

Know Your Story Tell Your Story:

Keys to Developing Local
Priorities and Advocating
Effectively

Annual SCSSA
Advocacy Workshop



Saturday January 21, 2023

Keys to Effective Advocacy at all Levels



**Gregory S. Berck, Esq.,
Ass't Director for Governmental
Relations / Ass't Counsel**



**Lars Clemensen
Superintendent of Schools
Hampton Bays**

KNOW YOUR STORY. TELL YOUR STORY. SELL YOUR STORY



Longwood Central School District

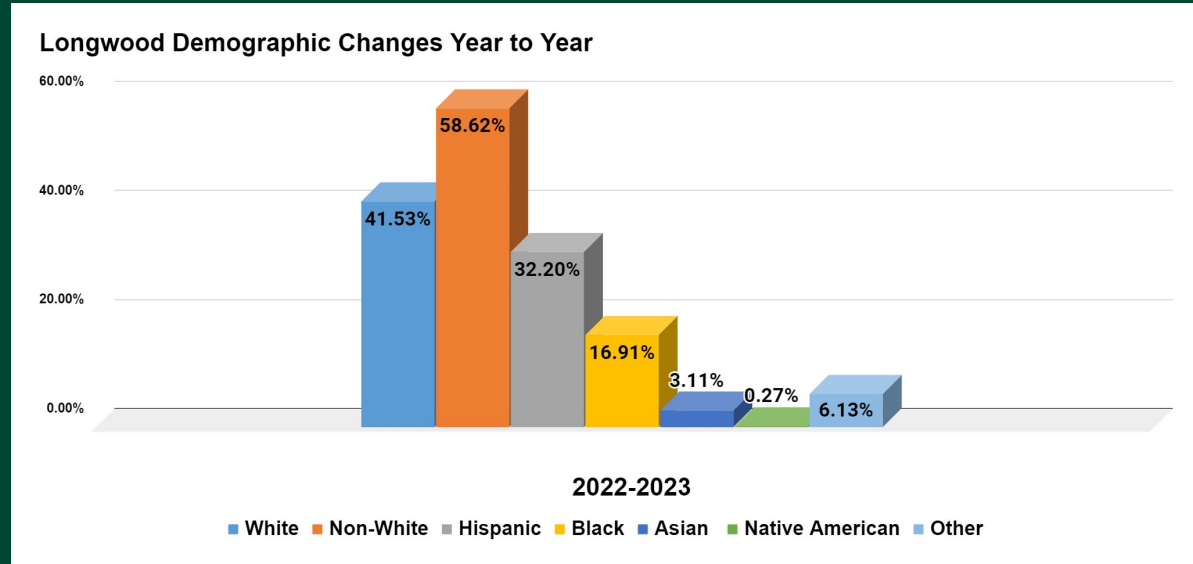


Every One ... Every Day

Longwood Central School District

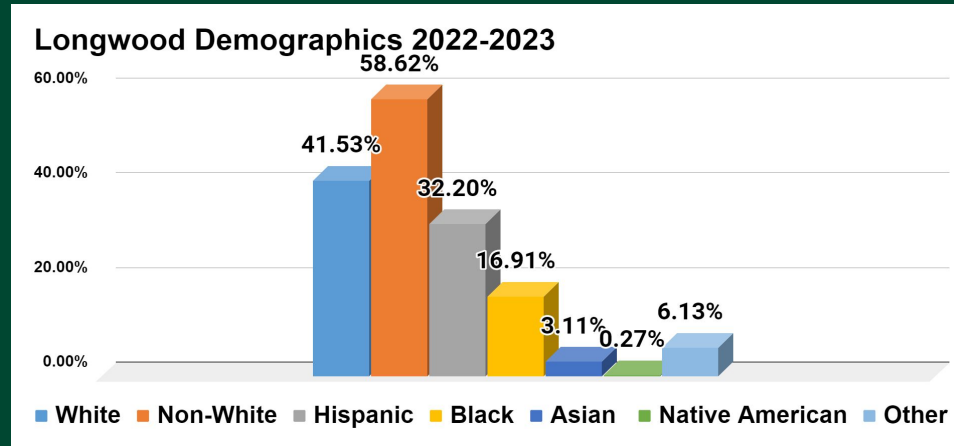
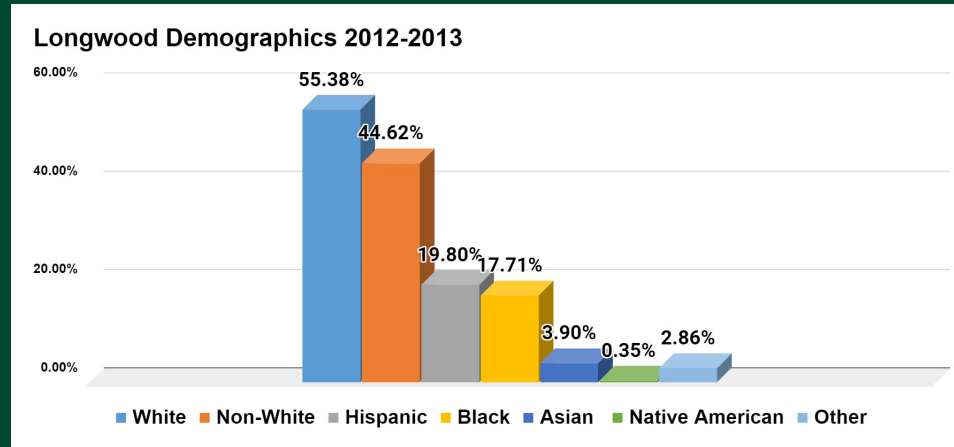
By the Numbers

