Strategic Action Plan	Strategic Focus Area: Financial Goal 1

FINANCIAL Focus Area Mission: While supporting the goals of the district, the Dodge City School District will maintain a sound fiscal position with transparency, integrity and efficiency.

Goal F.1: Increase internal and external stakeholder understanding and actual knowledge of the value of district services for tax dollars spent.

Goals Champion(s): Simeon Russell

Objective F.1.1: Increase internal and external stakeholder understanding of the value of district services for tax dollars spent through a comprehensive communication plan.

Annual Targets:	**2018-2019**	**2019-2020**	**2020-2021**	**2021-2022**	**2022-2023**
Percentage of respondents who report on the annual stakeholder perception feedback they agree or strongly agree positively the value of services for tax dollars spend.	50%	60%	70%	80%	90%

Description of Action/Activity (Long & Short Term)	**District Champion**	**Research/Rationale for Action/Activity**	**Measurable Outcome**	**Resources: $, People & Time**	**Completion Date**
F.1.1.a Design and implement an annual update meeting covering state budget projections. Information provided in English and Spanish.	CFO	See below	Set and complete the annual meetings.	CFO and staff	September of each year
F.1.1.b: Engage with civic organizations regarding projected budget model and impacts on the district.	CFO	See below	Set and complete meeting dates	Superintendent CFO CPIO	TBD

Develop a list of organizations, contact information and meeting dates.					
F.1.1.c: Increase social media presence of budget information. Information provided in English and Spanish.	CFO	See below	Number of social media platforms. Track SEO utilization data.	CFO CPIO	On-going
F.1.1.d: Design and implement a feedback survey that will be administered annually to internal and external stakeholders.	CFO	See below	Design, implement and evaluate data. Develop communication plan.	CFO CPIO Financial Resources: utilize existing survey platform accounts	Baseline data on or before May 30, 2019. Annual surveys by May 1 of each year.
F.1.1.e: Create a Financial Advisory Committee (FAC) that will meet with the CFO quarterly to advise the CFO regarding district initiatives that are aligned to District Goals and Focus Areas. Initial internal meeting will result in development of framework and objectives	CFO Financial Advisory Committee (Cabinet)	See below	Develop and monitors a budget assumption model	Cabinet (FAC) Budget Documents Audits Enrollment Projections Valuation Projections	TBD On or before June 1, 2019
F.1.2.b: The CFO will assimilate the information received from the Financial Advisory Committee and develop appropriate budgetary allocations of	CFO	See below	The FAC recommendations will be incorporated into the annual	CFO	

district funds to meet the district initiatives, goals and focus areas.			budget projections model/document		

Baseline Data and Rationale Supporting the Goal and Objectives: