



Board Special Meeting

Oversight Work Session: Public Affairs; Work Session: Budget

April 22, 2020, 4:30 – 7:30 p.m.

Meeting to be held remotely

[By Microsoft Teams](#)

By Teleconference: 206-800-4125 (Conference ID: 801 284 470#)

Agenda

<u>Call to Order</u>	4:30pm
<u>Oversight Work Session: Public Affairs</u>	4:30pm
<u>Work Session: Budget</u>	6:00pm*
<u>Adjourn</u>	7:30pm*

IMPORTANT NOTE: This meeting will be held remotely without an in-person location per the Governor's [Proclamation 20-28](#), which currently prohibits public agencies from conducting meetings subject to the Open Public Meetings Act in-person to curtail the spread of COVID-19, and consistent with [School Board Resolution 2019/20-29](#). The public is being provided remote access through Microsoft Teams and teleconference as noted above.

*Special meetings of the Board, including work sessions and retreats, may contain discussion and/or action related to the items listed on the agenda. Executive sessions are closed to the public per RCW 42.30. *Times given are estimated.*



SEATTLE
PUBLIC
SCHOOLS

OVERSIGHT WORK SESSION

Public Affairs Division
April 2020

AGENDA

- Department Functions
- S.W.O.T. Analysis
- Department Accomplishments
- Organizational Chart
- Department Goals & Objectives
- Key Performance Indicators (KPIs)
- Budget & Staffing
- Benchmarking
- Policies & Procedures
- Internal and External Controls
- Major Outside Service Contracts
- Information Technology Systems
- Looking Forward/Next Steps

DIVISION FUNCTIONS

Functions of the Division

- Improve Stakeholder Perception*
 - Internal and external strategic and operational story telling
 - Ensure accurate, timely information is available to staff, families, and students
 - Build, design, curate, and sustain district communication channels (social media, video, websites, newsletters, in-person engagement, and community partners)
 - Media relations
- Create Aligned and Strategic Messaging for internal and external audiences*
 - Comprehensive communication plans
 - Branded materials and channels
 - Speech writing, talking points, toolkits, and templates
 - Strategic thought partners to colleagues
- Provide and Support Customer Service*
 - Crisis and emergency communication
 - Training and technology solutions; front line staffing
 - Web user experience/ADA remediation

All division functions directly support Seattle Excellence, in particular "predictable and consistent operations" and "community engagement."

S.W.O.T. ANALYSIS

Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats/Risks (T)
<p>Nimble, responsive team offering depth and breadth of skill as well as use of effective channels. Team has built and maintained strong relationships within and outside the district. We are trusted to respond and support 24-7. Alignment of all department work to three clear goals (stakeholder perception, strategic messaging, and customer service).</p>	<p>Supporting and sustaining staff due to the intensity of the work (3 managers, no directors).</p> <p>Communications is often an afterthought not integrated into project plans.</p> <p>Need to strengthen connection to engagement work.</p> <p>Current distributed CMS model is a challenge; 500 editors.</p>	<p>New technology provides potential for improved customer service and communications: new CMS system (more people moving to mobile), Let's Talk, and changes to focus and scope of SPSTV. Marketing of the division's work, we now offer a full suite of services to colleagues (video, graphics, animation, social media campaigns). Media informational sessions.</p>	<p>Complexity of the district and its stories and sheer amount of work poses an ongoing challenge, particularly given time constraints. The team is often managing multiple crisis/emergency situations while working to strategically story tell.</p> <p>Tendency for media to oversimplify or have different communication objectives.</p>

ACCOMPLISHMENTS

Division work aligned to three goals/functions:

Stakeholder Perception

- Continued family satisfaction growth; sustained school leader satisfaction
- Website end user redesign won state and national awards; numerous communication awards (I am Native, School Beat, BEXV videos)
- Launched SiteImprove to help improve web presence

Aligned and Strategic Messaging

- Listen and Learn/Superintendent Entry Plan/Media tour
- High voter approval of the EP&O & BEXV levies
- Launched new, branded channels: Juneau's Journal, School Beat video, Instagram
- Strategic plan branding and related campaigns (Seattle Super Readers), all content aligned to Seattle Excellence
- State of the District; Excellence Awards and recognition of exemplar work
- Created new branded, ADA accessible templates (PPT, flyers, brochures)
- Rebranded MOC to SPSTV and aligned work to strategic plan including operations (Budget, Snow Planning, Enrollment video production)

Customer Service

- Launched Let's Talk – pilot and training for over 150 staff (Customer Service; Supt. Office)
- Reorganization of Ombuds/Customer Services Department to create an Information & Referral Coordinator position to spend more time on the frontline with families/students who have concerns or more intensive inquiries.
- Increased social and web engagement (K enrollment example)
- Launched mobile APP and text messaging
- Created toolkits for school leaders (student walkouts, Black Lives Matter at School)
- HD TV channel launch
- Managed high-profile initiatives/Crisis: COVID-19, BLM at Schools Week, Gender Identity Book Kits, Immunizations
- Designed, endorsed, and implemented "learning videos" during COVID-19 response; Over 149,000 video views; redesigned district homepage to support COVID-19 response

