

Proposed Amendment to the FY23 Proposed Budget

Amendment #	04
Sponsor:	Director Peterson and Director Gokalgandhi
Telephone:	Click here to enter text.
Email:	Click here to enter text.
Date:	May 19, 2022

Intent (required):

The School Board contracted with Kane Communications Group to do a communications audit and plan to improve MPS's communication capacity in several areas. This amendment sets set aside funds to provide more support with MPS communications, social media, media relations and marketing. The actual positions are TBD -- to be determined -- and will be guided by the communications audit and Kane Group's recommendations as well as input from current MPS communications staff.

Funding Source (required):

Identify specific account numbers and nature of expenditure (budget line item) to be increased and budget line items to be decreased to fund the amendment (required; add rows as needed)

Page #	Budget Line Items to be Changed: Account Number and Nature of Expenditure (To/From; Increased and Decreased to balance)	FTE Increase	Amount Increase	FTE Decrease	Amount Decrease
page 3C-63	INF-0-0-PSS-IC-ESCA9999 TBD 3 FTE Communication positions	3.00	\$328,947		
page 3C-63	DWC-0-0-PSS-IC-EEBN Employee Benefits - Districtwide	0.00	171.053		
page 3C-62	DWC-0-0-ATT-DW-EWUF Unallotted Funds Districtwide			0.00	\$500,000
	Total		\$500,000		\$500,000

Fund (please refer to the table of contents for the Line Item section of the Proposed Budget book, attached, to find the Fund that is aligned with the page number referenced above):

School Operations Fund

Extension Fund

Construction Fund

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Required Vote:

Simple Majority

Super Majority (2/3)

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Administration Response:

There is a need for additional staff in the Department of Communication & Marketing to increase the capacity of the department to provide current information to community members' and relay the positive stories around the work of Milwaukee Public Schools. With more than 150 schools and more than 80,000 students and staff, there is an abundance of opportunity to consistently share positive stories on student achievements, staff support and administrative initiatives that further the Superintendent's Five Priorities for Success. The district receives multiple requests daily from news outlets, locally and beyond, seeking information around district matters for instant coverage.

Currently, there is under reporting of the significant work of Milwaukee Public Schools. Through outside consultation, including a department audit from Kane Communications, the need for additional support with both owned media (social media, website, newsletters) and earned media (stories from news outlets) opportunities have been noted.

This amendment provides additional positions that will support the growing need for consistent communication, both proactively and reactively, for students, families, and our community. The additional support will help the district create its own narrative to portray the work being done daily by our students and staff more accurately. The funding source would create these positions as part of the professional support staff in the MPS referendum.