- **Enrollment:** 8,984
- **Demographics:**



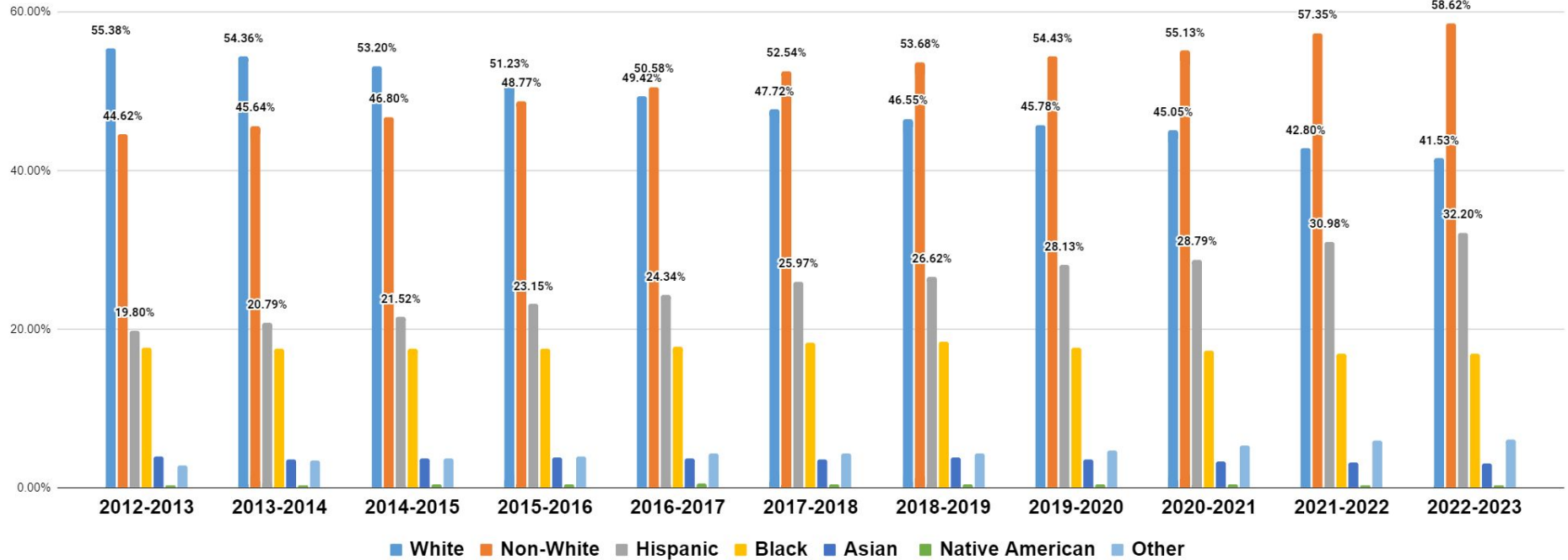
- **Combined Wealth Ratio:** 0.729
- **Special Education Population:** 1,530 (17%)
- **ELL Population:** 680 (8%)
- **Economically Disadvantaged Population:** 4,446 (49.5 %)
- **Geographic Area:** 53 square miles

Demographic Changes (2012 - 2023)



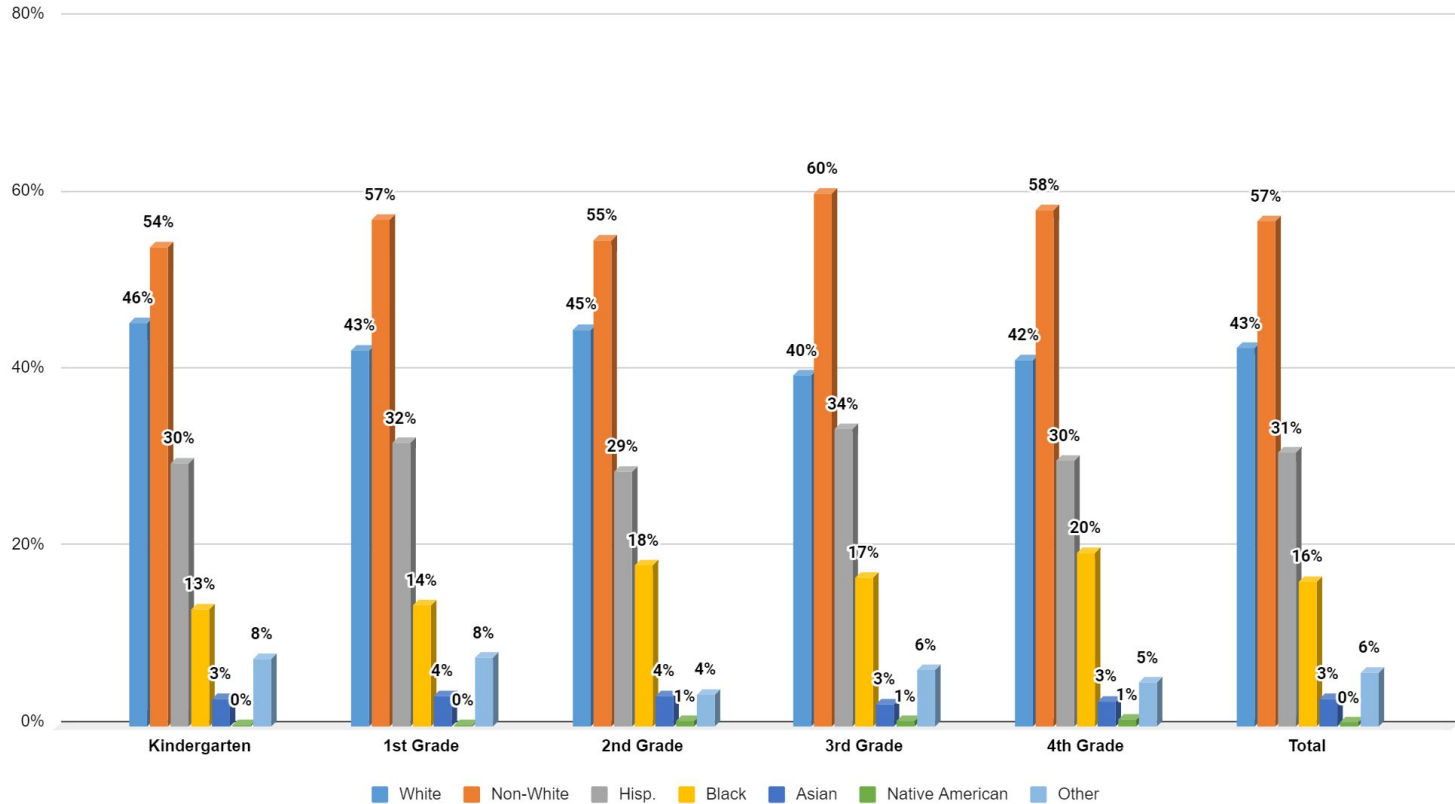
Demographic Changes (2012 - 2023)