DIVISION IN ACTION: IMMUNIZATIONS



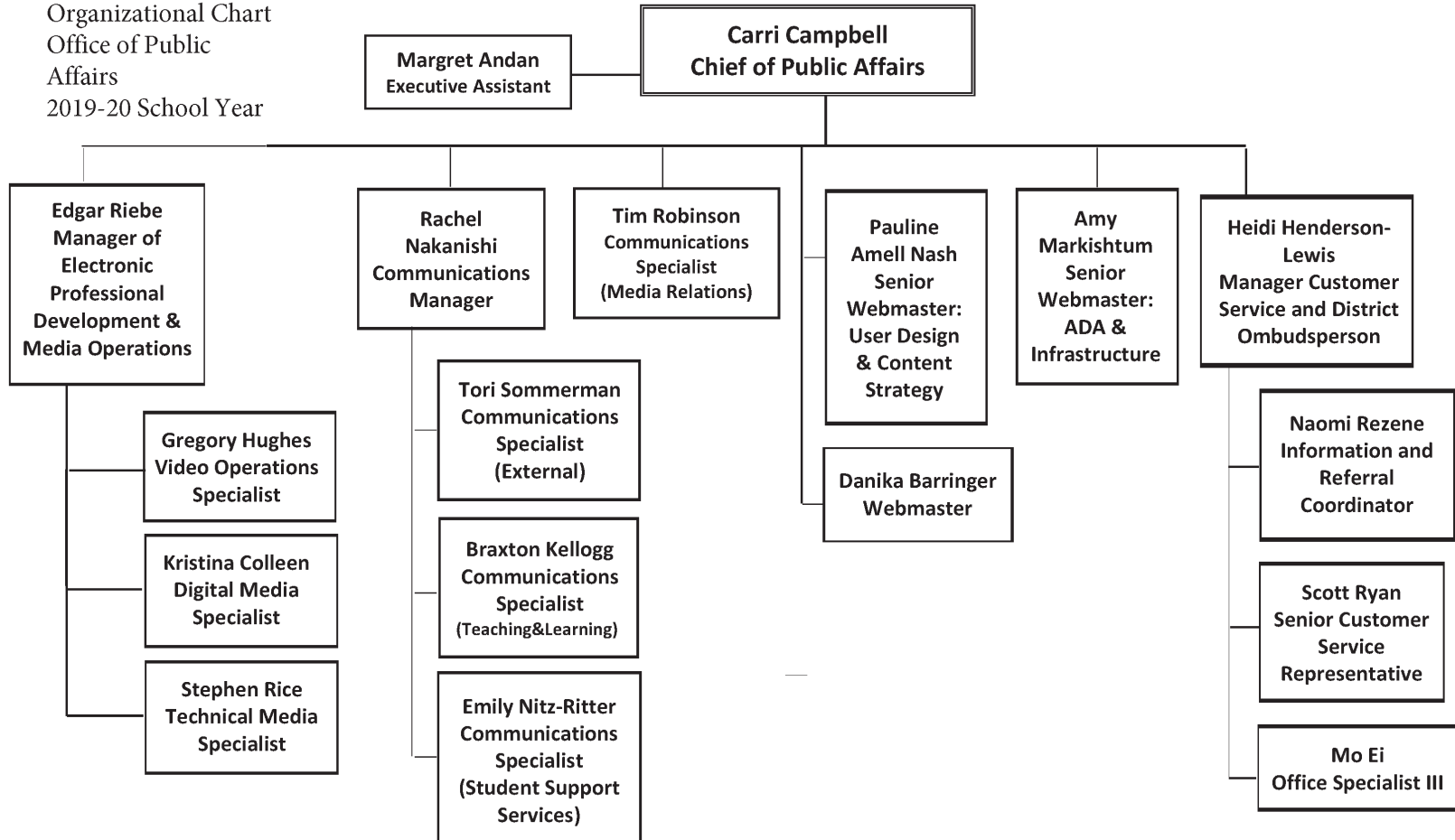
**7,000 students in June to
408 on January 9**

Comprehensive communication planning including:


- 6 months of ongoing communications; ramping up in the last two months
- Feature story on all websites – updated as needed; emergency banner over the 2-week holiday break
- Immunization landing page where families could find info including clinics
- Boosted social media (exclusion date; clinics)
- Broad media engagement with key spokespeople (WA State Dept. Of Health, School Leaders, and Health Manager) - focus on ethnic media
- Two explainer videos featuring experts, explaining changes to the law, how families were contacted, process to compliance, and exclusion deadline
- Multiple direct communication to families (home language phone calls, emails, direct letters, home visits by school leaders)
- Direct comms via partners (SCPTSA, SESEC, CISC, El Centro de la Raza and others)
- Talking points for school leaders and other central departments (C. Service)
- Night prior, direct communication with all staff. Staff are key communicators.
- Day of exclusion event – identified, coordinated media site

DIVISION ORGANIZATIONAL CHART

Seattle Public Schools
Organizational Chart
Office of Public
Affairs
2019-20 School Year



PUBLIC AFFAIRS DIVISION GOALS AND OBJECTIVES

Goal/ Major Initiative	Objective	Measure	Target	Performance to date	Relation to Strategic Plan
Public Perception: Adopt a new Content Management System	Improve web editor engagement with school sites	Increase % of schools updating their sites on a regular basis	75%; with enhanced support to the 13 schools	< 40%	Predictable and Consistent Operations; Improved Engagement
Public Perception: Develop evergreen explainer video series about SPS processes. Provide educational programming Create Covid video updates	Provide families with the information they need to support their student. Inform families through Covid informational videos as pandemic unfolded	# of videos produced; video views and engagement, added subscribers	Min. 10 a year Increase YouTube & FB views, subscribers and retention per video Increase translated videos by 50%	YouTube combined stats (90 days): 156,584 views 10,778.7 watch hours 3390 new viewers SPSTV YouTube 129,766 views, 9,992.8 - watch hours, 3004 – New subscribers SPS YouTube 26,818 views, 785.9 watch hours, 386 new subscribers Vimeo.com 3,706 views, 61% watched SPS Facebook (90 days) – 125,800 3 second views, 0:11 average minutes viewed	Predictable and Consistent Operations; Improved Engagement
Public Perception: Support targeted, boosted social media campaigns to reach "families furthest away from educational justice"	Reach families and students furthest away from educational justice via new social media strategies and partnership with community	FFAFEJ engagement with social media content via boosted posts, ads etc. Note: move to mobile first approach	30% of users that FB identifies as having a multicultural affinity	51.72	All strategic plan priorities 

