

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.	Brainstorming list has been developed on areas to focus. Areas to focus include potential audiences, advertisers, opportunities, and necessary support needed to attack the goal.
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.	Have thus far communicated with two school district Business Administrators to seek interest.
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.	Visited Kathy Rapp's office on 2/8/12 to inquire about funding for 2012-13. Advised that the superintendent would like to talk with her and that the Board may want to speak with her also.

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.	Policy 11401 – Community Use of Facilities revision was approved on 1/4/12. Currently developing procedures for the revised policy.
9	Review food services to determine areas that might be addressed to increase operational and fiscal efficiency.	Dir. of Business Services is currently gathering data, both internally and from other districts, to evaluate the Food Services operation.