Longwood Overall Demographic Changes



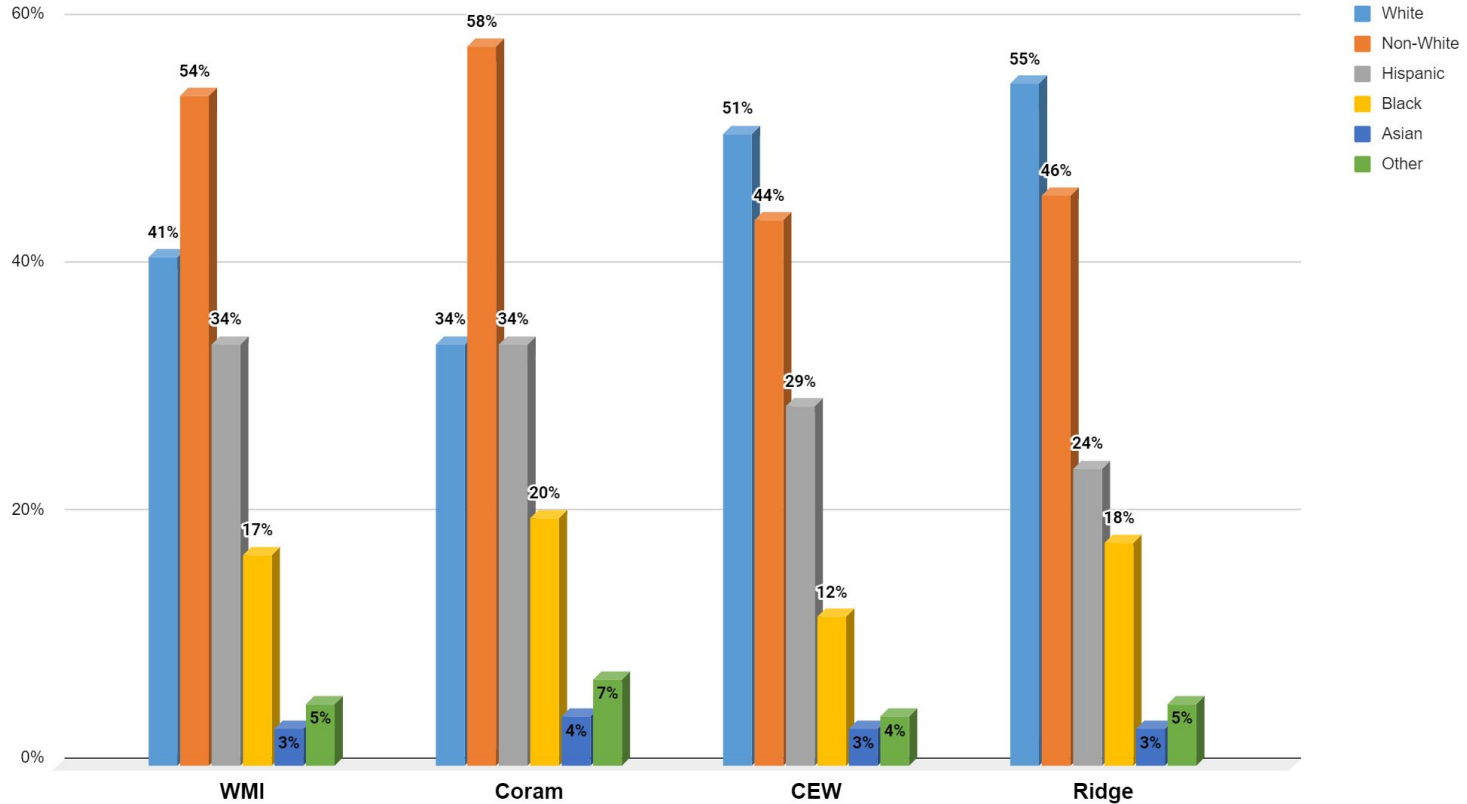
Demographic Future

Current Elementary Demographics



Demographic Differences

Current Demographics by Elementary School

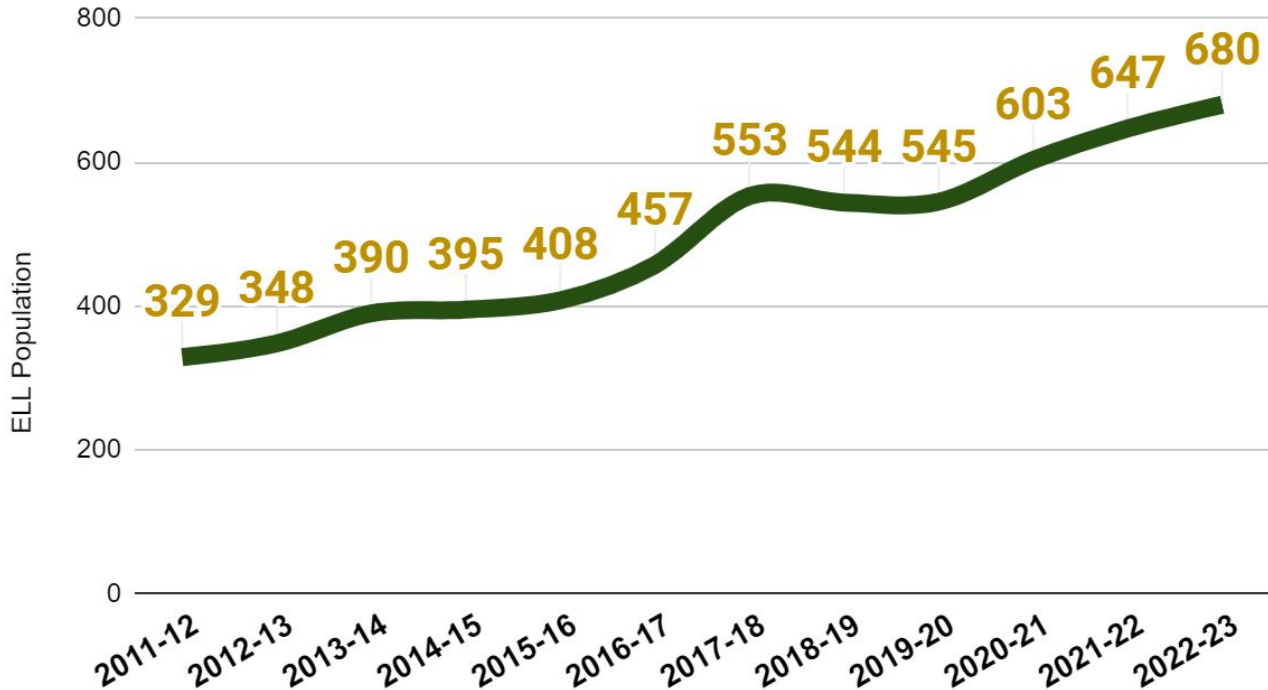


Other Changes (2012 - 2023)

| | 2012 - 2013 | 2022-2023 |
|--|-------------|-----------|
| Enrollment | 9222 | 8984 |
| Combined Wealth Ratio | 0.868 | 0.729 |
| English Language Learner Population | 4% | 8% |
| Economically Disadvantaged | 45% | 49% |
| Students with Disabilities Population | 15% | 17% |

ELL Population Changes (2012 - 2023)

ELL Population Growth



Notable Data Points

107% increase in ELL population over 10 years.

86% of ELL population is Hispanic or Latino.

80% of our current Hispanic or Latino population is **NOT** ELL.

Economically Disadvantaged

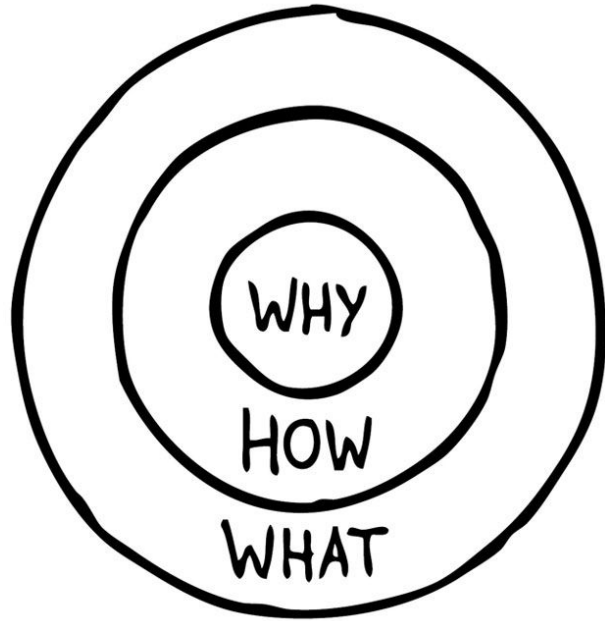
49.5% of our Students are Economically Disadvantaged in 2022-2023.

The % has moved up and down between 53% and 47% over that last 6 years.

- > 81% of our ELL students are economically disadvantaged. **550**
- > 72% of our Black students are economically disadvantaged. **1,102**
- > 72% of our Hispanic students are economically disadvantaged. **2,025**
- > 62% of our students with disabilities are economically disadvantaged. **993**
- > 57% of our Asian/Pacific Islander students are economically disadvantaged. **181**
- > 31% of our White students are economically disadvantaged. **1204**

Important Conversations

- What does this all mean?
- How are we serving our students and families?
- What practices are effective?
- What new practices might we need to implement?
- How do we overcome fear, misunderstanding, and misinformation?





Longwood Central School District

Pride.Spirit.Heart ... Every One, Every Day

Strong Curriculum,
Instruction, and
Assessment Practices

Empowered
Students, Staff, and
School Community

Collaborative School
and Community
Partnerships

Efficient
and
Effective
Operations



Strong Curriculum, Instruction, and Assessment Practices:

The Longwood CSD is committed to developing inclusive curriculum and instructional practices that provide all students with the opportunities needed to collaborate with their peers, think critically, communicate effectively, and build self-confidence and grit through productive struggle, in order to develop the necessary tools to be successful and productive members of our local and global communities.



Empowered Students, Staff, and School Community:

The Longwood CSD is committed to cultivating a culture of high expectations, dignity, and respect, in which each individual member of our school community feels safe, seen, valued, supported, and empowered as we continuously push our limits and learn and grow each day along the path toward achieving our true potential.



Collaborative School and Community Partnerships

The Longwood CSD is committed to building positive relationships between all stakeholders in order to ensure that each of our school community members feel welcomed and connected to the work of the school District.



Efficient and Effective Operations:

Longwood CSD is committed to ensuring efficient, organized, streamlined, and well-managed operations in order to support the above commitments and promote success for all students through strategic and reflective planning and implementation processes.