PUBLIC AFFAIRS DIVISION GOALS AND OBJECTIVES

Goal/Major Initiative	Objective	Measure	Target	Performance to date	Relation to Strategic Plan
Public Perception & Aligned Messaging and Branding: Ensure all major initiatives/projects have a related comprehensive comms plan and branded materials (direct comms to families, social, video, media), talking points, templates)	Provide families, staff, and the community branded, timely, informative communications about operations and strategic work	Stakeholders "understanding" of the district strategic work and satisfaction with central office communication	<50% -ALL understanding of strategic work *not including neutral responses	39%, Spring 2019, ALL	All strategic plan priorities
			<60% -ALL communications *not including neutral responses	48%, Spring 2019, ALL	
Customer Service: Implement a robust customer service initiative including Let's Talk, standards, and training	Create predictable and reliable customer service for our families and staff	Improved customer service rates; response rates in Let's Talk; Launch of campaign	<50% - customer service satisfaction. ALL *not including neutral responses	34%, Spring 2019, ALL	High Quality Teaching and Learning; Consistent and Predictable; Community Engagement



KEY PERFORMANCE INDICATORS (KPIs)

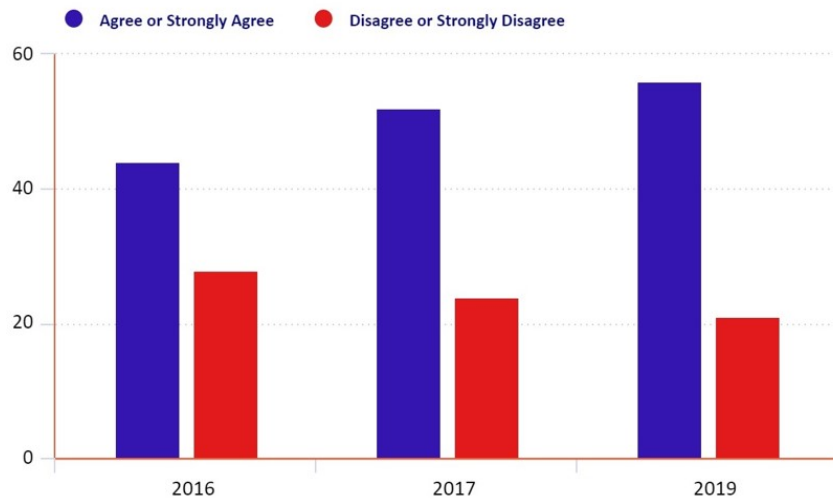
Goal	Measure	Target	Performance to date
Improve public perception of Seattle Public Schools	<p>% of families that are satisfied or highly satisfied with district communications (Survey item: Communications from the district central office are clear, timely, and informative; web)</p> <p>Increase number of AA/Black Families that respond to the family climate survey</p>	<p><60% ALL < 70% AA/Black Families</p> <p>*not including neutral responses</p>	<p>48%, Spring 2019</p> <p>62%, AA/Black Families Spring 2019</p>
Support clear, consistent district messaging and branding	<p>% of families/staff who "understand" the strategic goals of the district (Survey item: I understand/aware of the strategic goals and priorities of the district).</p> <p>Increase the number of AA/Black Families that respond to the family climate survey</p>	<p><50% ALL < 60% AA/Black Families</p> <p>*not including neutral responses</p>	<p>39%, Spring 2019</p> <p>54%, AA/Black Families, Spring 2019</p>
Improve customer service across the organization	<p>% of families that are satisfied or highly satisfied with district/school customer service (Survey item: I receive effective service and support when I call or visit the district central office)</p> <p>Increase the number of AA/Black Families that respond to the family climate survey</p>	<p><50% <60% AA/Black Families</p> <p>*not including neutral responses</p>	<p>34%, Spring 2019</p> <p>54%, AA/Black Families, Spring 2019</p>

WEBSITE SATISFACTION SURVEYS AND ENGAGEMENT DATA

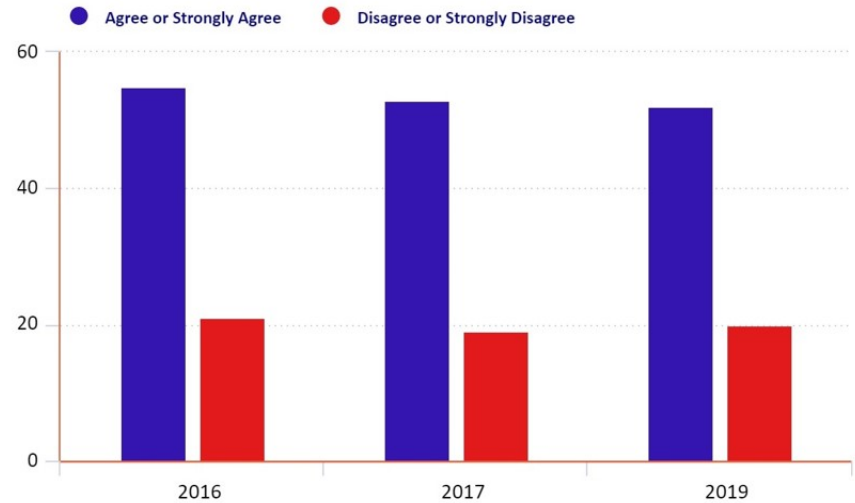
District Public Website 2019 vs 2016 (January – December)

24,223,395 pageviews ▲ **39%** (24,223,395 vs. 17,428,822)

8,302,477 visitors ▲ **236%** (8,302,477 vs 2,470,267)



District Website



School Websites

Responders who agree or disagree with the statement:

"I am generally able to find what I am looking for on the [district or school] website"

SOCIAL MEDIA ENGAGEMENT

Facebook Page Likes: 91.5% increase in three years

- April 2018: 6,690
- April 2019: 10,230
- April 2020: 12,808 (1,000 adds in the last month; ads and boosts)

Twitter Followers: 19.4% increase in three years

- June 2018: 23,148
- August 2019: 24,400
- April 2020: 27,636 (1,000 adds in the last month)

