

Communications Strategies from KanSPRA

Gannon Case - Oral Arguments 5/10/16

FIRST: OUTLINE THE ESSENTIALS

- **Who is your audience?**
Employees, families of current students, non-parent patrons, local and state elected officials, vendors, etc...
- **How will you reach each audience?**
Website updates, social media, e-mail, phone/text broadcasts, etc.
- **How will you your audiences know where to find info?**
Tell them where to look -- website, social media, etc. -- but don't forget to push it to these audiences, as well.

NEXT: REASSURE

- We are planning on business as usual and having school next year.
- We are actively monitoring the most reliable sources of information from Topeka, as the Supreme Court and Legislature work toward a solution.
- We are planning in our district, based on the best information we have at any time. This includes a plan for the potential of a shutdown, if that should happen. This is a common practice for us, as we plan for a wide variety of emergencies and crises all year long.
- As we monitor and plan in our district, we remain deeply committed to the best interests of the students, employees and community where we live. Our people are our first priority, always.
- We can count on the Kansas Supreme Court to give us the information we need to make the best decisions in our district and work in our best interest.
- If our district's plan for this summer or fall change, we'll let you know first. Here's how you'll hear this news. (name where/how/etc)

AND THEN: CALL TO ACTION

- Focus on a Get Out the Vote campaign. See USA/KASB/KanSPRA for resources.
- Empower your employees, families and patrons by reminding them, *You can take action and make a difference:*
 - Tell your elected officials that you expect them to follow court orders so that schools remain open.
 - Make sure you're registered to vote in the Aug. 2 primary on or before noon on Wednesday, June 1.
 - Ask three friends to do the same.

KEY POINTS. Bridge back to these messages at every possible opportunity.

- Nothing matters MORE to me than the success of your child or grandchild. (make it personal)
- Under the Kansas Constitution, the Legislature is responsible for suitable provision of finance -- making sure schools have adequate and equitable funds to operate. Our legislators can still act in the best interest of Kansans to keep schools open.
- The Court's job is to "hold up the yardstick of the constitution" and ask if it measures up.

THINK AHEAD, IF YOU'RE ASKED ABOUT TODAY'S COURT ACTIVITY.

Keep in mind...

- The May 10 oral arguments took place seven weeks before the June 30 deadline for the Legislature to pass a constitutional law and avoid a school shutdown.
- Summer months include essential work in school districts, from special education programs for students to preparation for the next school year.
- Any disruption of funding could threaten summer programs, employee pay, maintenance of facilities and the timely start of the next school year.
- After the oral arguments, the court takes the case under advisement and then issue a decision. Although the court is under no specific deadline, the court has put the case on a fast-track, and most believe it will announce a decision soon. Any time we hear information that affects you, here's how we'll let you know...

BACKGROUND INFORMATION

- Today's oral arguments were focused on constitutional inequities created by Classroom Learning Assuring Student Success Act (the CLASS Act), which was enacted through SB 7 in 2015.
- On February 11, 2016, the Kansas Supreme Court gave the Legislature until June 30, 2016, to cure the inequities.
- In response to the Court's order, the Legislature passed and the Governor signed Sen. Sub. For HB 2655, which the Legislature feels addresses the inequities found in the CLASS Act.