Longwood Central School District

Leadership Principles

- 🐾 EVERY ONE EVERY DAY
- 🐾 OWN IT!
- 🐾 PUSH YOUR LIMITS
- 🐾 LEARN AND GROW
- 🐾 TEAM FIRST
- 🐾 JUST SAY IT
- 🐾 ASSUME POSITIVE INTENT
- 🐾 BE HUMAN

PRIDE 🐾 SPIRIT 🐾 HEART

Longwood Central School District

Strategic Plan 2022-2023



Strong Curriculum, Instruction, and Assessment Practices

What it Means

Longwood is committed to developing strong curriculum and instructional practices that support our students in developing the necessary tools to be successful and productive members of our local and global communities.

Goals for 2022-2023

- Implement districtwide data cycles
- Implement vertical curriculum mapping meetings K-12.
- Incorporate instructional playbooks into our daily practices.

Our Beliefs

- Everyone can learn and grow.
- We learn to think critically and communicate effectively through active engagement and collaboration.
- Everyone deserves multiple opportunities and methods to demonstrate growth.



Empowered Students, Staff and School Community

What it Means

Longwood is committed to cultivating a culture of dignity, respect, and support that empowers everyone to continuously push their limits to learn and grow each day.

Goals for 2022-2023

- Expand opportunities to recognize students and staff.
- Provide regular opportunities for student and staff voice and choice.
- Assess and align our current systems for implementing PBIS, SEL, and Restorative practices.

Our Beliefs

- Everyone deserves to feel connected, respected, and experience personal growth.
- It is our collective responsibility to ensure that everyone feels safe, seen and supported.
- Self-confidence and grit are developed through high expectations, productive struggle, and unwavering support.



Collaborative School and Community Partnerships

What it Means

Longwood is committed to building and maintaining strong community partnerships to ensure that each of our school community members feel welcomed and connected to the work of our schools.

Goals for 2022-2023

- Develop a uniform districtwide communication plan.
- Expand on college and Career experiences and partnerships for all students.

Our Beliefs

- Student opportunities are maximized when schools, families, and community members are engaged and work together.
- Student achievement is best achieved through an engaged, collaborative, and supportive community.



Efficient and Effective Operations

What it Means

Longwood is committed to ensuring efficient, organized, streamlined, and well-managed operations to support our commitments and promote success for all.

Goals for 2022-2023

- Develop and implement building and district action plans.
- Create a recruitment plan to attract and retain diverse and highly qualified candidates.
- Review the budget process to best align our resources to support the goals of the district.

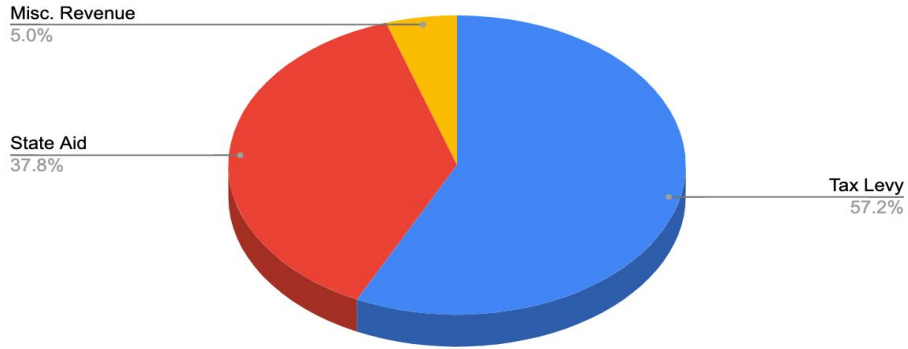
Our Beliefs

- Clear goals, strategic planning, and progress monitoring to ensure successful outcomes.
- Effective and efficient operations best ensures that resources are utilized to maximize student achievement.
- It is our duty to develop a responsible budget that meets our commitments to our community's taxpayers.