Instagram Followers: 413.9% increase in three years

- June 2018: 1000
- August 2019: 2,775
- April 2020: 5,139

School Beat Subscribers: 104.6% increase in three years

- April 2018: 43,095
- April 2019: 63,533
- April 2020: 88,199

DEPARTMENT BUDGET/ STAFFING OVERVIEW

	# FTE	2018-19 Previous Year Budget	2019-20 Current Budget	Funds Committed as of wk sn date	% Remaining
Comms/Customer Service	8.7	*\$1,360,708	*\$1,170,268	*\$1,047,946	10.5%
SPSTV	3	*\$372,242	*\$353,929	\$334,907	5.4%
Capital	.6	\$127,124	\$90,003	90,003	0%
Teaching and Learning	1.0	\$109,171	\$112,508	\$112,508	0%
Student Supports	1.0	\$109,171	\$117,697	\$117,697	0%
DoTs	2.7	\$325,757	\$341,521	\$341,521	0%
Total	17	\$2,404,173	\$2,185,926	\$2,044,582	6%

***Budget includes staffing and supplies related to work**

2019-2020 BENCHMARKING

District	Total Enrollment	% of total district budget spent on department**	# of FTE	Staffing Per 1000 students	Sources of funding	Other ***
Seattle	53,627	.21%	17 (4 FTE are CS staff)	0.3%	General Fund/levy/ Self Help	
Anchorage	46,000	Total Budget: \$572,500,000 Dept: \$903,237 Percentage: .16%	11	0.2%	General fund	
Boston	55,000	Total Budget: \$1,188,762,551 Dept: \$473,000 Percentage: .04%	5	0.1%	General fund	
Portland	46,624	Total Budget: \$687,000,000 Dept: \$1,977,577 Percentage: .29%	14	0.3%	General fund	
St. Paul	38,065	Total Budget: \$750,000,000 Dept: \$1,339,719 Percentage: .18%	11	0.3%	General fund	
San Francisco	54,063	Total Budget: 1,041,057,253 Dept: 913,372 Percentage: .09%	6	0.1%	General fund	
Tacoma	30,240	Total Budget: 481,980,805 Dept: 130,000 Percentage: .03%	7	0.2%	General fund	
Kent	27,226	Total Budget: 419,978,897 Dept: 133,713 Percentage: .03%	7	0.2%	General fund	
Bellevue	21,750	\$373,548,881 Dept: \$200,000 Percentage: .05%	5	.2%	General fund	
Spokane	31,078	Total Budget: \$461,900,000 Dept: \$870,000 Percentage: .19%	6	.2%	General fund	

Comparable budgets & FTE represent communications teams (comms, in some cases include video and web but NOT Customer Service)



POLICIES & PROCEDURES THAT GUIDE DIVISION'S WORK

- **Board Policies**

- Public Information Program 4000
- Staff Communications Responsibilities 4010
- Distribution of Information 4060
- Advertising and Commercial Activities 4237

- **Procedures**

- Public Information Program SP4000
- Staff Communications Responsibilities SP4010
- Distribution of Information SP4060
- Advertising and Commercial Activities SP4237

KEY INTERNAL AND EXTERNAL CONTROLS

- **Internal**

- Crisis and incident response guides; templates
- NewsBrief and School Leaders Communicator Guidelines; Leadership Announcement Process
- Implement Building Entry Procedures
- Review process for website revisions including PDFs at the school level
- Implement weather protocol
- Review protocol for all strategic/operational stories

- **External**

- Americans with Disabilities Act compliance (ADA)
- Required translation into top 5 languages for key documents (OSPI)
- Board Oversight
- Budget Review

- **Audit or Review Efforts**

- Strategies360 audit of departmental structure and functions (2018)

MAJOR OUTSIDE SERVICE CONTRACTS

Major Contract	Brief Description	Contract Amount
*SchoolMessenger Presence	Website CMS and hosting solution	\$71,950/annual
*Write as Rain	Supports BEXV/capital communications	\$200,000/3 years
*Let's Talk	1-year pilot; supports two function areas – communications and customer service	\$48,760
Venn Research	Research for strategic plan brochure and marketing development (Seattle Excellence, Recruitment, Family Seattle Super Reader Supports)	\$25,000
*Constant Contact	Enewsletters (School Beat and Juneau's Journal)	\$589/monthly
*SchoolMessenger Communicate	Email, phone message and text notification system	\$74,003/annual (7/19-6/20)

***Cost paid for by another department (DoTs, Capital, etc.)**

MAJOR OUTSIDE SERVICE CONTRACTS

Major Contract	Brief Description	Contract Amount
*Site Improve	Website audit and governance tool subscription	\$54,800/annual (8/19-8/20)
*User Experience online tools <ul style="list-style-type: none"> • User Testing • Optimal Workshop • Survey Monkey 		<ul style="list-style-type: none"> • \$20,000/annual (1/20-12/20) • \$1,000/annual (10/19-11/20) • \$1,308/annual (11/19-11/20)
Strategies 360	Annual progress report; development and support for COVID-19 social media ads	\$24,500

***Cost paid for by another department (DoTs, Capital, etc.)**

KEY INFORMATION TECHNOLOGY SYSTEMS

System	Function
Website publishing CMS/App, SiteImprove, UX tools	Website hosting and publishing for 100+ district owned web domains, website audit and governance tool, user experience research and evaluation tools
SchoolMessenger	Sends robocalls, emails, and texts to inform families on key district work, dates, major events, and crisis.
Let's Talk	Customer Service platform; supports assignment of response, 2-way engagement, multiple reports available.
Constant Contact – School Beat and Juneau's Journal	Used for creation and distribution of district newsletters, tracks and reports readership
Twitter, Instagram, and Facebook	Support comprehensive communication plans; used to target specific audiences.
SPSTV and web stream (cable television and hosting)	Used to broadcast SPS video content (School Beat; J. Journal) and Board Meetings.

