach will include but not be limited to United Way organizations and organizations that work with the Alliance for Human Services.</p>
	Faith-based organizations	<p><u>ENGAGE FAITH-BASED ORGANIZATIONS</u> Deliver presentation to the District's faith-based alliance. Provide them with information packets to share with their congregations. Collaborate with local governments to bring together their faith-based groups, ministerial alliances, and other faith-based coalitions for an informational session and distribution of information packets.</p>

	Business Organizations	<p><u>CEO BRIEFINGS</u> Engage key business entities in the community. Provide information packets that they can share with constituents. Consider potential alliances for meetings with key legislators. Outreach will include but not be limited to the Miami-Dade Chamber of Commerce, Greater Miami Chamber of Commerce, Chamber South, Latin Chamber of Commerce, Coral Gables Chamber, Hialeah Chamber of Commerce and the Greater Doral Chamber of Commerce.</p>
	Senior Citizens	<p><u>ENGAGE SENIOR CITIZENS</u> Outreach to senior citizens is critical as they are a key constituent who influence decision makers. District staff will develop talking points and fact sheets on key issues that impact education for Cities, County, and District officials to share with senior citizens.</p>
Outreach to Legislators	Dade Delegation	<p><u>DELEGATION BRIEFINGS</u> Meet with the delegation members that sit on education committees and/or hold a leadership role to provide them monthly briefings on the districts work. Consider sharing briefing papers, fact sheets, and success stories (<i>It Takes...</i>) with all education-related committee members thereby putting a “face” on the “big district.”</p> <p>Meet with all delegation members or staff at least once every other month to provide them a briefing.</p> <hr/> <p><u>SPOTSUCCESS</u> Develop a SPOTsuccess plan that includes the Dade Delegation. Include “Dade Delegation Days” at schools. Identify key schools based upon input generated from meetings with the legislators. Link to Compacts.</p> <hr/> <p><u>E-BRIEFING</u> Send the Legislators and other elected officials monthly/bi-monthly e-newsletters highlighting success within their districts. Incorporate SPOTsuccess and It Takes... messages, including spotlighting legislators each month and thanking them for demonstrating what it takes to provide public school students with opportunities to prepare them for a global economy.</p>

	<p>House/Senate Leadership including Chairs and Vice-Chairs of all Education Committees</p>	<p><u>IT TAKES...</u> Put faces on the “big district” by sharing what it takes to give our students the world with all legislatures. Include key members on E-newsletter distribution list.</p> <p>Meet with Chairpersons/Vice Chairpersons of committees.</p> <p><u>PUBLIC EDUCATION VIDEO/PODCAST</u> Create a video highlighting the value of public education with the PTA/PTSA. The Office of Marketing will work with students, teachers, and parents in developing the script. The video would be made available online and can be distributed through the E-newsletter list.</p>
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