Budget Information

2022-2023 Budget

\$271,000,000



Real Estate Taxes

\$ 155,055,333

Estimated State Aid

\$ 102,328,309

Applied Fund

Balance/Reserves

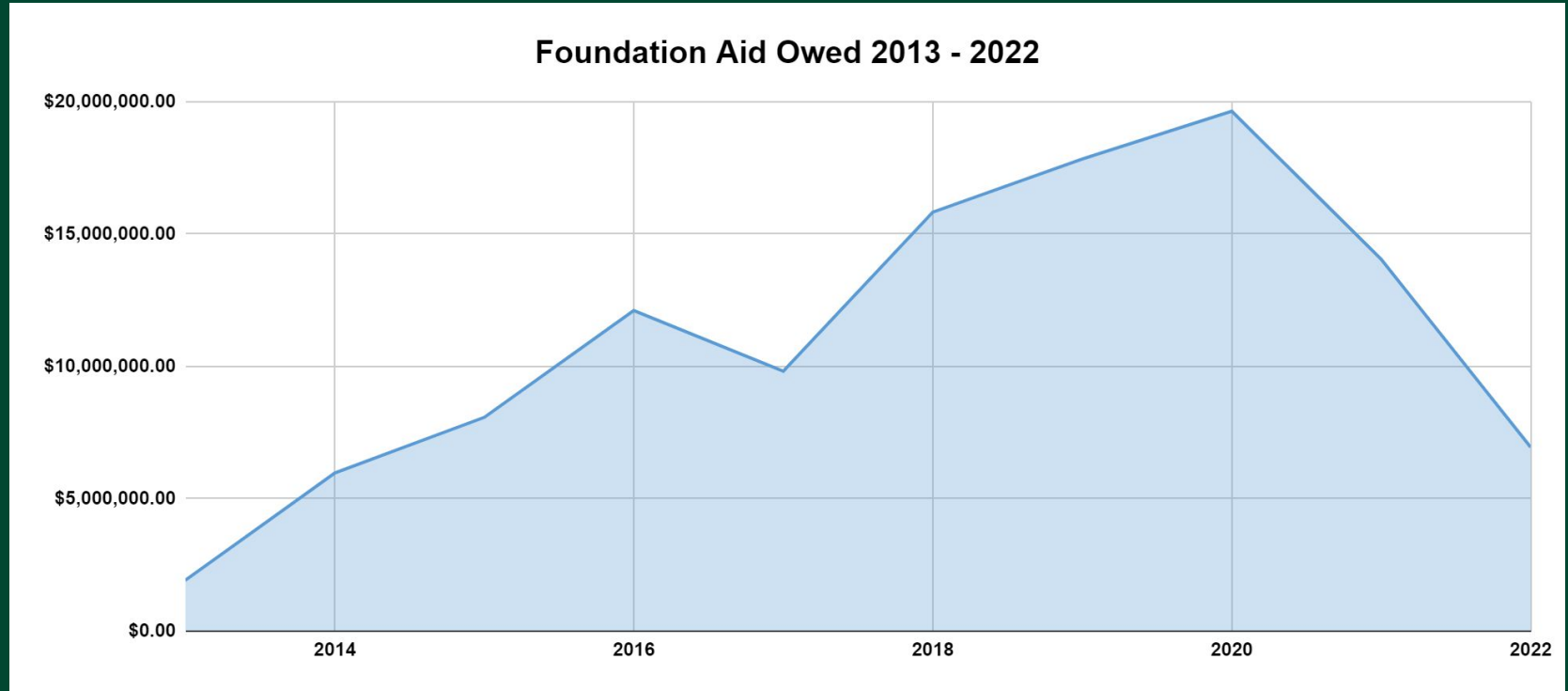
\$ 7,250,000

Miscellaneous Revenue

\$ 6,366,358

Foundation aid shortfall

Shortfall Range = \$1.9 - \$19.6 Million



Budget to Budget Factors

Consistent needs

- Contractual salary increases
- Facilities maintenance and repair
- Health insurance and benefits
- Special Education Costs
- ELL services (part 154)
- Technology
- School Safety and Security

Increasing/Changing needs

- Energy costs
- Recruiting and hiring qualified staff
- Cost of materials
- Health insurance and benefit increases (**13.68%** avg. Employee **18.7%** avg. retiree)
- Mental Health needs
- Home Instruction
- Cybersecurity
- Learning Loss
- ELL services (part 154)
- Technology upgrades
- School Safety and Security upgrades

Community Connections



Community Connections

- **BOE Community Ambassadors**
- **Civic Associations**
- **Fire Departments**
- **Community BBQ**
- **Community Cleanups**
- **MLK Unity Walk**
- **Legislative Day**
- **Veterans Recognitions (District and Community)**
- **Celebrations, Memorials, Events, Dedications (District and Community)**
- **BOE Committees**
- **Uniform Communication systems (internal and external)**

Advocacy Success

- **Legislative Breakfast** (record number of participants and Legislators attending)
- **Lobby Day**
- **Bus Camera Legislation**
- **Tax positive developments**
- **Traffic Signals**
- **Paved Roads and Sidewalks**
- **Community Cleanup**
- **Increased school/community safety and security**

District Points of Pride 2022-2023

- Graduation rate reached 91% in 2022 from 83% in 2013
- Longwood Music Program awarded the 2022 NYSSMA Award of Excellence
- 70% increase in students receiving advanced Regents diploma since 2013
- 120 students in the Class of 2022 graduated with the Seal of Biliteracy
- 90% of our high school student-athletes earned the NYSPHSAA Scholar Athlete Team Award
- Fully Operational Longwood Career Center
- Continued growth and development of Career Academies and Pathways
- Increased community and voter support
- **AA+** financial credit rating



Longwood Central School District



Thank You!

Lance Lohman, Ed.D.
Superintendent of Schools
Lance.Lohman@Longwoodcsd.org
631-345-6800

Every One ... Every Day



Harborfields Central School District

Harborfields Central School District

THIS IS US!

January 21, 2023

Each Child. Each Day. One Harborfields Family.



Harborfields Central School District

VISION:
Each Child. Each Day.
One Harborfields Family.

Each Child. Each Day. One Harborfields Family.



Harborfields Central School District

Harborfields Today: By the Numbers

Enrollment: 2,801 Students

Demographics: 69% White, 17% Hispanic, 6% Asian, 4% Black, 4% Other/Multiracial

Combined Wealth Ratio: 1.289

Special Education Population: 16%

English Language Learner Population: 4%

Economically Disadvantaged Population: 16%

Each Child. Each Day. One Harborfields Family.



What's Changed Over the Years?

| | 2013-2014 | 2022-2023 |
|--|------------------|------------------|
| Enrollment | 3372 | 2801 |
| Combined Wealth Ratio | 1.259 | 1.289 |
| English Language Learner Population | 1% | 4% |
| Economically Disadvantaged | 8% | 16% |
| Students with Disabilities Population | 14% | 16% |

Each Child. Each Day. One Harborfields Family.



What's Changed Over the Years?

| Demographics | 2013-2014 | 2022-2023 |
|--------------------------|------------------|------------------|
| White | 82% | 69% |
| Hispanic | 8% | 17% |
| Black | 4% | 4% |
| Asian | 4% | 6% |
| Other/Multiracial | 2% | 4% |

Each Child. Each Day. One Harborfields Family.



Harborfields Central School District

HARBORFIELDS POINTS OF PRIDE

Each Child. Each Day. One Harborfields Family.