LOOKING FORWARD / NEXT STEPS

- **Board Policies to be reviewed this next year:**
 - Policy No. 4000, Public Information Program
- **Focus Areas:** New content management system (CMS for MySPS and External Site), SPSTV storage, customer service technology solution (Let's Talk), Seattle Excellence Annual Report, communication training for leadership including traditional media and social
- **Emerging Trends:** Media & social media speed in relationship to our deliberate work; end user design/ADA – we are leading the nation in this body of work.



Thank you!

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SEATTLE
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Budget Work Session

April 22, 2020

*Updated slides 4.21.2020

Agenda

1. Budget Timeline
2. Capital Budget overview
3. Revenue Updates
4. Covid – 19 Expenditure Update
5. Technology update
6. Updated Recommendations

Outcomes

1. Budget Timeline
2. Capital Budget overview provided
3. Revenue information provided
4. Covid – 19 Expenditure high level information provided
5. Technology update provided
6. Updated Recommendations provided

FY 2020-21 Budget Development Calendar

- **October 7, 2019** - Budget Work Session
- ~~**November 13, 2019**~~ - Budget Work Session **Cancelled**
- **December 4, 2019** – Budget Work Session
- **December 13, 2019** – Final WSS Changes determined
- **January 13 to March 13** - State Legislative Session
- **January 15, 2020** - Budget Work Session to review recommendations
 - Review WSS Changes
 - Review Overall major budget changes/agreement on budget?
- **January 14 to January 31** - Central budgets developed
- **January 29, 2020** – Budget Work Session
- **February 25, 2020** - Budget Allocations to Schools
- **March 4, 2020** - Budget Work Session
- ~~**April 1, 2020**~~ – Budget Work Session **Cancelled**
- ~~**May April 22, 2020**~~ - Budget Work Session (rescheduled)
- **May 2020** - Final General Fund Balancing, Budget Book development
- **June 8, 2020** - Board Action Report and Budget Resolution to A&F
- **June 24, 2020** - Introduce Budget to Board
- **July 8, 2020** – Required Public Hearing
- **July 8, 2020** - Board Action to adopt school year 2020-21 budget

Capital Budget

SPS Capital Fund

	Actual	Budget	Recommended
	FY 2018-19	FY 2019-20	FY 2020-21
Beginning Fund Balance	46,108,343	40,416,843	85,044,345
Total Revenue	204,916,897	349,695,856	329,290,696
Total Direct Expenditures*	(202,502,036)	(348,349,820)	(251,699,311)
Total Direct Transfers	(20,475,652)	(28,400,024)	(40,829,173)
Ending Fund Balance	\$ 28,047,552	\$ 13,362,855	\$ 121,806,557

**Includes Reserve Funds*

FY 2020-21 Capital Projects Funding Sources

	Recommended FY 2020-21
Levy Collections (Local Taxes)*	308,335,034
Lease Income and Interest Earnings	4,649,878
Distressed Schools Funding	9,978,520
Class Size Reduction Funding	3,925,000
School Construction Assistance Program (SCAP)	1,535,265
E-Rate Funding	867,000
TOTAL	\$ 329,290,696

** Includes late levy collections estimate*

FY 2020-21 State Funding (Non Levy) Sources

Distressed Schools Funding - FY 2020-21 Planned use by Project

	<u>FY 2020-21</u>
Cedar Park School Restroom Addition	480,520
Nathan Eckstein Middle School Exterior Sun Shades	350,000
Frantz H. Coe School 6 Classroom Addition	2,528,000
Magnolia Elementary School Phase II 6 Classroom Addition	2,300,000
West Woodland School 12 Classroom Addition	4,320,000

\$ 9,978,520

Class Size Reduction - FY 2020-21 Planned use by Project

Daniel Bagley School Modernization and Addition	250,000
West Woodland School 12 Classroom Addition	2,500,000
West Seattle Elementary School 12 Classroom Addition	1,175,000

\$ 3,925,000

School Construction Assistance Program - FY 2020-21 Planned use by Project

Daniel Bagley School Modernization and Addition	1,522,887
Wing Luke Elementary School New Construction	12,378

\$ 1,535,265

TOTAL PLANNED USE OF STATE FUNDING SOURCES FY 2020-21

\$ 15,438,785

FY 2020-21 Recommended Total Use of Capital Funds

	Recommended FY 2020-21
New Construction, Additions, Modernizations	108,923,944
Facility and System Upgrades	22,886,422
Playgrounds and Field Upgrades	7,820,334
Roof and Seismic Improvements	15,041,648
Academics, Capacity, and Districtwide Support	27,650,000
Support Services	11,382,620
Transfers and Reserves	64,010,929
Technology District Wide (Direct Expenditures)	34,812,587
Total Preliminary Recommended Capital Budget	\$ 292,528,484



FY 2020-21 Recommended Capital Project Expenditures

Major Projects - New Construction, Additions, and Modernizations

PROJECT/SITE	SCOPE	COMPLETION DATE	ANNUAL BUDGET
Aki Kurose Middle School	Design Only	Fall 2025	1,000,000
Alki School	New Construction	Fall 2025	250,000
Asa Mercer School	New Construction	Fall 2025	1,000,000
Captain George W. Kimball Elementary School	New Construction	Fall 2023	4,228,194
Cedar Park School	Restroom Addition	Fall 2021	470,000
Daniel Bagley School	Modernization & Addition	Fall 2020	1,800,000
Edward S. Ingraham School	Classroom Addition, Roof & Seismic Improvements	Fall 2019	350,000
Frantz H. Coe School	6 Classroom Addition	Fall 2021	3,400,000
James Madison Intermediate School	8 Classroom Addition	Fall 2022	2,100,000
John Rogers School	New Construction	Fall 2025	500,000
Leschi School	4 Classroom Addition	Fall 2022	880,000
Lincoln High School Phase I	Modernization & School Reopening	Fall 2019	333,000
Lincoln High School Phase II	Auditorium & Seismic Improvements	Fall 2022	11,166,405
Magnolia School Phase I	Modernization & School Reopening	Fall 2019	400,000
Magnolia School Phase II	6 Classroom Addition	Fall 2021	5,000,000
Montlake School	Modernization	Fall 2025	250,000
Northgate School	New Construction	Fall 2023	4,513,615
Queen Anne Elementary School	Modernization & Classroom Addition	Fall 2019	350,000
Rainier Beach School	New Construction	Fall 2025	4,763,009
Van Asselt School	30 Classroom Addition, Gymnasium, Playground	Fall 2023	26,501,199
Viewlands School	New Construction	Fall 2023	4,404,724
Webster School	Modernization	Fall 2020	1,200,000
West Seattle Elementary School	12 Classroom Addition, Exterior Doors	Fall 2022	12,264,438
West Woodland School	12 Classroom Addition	Fall 2021	11,799,360
Wing Luke Elementary School	New Construction	Fall 2021	10,000,000
TOTAL			\$ 108,923,944

