



## Creating an Advocacy Template for your School District *A Resource for School Board Members*

**Why is it important?** When a policy leader sits down to make a decision, he or she must consider all perspectives and facts. Providing basic details and critical information about your school district's demographics, operations, successes, challenges, and more will ensure that your leaders and communities are a part of your mission.

**Who is your audience?** Ask yourself who needs to know this information and why. This could lead to multiple templates focused on different areas. You should strategically plan your audience *before* creating your template(s). Some suggestions:

- Parents
- Employees
- Post-secondary Leaders
- Leadership Cadres
- Chambers of Commerce (Employers)
- Faith-based Leaders
- Local delegation

**What should be shared?** Provide information that paints a picture of your district's strengths, weaknesses, and challenges. Include programs and initiatives that are unique to district, or that help to provide students with educational opportunities and individualized experiences. Some suggestions may include:

- Enrollment and schools, including choice options
- Employment statistics
- Vision and mission
- History and traditions
- School and district grades, graduation rate, etc.
- Student, employee, school, and/or district accolades
- Funding snapshots (mental health, facilities, local effort vs. state and federal funding, etc.)
- School safety efforts
- Covid-19 response efforts in your district

**How and where should you share it?** For ease and understanding, we suggest a simple document (1-2 pages) that gets to the point without getting too in-depth. This will provide a gateway for future conversations about these important topics and will set your team up as a resource or authority on the issues. While this resource can be emailed or mailed, hand delivery over a casual meeting can help develop relationships with key stakeholders.

After completing the template(s) you can follow up with graphics or communications campaigns that help spread the information easily. There are many free resources available to create graphics and social media images that can help spread your message.

**Additional Resources (pg. 2-3)** : Martin County School District Template (provided by Li Roberts); Excerpts, Monroe County Data Sheet (prepared by Dr. Sue Woltanski)

*The mission of the Florida School Boards Association is to increase student achievement through the development of effective school board leadership and advocacy for public education.*



# Martin County School District 2020 - 2021

*"A" Rated, High Performing School District*

Mission: Educate All Students for Success

Vision: A Dynamic Education System of Excellence

## **TEACHER SALARY:**

**\$3,118,127** from the \$500 Million to Martin County Traditional Public Schools:

Goal - To raise the minimum base salary of full-time classroom teachers

\$44,883 - Estimated Minimum (16% higher than last year's minimum of \$38,600)

46% of Martin County Full-time Classroom Teachers will benefit from this funding

## **MENTAL WELLNESS:**

**\$3,046,901** total cost of Mental Health Resources provided for Martin County students

\$183 - Average per Student Mental Health Spending (\$1.00 per day per student)

\$715,116 from Mental Health Assistance Allocation categorical funding 2020-21

\$43 - Average per Student Funding from categorical (\$0.24 per day per student)

## **COVID-19 STUDENT INSTRUCTION:**

Schools opened August 11, 2020 with parent's choice of in-person or remote instruction.

In-person - Health & hygiene protocols, Quarantine/Isolation procedures

Remote - Synchronous live-streamed instruction from assigned class using issued laptop via Internet

74% of our students are participating in In-person Instructional Delivery (as of 12/16/20)

Supports, interventions & services for all students including vulnerable populations

Focus on eliminating achievement gaps & meeting social, emotional, and educational needs

**ADD A LINE ON BROADBAND AND COMMUNITY GAPS**

## **SCHOOL SAFETY:**

Single Point of Entry at all schools.

Minimum of one assigned School Resource Officer (Sheriff's Deputy) at each school.

Add'l safety upgrades and enhancements are being funded by the voter-approved half mill (Yr 3 of 4)

## **REQUIRED LOCAL EFFORT & FUNDING ISSUES:**

The 1.5 mils brings \$38,004,332 in capital funding (for buildings, vehicles & technology)

2 replacement elementary schools funded with voter-approved half-cent sales tax (Yr 3 of 7)

**ADD LINES ABOUT RLE LOST FROM REASSESSMENTS, IMPACT OF MINIMUM WAGE INCREASE**

16,667 students attending 3 High Schools, 5 Middle Schools, 12 Elementary Schools and 3 Alternative Schools. Martin County also has three Charter schools with an additional enrollment of 1,303 students.



# Monroe County Schools

## Monroe County District Demographics 2020-2021

Current MCSD demographics can be found at [keysschools.com](http://keysschools.com)

	Enrollment	%Special Ed	%FRL (poverty)	%Limited English Proficiency	%White	%Hispanic	%Black
<b>Total K-12</b>	8767	18.9%	37%	18.2%	45.5%	38.8%	11.6%
<b>Traditional/ District Managed</b>	7195	19.8%	42%	20.7%	42.4%	41.7%	12.6%
<b>Charter School</b>	1084	14.2%	12%	6.5%	62.4%	22%	6.6%
<b>FES Voucher</b>	31	0%	0%*	9.7%	61.3%	22.6%	6.5%
<b>McKay Voucher</b>	26	88.5%	4%	3.8%	46.2%	38.5%	3.8%
<b>District Virtual</b>	375 (in 19/20 was ~13)	11.5%	34%	8.3%	51.7%	35.2%	9.3%
<b>Virtual Approved Provider</b>	33 (in 19/20 was ~10)	9.1%	9%	0%	84.8%	15.2%	0%

- There are currently 18 students in Alternative Ed, including 5 incarcerated students.
- \*Current Income Limits for FES: 300% of Federal Poverty level (\$77, 250 for a family of four)
- Median Household Income in Monroe: \$71,973.
- ALICE Household Survival Budget for Monroe (2 Adults, 2 School Aged Children): \$73,800.
- Income Guidelines for FRL for 2020-21, family of 4 is \$34,060 (free), \$48,470 (Reduced)
- (<https://www.unitedforalice.org/county-profiles/florida>)

### 10 Traditional/District Managed Schools:

- 3 high schools: Key West, Marathon (grades 6-12), Coral Shores; 4 K-8: Horace O'Bryant (HOB), Sugarloaf, Plantation Key, Key Largo; 3 K-5 elementary: Poinciana, Gerald Adams, Switlik

### 6 Charter schools:

- 3 Montessori Preschools converted to Charters: May Sands Montessori K-8 (100 students), Treasure Village Montessori VPK-8 (219 students), Ocean Studies K-5 (107 students)
- 2 Converted from Public School (downsizing): Big Pine Academy VPK-5 (106 students), and Sigsbee K-8 (540 students)
- Somerset Island Prep 9-12 (Operated under umbrella of for-profit management company, Academica, 50 students).

### 5 Private Schools in Monroe County served ~550 students in 2019/20.

- Schools accepting state vouchers: Lighthouse Christian KL K-12, Grace Lutheran (Classical Christian) KW PK-8, Montessori Children's School KW PK-6, The Basilica School of St Mary (Catholic) KW PK-8 (Ocean Reef Academy does not accept vouchers)