Harborfields Points of Pride

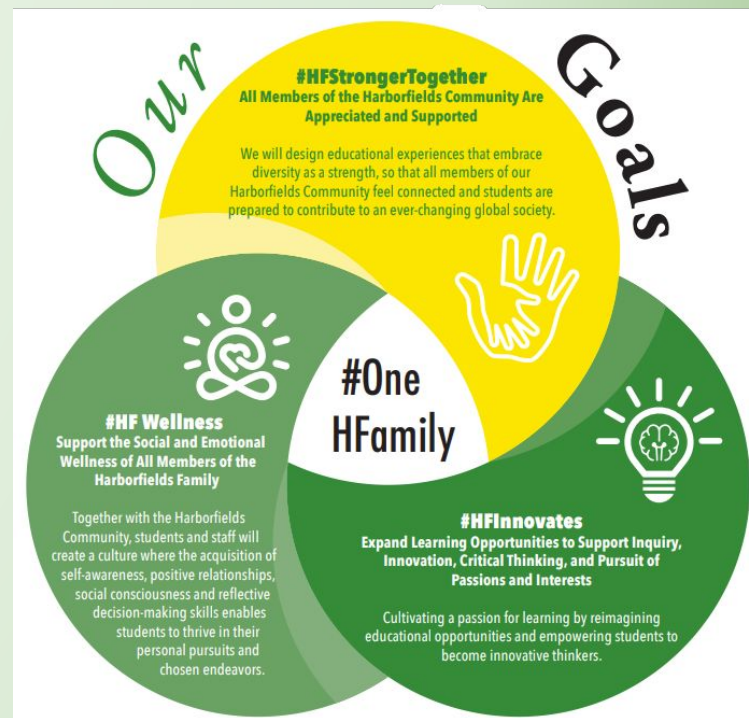
- Our Students and Staff Continue to Receive Significant Recognition
 - Highly Rated by all programs as a Top School District on a local, State, and national level.
 - All Schools Earned Blue Ribbon Schools of Excellence Status
 - Nearly 80% of our students earn an Advanced Regents Diploma
 - Over 12% of our 2022 graduates earned the Seal of Biliteracy

Each Child. Each Day. One Harborfields Family.



Harborfields Points of Pride

- 5-Year Strategic Plan Goals
 - #HFStrongerTogether: Support for ALL Members of our Harborfields Family
 - #HFWellness: Supporting the Social Emotional Wellness of ALL.
 - #HFInnovates: Shift to Experiential Learning



Each Child. Each Day. One Harborfields Family.



Harborfields Central School District

THIS IS US!
The Story of Harborfields

Each Child. Each Day. One Harborfields Family.



Navigating the Perfect Storm





Navigating the Perfect Storm

- 2005-06 Budget Vote Fails to Pass (94 Votes)
 - Austerity Budget Cuts \$1.4 Million
 - Many Administrative Positions & Programs Eliminated
- Foundation Aid Formula Enacted in 2007: Never Fully Funded
- The “Great Recession” starts December 2007
- Tax Cap Enacted in 2012

Each Child. Each Day. One Harborfields Family.



Assessing the Damage

- 55.8 FTE Positions Eliminated Between 2009-2013
- Elimination of several academic programs
- Elimination of Late Buses
- Elimination of K-5 Clubs, Reduction of Clubs 6-12
- Implementation of a Mandatory Study Hall for High School Students
- Elimination of of 2nd Athletic Teams at the Middle School

Each Child. Each Day. One Harborfields Family.

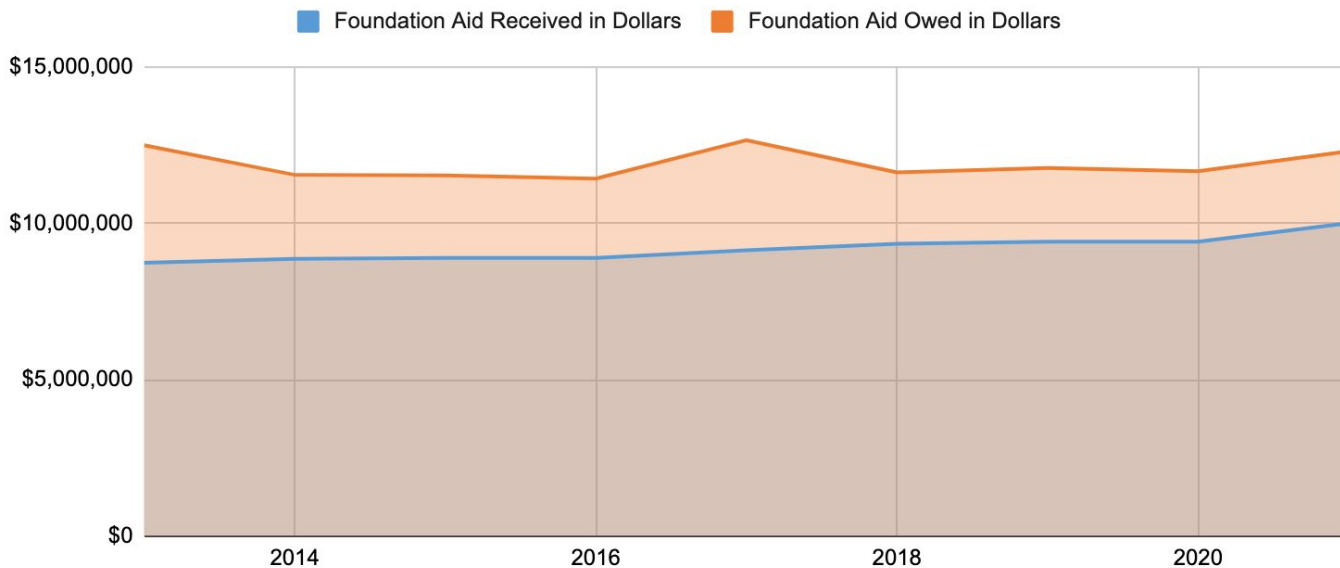


Foundation Aid Never Fully Funded

Shortfall Range =
\$2.28 - \$3.76 Million

Average Shortfall=
\$2,700,357 per year

Foundation Aid Received in Dollars vs. Foundation Aid Owed in Dollars





Unhealthy Reserve Balances

- For the 2014-15 School Year, 59.97% of Reserves were appropriated to support the budget.
- Sustainability of programs always in question.

| Reserve Totals | Reserves Appropriated | % of Total Reserves |
|-----------------------|------------------------------|----------------------------|
| \$2,543,104 | \$1,525,000 | 59.97% |

Each Child. Each Day. One Harborfields Family.



Harborfields Central School District

ADVOCACY **TELLING OUR STORY**

Each Child. Each Day. One Harborfields Family.