FY 2020-21 Recommended Capital Project Expenditures

Facility and System Upgrades

PROJECT/SITE	SCOPE	COMPLETION DATE	ANNUAL BUDGET
Ballard High School	Masonry/Cladding, Windows & Exterior Doors	Fall 2022	835,001
Beacon Hill International School	Site Improvements	Fall 2022	12,828
Beacon Hill International School	Ceiling Fans	Fall 2022	94,525
Beacon Hill International School	Sound Attenuation	Fall 2022	50,638
Captain Stephen E. Sanislo School	Parent Drop Off	Fall 2022	116,157
Captain Stephen E. Sanislo School	Site Improvements	Fall 2022	86,264
Captain Stephen E. Sanislo School	Ceiling Fans	Fall 2022	67,518
Captain Stephen E. Sanislo School	Sound Attenuation	Fall 2022	50,638
Catherin Blaine School	Exterior Doors	Fall 2021	252,832
Columbia Annex	Fire Alarm System Improvements	Fall 2021	42,783
Dearborn Park School	Sound Attenuation	Fall 2022	50,638
Franklin High School	Window & Exterior Door Replacement, Exterior Cladding	Fall 2020	1,000,000
Gatewood School	Exterior Doors	Fall 2021	129,842
Gatewood School	HVAC Upgrades	Fall 2021	4,445,655
Graham Hill School	Exterior Doors	Fall 2022	32,262
Graham Hill School	Fire Alarm System Improvements	Fall 2022	59,171
Green Lake School	Sound Attenuation	Fall 2022	50,638
Green Lake School	Exterior Doors	Fall 2021	103,004
James A. Garfield High School	Exterior Doors	Fall 2021	478,485
SUBTOTAL (Project list continues to next slide)			\$ 7,958,879

FY 2020-21 Recommended Capital Project Expenditures

Facility and System Upgrades Continued

PROJECT/SITE	SCOPE	COMPLETION DATE	ANNUAL BUDGET
James A. Garfield High School	Exterior Cladding	Fall 2021	444,621
James Monroe Intermediate School (Salmon Bay)	Ceiling Fans	Fall 2022	99,026
John Muir School	Intercom Replacement & Sound Attenuation	Fall 2022	94,860
JSCEE Central Kitchen Upgrades	Central Kitchen Upgrades	Fall 2021	1,500,000
Lafayette School	HVAC & Sprinkler Upgrades	Fall 2021	2,299,310
Leschi School	Exterior Doors	Fall 2022	36,304
Louisa Boren School	HVAC Upgrades	Fall 2021	3,491,896
Maple School	Ceiling Fans	Fall 2022	103,527
Maple School	Sound Attenuation	Fall 2022	50,638
Nathan Eckstein School	Exterior Cladding	Fall 2021	1,761,063
Nathan Eckstein School	Science Lab	Fall 2021	1,000,000
North Beach School	Exterior Doors	Fall 2020	30,000
North Beach School	HVAC Upgrades	Fall 2022	620,000
North Queen Anne	Facility & Systems Improvements	Fall 2021	1,722,375
Roosevelt High School	Exterior Cladding	Fall 2022	179,627
Wedgwood School	Exterior Doors	Fall 2020	20,000
Whitworth School (Orca)	Exterior Doors	Fall 2021	105,152
Whitworth School (Orca)	Fire Alarm System Improvements	Fall 2021	258,846
Whitworth School (Orca)	Security Improvements (Doors and Window Alarms)	Fall 2021	110,298
Worth McClure School	Science Lab	Fall 2021	1,000,000
TOTAL			\$ 22,886,422



FY 2020-21 Recommended Capital Project Expenditures

Playgrounds and Field Upgrades

PROJECT/SITE	SCOPE	COMPLETION DATE	ANNUAL BUDGET
AED Defibrillator	Defibrillator Batteries DW	Ongoing	50,000
Ballard High School	Synthetic Field Replacement	Fall 2020	200,000
Catherine Blaine School	Playground	Fall 2021	86,561
Edward S. Ingraham School	Field Replacement	Fall 2021	480,245
Fort Lawton/Discovery Fields	New Natural Field	Fall 2022	4,381,245
Gatewood School	Playground	Fall 2021	151,482
Graham Hill School	Playground	Fall 2022	40,511
James Madison Intermediate School	Synthetic Field & Field Lights	Fall 2020	250,000
Jane Addams Junior High	Synthetic Field Replacement & Field Lights	Fall 2020	750,000
John Hay School	Playground	Fall 2021	151,482
John J. McGilvra School	Playground	Fall 2020	25,000
Laurelhurst School	Playground	Fall 2022	33,759
Leschi School	Playground	Fall 2022	21,640
Maple School	Playground -\$100k REIMB.	Fall 2020	50,000
Marcus Whitman Junior High School	Field Lights	Fall 2021	250,000
Nathan Hale School	Synthetic Field Replacement, Track Resurfacing, Batting Cages	Fall 2020	500,000
View Ridge School	Playground	Fall 2021	151,482
Wedgewood School	Playground	Fall 2022	196,927
West Seattle High School	New Synthetic Field & Batting Cages	Fall 2020	50,000
TOTAL			\$ 7,820,334

