

ACTION PLAN

GOAL: To provide a heightened awareness of fiscal challenges to legislatures, to increase revenue when possible, and to evaluate the effectiveness of current uses of funds. By September 2012, identify alternative revenue sources by advocating for legislative support of public education, pursuing grants which support the District's mission, and seeking out innovative opportunities for funding sources. As an ongoing component of this goal, the Board and Administration will work collaboratively to maximize the use of all District revenue, create additional revenue streams, and continually evaluate effectiveness of current programs to justify expenditures.

SPECIFIC OBJECTIVE: FINANCE

STEP NO.	ACTION STEP	STATUS
1	Research how other school districts use advertising to increase revenue for their school district. Some areas on which to concentrate are: selling advertising at athletic fields, corporate sponsorship of fields, and potential proprietary use of corporate goods/services in WCSD schools.	
2	Develop a plan to sell back books to generate additional revenue not previously realized.	
3	Visit schools to better understand and monitor inventory/supply purchases and needs.	
4	Work with other school districts to foster a collaborative effort in seeking and understanding additional grant and endowment opportunities.	
5	Explore joint purchasing for larger ticket items (computers, textbooks, etc.).	
6	Work with local and state legislators and any appropriate government officials to advocate for the fiscal needs of our district and students.	

STEP NO.	ACTION STEP	STATUS
7	Evaluate services we provide that may be marketable to other school district (i.e., cloud, Alt. Ed., etc.).	
8	Prepare a building facility use policy and procedure to ensure proper fees are charged to cover any expenses incurred that aren't for education/co-curricular use of WCSD facilities.	
9	Review food services to determine areas that might be addressed to increase operational and fiscal efficiency.	