Telling Our Story

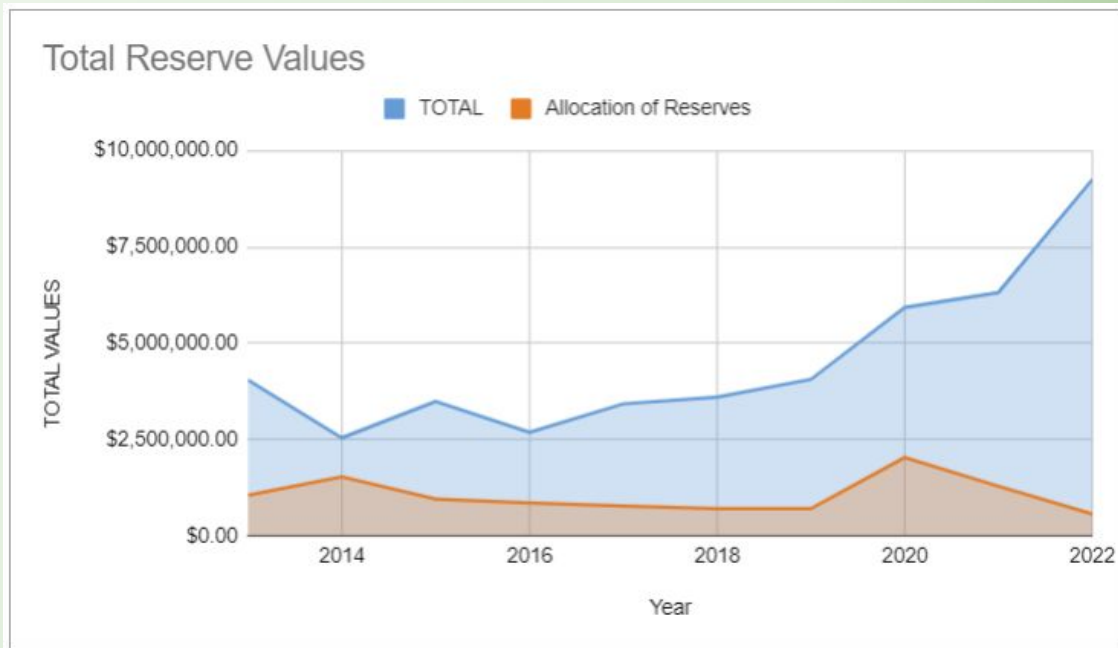
- Limitations of the 2% Tax Cap Restricts Revenue Growth
- Communicating with ALL Constituents to Understand OUR Story
- Focus on Long Term Financial Planning
- Negotiating Collective Bargaining Agreements for Long Term Stability
- Active Legislative Advocacy

Each Child. Each Day. One Harborfields Family.



Gaining the Support of Our Community

Consistently passing our budgets at the tax levy limit, combined with prudent spending, has allowed us to make gains in rebuilding programs and building reserves.

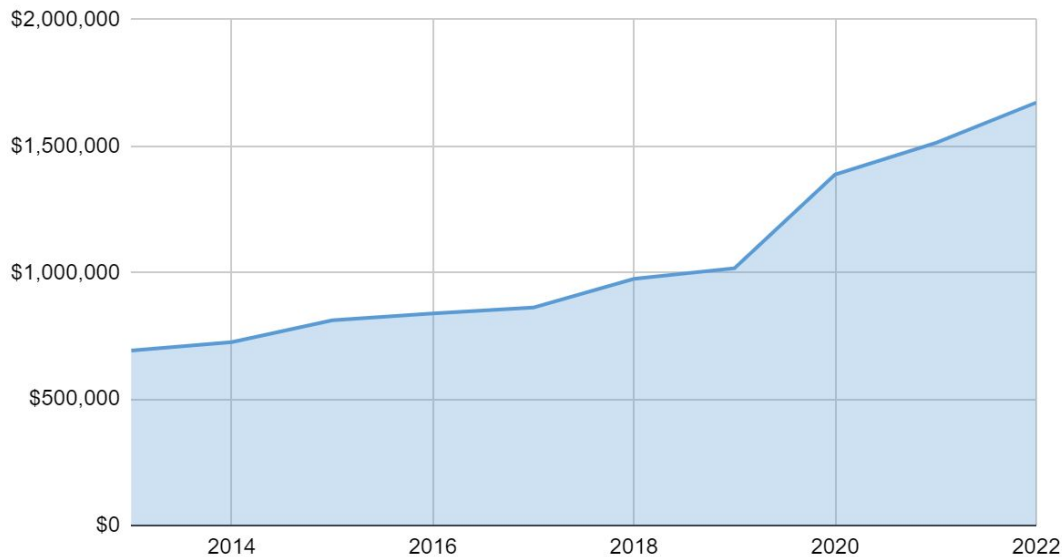




Legislative Advocacy

Working with our Legislators to ensure Shared Services Aid remains in place. This is the only component of the budget that remains in local control.

Shared Services Aid





Harborfields Central School District

THANK YOU!

Rory J. Manning, Ed.D.
Superintendent of Schools
manningr@harborfieldscsd.org
631-754-5320 ext. 6321

Each Child. Each Day. One Harborfields Family.



School District Advocacy Action Planning

Assign a facilitator for your group. Then review the guiding questions for advocacy below:

1. Based on a review of the information presented and your district-specific data, consider:
 - a. In what ways has your district story changed in the last 10 years?
 - b. What are some misperceptions about your district that exist within your community?
 - c. How does this impact your local advocacy priorities?

2. Complete the Accompanying Chart: **Action Steps to Advocacy Planning Document**
 - a. Develop your story and your district's Local Priorities for Advocacy (2-4 Priorities)
 - b. Decide what data points you will utilize to drive your story and educate your target audience?
 - c. Decide who will be involved in the advocacy and your target audience with your advocacy efforts.
 - d. Decide when you will engage in the advocacy work