FY 2020-21 Recommended Capital Project Expenditures

Roof and Seismic Improvements

PROJECT/SITE	SCOPE	COMPLETION DATE	ANNUAL BUDGET
Columbia Annex	Seismic Improvements	Fall 2022	17,686
Franklin High School Gym	Roof Replacement	Fall 2021	2,751,337
Graham Hill School	Seismic Improvements	Fall 2022	278,792
Lafayette School	Seismic Improvements	Fall 2021	699,060
Marcus Whitman Junior High School	Seismic Improvements	Fall 2020	200,000
Nathan Eckstein School	Seismic Improvements	Fall 2021	1,000,000
North Beach School	Seismic Improvements	Fall 2022	60,000
North Queen Anne	Roof Replacement & Seismic Improvements	Fall 2021	525,097
Rising Star (African American Academy)	Roof Replacement	Fall 2020	1,000,000
Roxhill School	Seismic Improvements	Fall 2021	883,851
Thurgood Marshall Elementary School	Roof Replacement	Fall 2022	939,271
Washington School	Seismic Improvements	Fall 2021	4,523,877
Wedgwood School	Seismic Improvements & Roof Coating	Fall 2020	250,000
West Seattle High School	Roof Replacement	Fall 2020	1,000,000
Worth McClure School	Seismic Improvements	Fall 2021	912,677
TOTAL			\$ 15,041,648

FY 2020-21 Recommended Capital Project Expenditures

Academics, Capacity Management, and District Wide Support

PROJECT/SCOPE	COMPLETION DATE	ANNUAL BUDGET
Academics and Capacity Management		
Capacity Management & Portables	Ongoing	4,000,000
Program Placement (New Programs) Districtwide	Ongoing	1,200,000
Special Education Improvements	Ongoing	500,000
Teacher Professional Development Days	Fall 2021	5,000,000
Districtwide Support		
Custodial/Grounds/Maintenance Equipment	Ongoing	500,000
Downtown School Study	Ongoing	3,000,000
Emergency Field Repairs	Ongoing	200,000
Lunchroom Tables	Ongoing	150,000
Nutritional Services Equipment	Ongoing	1,500,000
Property Acquisition	Ongoing	10,000,000
Security Cameras/Systems	Ongoing	1,500,000
Water Testing and Risk Management	Ongoing	100,000
TOTAL	\$	27,650,000

FY 2020-21 Recommended Capital Project Expenditures

Support Services, Transfers and Reserves

PROJECT/SCOPE	COMPLETION DATE	ANNUAL BUDGET
Support Services		
BTA V Levy Planning	Fall 2023	1,000,000
Moving and Relocation	Ongoing	500,000
Property Management (CEP)	Ongoing	200,000
Project Management (PM) Software Licenses	Ongoing	195,000
Staff & Administration (Direct & Indirect)	Ongoing	9,157,620
Volunteer Projects @ Multiple Locations	Ongoing	30,000
CWA Administration	TBD	300,000
TOTAL		\$ 11,382,620

PROJECT/SCOPE	COMPLETION DATE	ANNUAL BUDGET
Transfers		
JSCEE Series A Bond	Fall 2027	2,616,850
Major Preventative Maintenance	Fall 2025	9,300,000
Measures of Academic Progress (MAP) Licenses	Fall 2025	536,010
Facilities Billable Maintenance	Fall 2021	5,000,000
Facilities Technology	Fall 2025	150,200
IT Maintenance Software	Fall 2025	5,400,000
Ongoing Technology Support	Fall 2025	7,900,000
Teacher Training	Fall 2025	1,926,113
Technology Days	Fall 2021	8,000,000
Program Reserves		
Budget Capacity & Program Reserve	Fall 2021	22,881,756
Emergency Projects @ Various Locations	Fall 2021	300,000
TOTAL TRANSFERS AND PROGRAM RESERVES		\$ 64,010,929



FY 2020-21 Recommended Capital Project Expenditures

Technology District Wide

Project	Annual Budget	Project	Annual Budget
Student Learning and Support		Infrastructure and Security	
Digital Resources	540,812	Data Center and Cloud	1,665,000
Classroom AV	4,400,000	Staff Technology	-
Staff Technology	1,175,000	Physical Security	3,027,364
Student Technology	6,300,000	Network	7,186,355
Technology Support	192,519	Project Management	30,000
Technology Days (CBA)	8,000,000 *	Telecommunications	1,294,015
Software & Maintenance	1,198,800 *	Software & Maintenance	2,511,000 *
Staff (37.3 FTE)	4,933,915 *	Staff (21.5 FTE)	3,265,004 *
District Systems and Data			
Business Systems	3,331,455		
Digital Transformation	600,000		
Data Systems	1,200,000		
Student Systems	700,000		
Software and Maintenance	1,690,200 *		
Staff (27.7 FTE)	4,797,261 *		
TOTAL			\$ 58,038,700 **

* A portion of this expenditure is recorded in the general fund and a transfer from the capital fund will be made at fiscal year end.

** Total direct expenditures are \$34,812,587 and total transfer of expenditures are \$23,226,113

FY 2020-21 Recommended Capital Fund Budget

	Recommended FY 2020-21
Beginning Fund Balance	85,044,345
Total Revenue	329,290,696
Total Direct Expenditures*	(251,699,311)
Total Direct Transfers	(40,829,173)
Ending Fund Balance	\$ 121,806,557

**Includes Reserve Funds*

Revenue Updates

Revenue Updates

- Governor's Vetoes
 - Counselor increase of 10.5 FTEs, no change as we had not yet hired
 - Transportation funding loss of \$10m over 2019-20 and 2020-21
 - Professional Development hours for paras, no change, holding at 14 hours
- City Levy
 - Update Preschool contract loss of \$200k for 2019-20
 - Unknown how K-12 contract will be impacted
- State property tax decline of \$1.3m
- State inflationary factor lower \$1m



Expenditure Updates – Covid 19

- \$3m in estimated costs
 - Learning resources
 - Meals
 - Custodial
 - Technology
- FEMA or CARES Stimulus assistance is currently unknown



Technology Update

Department of Technology Services – Budget Overview

<u>Category</u>	2019-20 Adopted Budget				2020-21 Recommended Budget
	<u>Budget</u>	<u>Actual</u>	<u>Actual % Spent to Date</u>	<u>Balance</u>	
BTA IV					
Comm. Transparency & Outreach	\$2,501,040	\$900,840	36%	\$1,600,200	\$711,139
Information/Data Security & Privacy	\$1,576,789	\$507,056	32%	\$1,069,733	\$513,006
Instructional Support & Delivery	\$12,248,240	\$2,764,822	23%	\$9,483,418	\$4,180,789
Physical Safety & Security	\$4,980,398	\$660,962	13%	\$4,319,436	\$2,154,248
School & Instructional Support	\$10,693,419	\$4,553,850	43%	\$6,139,569	\$1,792,488
Student Learning	\$13,274,057	\$5,910,892	45%	\$7,363,165	\$900,892
TOTAL	\$45,273,943	\$15,298,422	34%	\$29,975,521	\$10,252,562
BEX IV					
Academic/Business Operations	\$424,922	\$205,318	48%	\$219,604	\$1,011,455
Classroom Technology	\$1,376,551	\$104,762	8%	\$1,271,789	\$1,217,761
Infrastructure	\$2,528,762	\$428,133	17%	\$2,100,629	\$600,000
TOTAL	\$4,330,235	\$738,213	17%	\$3,592,022	\$2,829,216
BEX V					
District Systems and Data	\$1,838,215	\$666,250	36%	\$1,171,965	\$9,687,461
Infrastructure and Security	\$2,357,388	\$854,421	36%	\$1,502,967	\$13,491,004
Student Learning and Support	\$8,253,551	\$1,932,820	23%	\$6,320,731	\$21,778,457
TOTAL	\$12,449,154	\$3,453,491	28%	\$8,995,663	\$44,956,922
General Fund					
Technology Services Department Area					
Customer Support (TSS)	\$1,269,723	\$739,329	58%	\$530,394	\$1,342,556
DOTS Information Security	\$1,500	\$0	0%	\$1,500	\$1,500
Instructional Technology Prog Admin	\$15,380	\$1,924	13%	\$13,456	\$15,382
**Library Svcs & Databases/Cataloging Sppt	\$306,015	\$140,125	46%	\$165,890	\$0
Reporting and Data Analysis	\$479,614	\$276,985	58%	\$202,629	\$594,476
Systems and Programming	\$1,170,640	\$467,253	40%	\$703,387	\$1,155,853
Systems Operations	\$668,146	\$372,181	56%	\$295,965	\$687,586
Technical Services Office	\$355,623	\$215,311	61%	\$140,312	\$360,958
Technology Training and Support	\$1,794,284	\$1,007,353	56%	\$786,931	\$1,896,361
Telecom/Utilities	\$1,406,002	\$724,186	52%	\$681,816	\$1,389,448
TOTAL	\$7,466,927	\$3,944,646	53%	\$3,522,281	\$7,444,120
TOTAL	\$69,520,259	\$23,434,772	34%	\$46,085,487	\$65,482,820
** transfer to Curriculum & Instruction effective 9/1/2020					

BTA IV and BEX V Funding

- These levies funded 1:1 in High School and 2:1 in K-8
- Escalating 1:1 high school rollout
- Used devices on carts and some devices for elementary schools to implement MS 1:1 for online learning
- Elementary is personal devices, with 8,200 devices from Amazon



Moving Forward

- Escalating computer purchases
- Still evaluating impacts on remaining two years of the BEX V levy cycle
- Middle School, continue at 1:1 if we can?
- Impact on 4 year replacement cycle and/or new computers for elementary schools
- Reality of increased loss of SPS devices



Updates on 2020-21 Budget Recommendations

Review of budget assumptions for 2020-21

1. Infrastructure needs - \$4m
2. Curriculum - \$5m
 - Ethnic Studies
 - Since Time Immemorial
 - Spanish
 - Grades 6-8 ELA
 - Middle School Math
 - HS and MS Science
3. Fall Enrollment Adjustments and Mitigation - \$6m
4. Strategic Plan - \$1.5m + \$5.5m = \$7m
5. Elementary Science
6. Economic Stabilization Fund
 - increase to max 5% to \$15m



Updated Recommendations, pause on following

1. ELA for Grades 6-8 - \$2.3m
2. Economic Stabilization Fund
 - increase to max 5% to \$15m



Outcomes

1. Budget Timeline
2. Strategic Plan – finish up, increased understanding of work and budget by area
3. Capital Budget– initial understanding gained
4. Budget inquires from Board Directors – information provided
5. Legislative Update – information provided
6. Progress made on 2020-21 Budget





Thank you!

**JoLynn Berge,
Chief Financial Officer**

www.seattleschools.org



Budget Work Session

April 22, 2020

Seattle Public Schools is committed to making its online information accessible and usable to all people, regardless of ability or technology. Meeting web accessibility guidelines and standards is an ongoing process that we are consistently working to improve.

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For questions and more information about this document, please contact the following:

JoLynn Berge
Chief Financial Officer
BudgetOffice@seattleschools.org

Review Budget Timeline, Capital Budget overview, Revenue Updates, Covid 19 expenditure update, Technology update and updated recommendations.

**2019-20 DEPARTMENT OF
TECHNOLOGY SERVICES BUDGET**

<u>Category</u>	2019-20 Adopted Budget				2020-21 Recommended Budget
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