

MAISA's ISD Public Relations Network

ISD Annual Services Report Template

*How to better communicate the value and impact of
the partnership between your
ISD and your local school districts*



This Toolkit is to be used by us - the leaders, administrators and school communicators of Michigan's 56 Intermediate School Districts (ISDs) - to help us provide relevant feedback and information to the local districts we serve.

As part of the Michigan ISD PR Communication Toolkit released in 2022, this template is designed to provide ideas, suggestions, and resources to support ISDs as they report their success stories to their primary constituents – local school districts. Information shared in this template is intended to provide a starting point for ISDs to consider. It is not a reporting requirement, nor should it be used to evaluate the effectiveness of an ISD's operations, programming or services. Depending on resources and the needs of their target publics, ISDs may choose to report outcome data in a variety of ways. The method used is dependent on the ISD and the preferences of its constituents.

All communication samples included in this document and in associated files have been used with permission.

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SECTION I: Reporting our Progress

Background

In 2022, the MAISA PR Network released a [Communication Plan and Toolkit](#) to help Intermediate School Districts/Regional Education Service Agencies (ISDs/RESAs) share their story. As part of that plan, goals were developed to direct our work. The ISD Annual Service Report Template is a result of Plan Goal #1: Objective 3, Tactic 3 of the Communication Plan.

Who Created this Template?

The template was created by the Michigan Association of Intermediate School Administrators [ISD Public Relations Network](#) (MAISA ISD PR Network). The MAISA ISD PR Network is a coalition of ISD/RESA/ESA communicators who collaborate on MAISA-related communication initiatives, coordinate planned ISD communication for identified education issues, and connect for professional development and networking to support ISD communication throughout the state.

Why Share a Service Report?

ISD/RESA summary of services reports are a helpful tool to communicate the value and impact of the partnership between the Local Education Agency (LEA) and its Intermediate School District. Each is committed to working together to provide educational opportunities, improve the quality of education, use resources efficiently, share best practices, and create solutions that benefit the school communities they serve.

Before tackling a project like this, consider the audience you wish to reach, the purpose it will serve for you AND your target public, and the frequency in which the information demands to be reviewed (annually, bi-annually or every 3-5 years in alignment with the timeline of a strategic plan).

The audience might define the need for more than one version of your report. Examples include one broad “regional” report and/or individual reports for each district an ISD serves. No two school districts are alike, and not every local district uses every ISD service. The objective of any report of services is to generate awareness of what is offered and to highlight areas of focus, growth and success that can help the community or individual districts see value in your partnership and service.

Report formats can range from simple to complex and will likely transform over time as you identify what sources of information will fulfill your purpose for the report. Gather feedback from internal departments and local district leadership to ensure your report will generate ongoing value. The Michigan School Public Relations Association (MSPRA) has collected [examples](#) including one-page summaries, rack cards, multi-page brochures and an online functional [dashboard](#) to inspire your thinking.

Structure your report with purposeful content that summarizes who you are, who you serve and provides a succinct overview of operational and strategic long-term goals that define the scope of your work. Consider including budget references, notable accomplishments, impactful data and evidence of engagement that demonstrates your value and creates an awareness of service to schools and community.

Highlight the Value of ISDs

When developing your report, in addition to facts and data sets, be sure to provide meaningful examples of your ISD’s value to the local district and their surrounding community. How are you saving taxpayer dollars? How are you providing exceptional opportunities for students? How are your innovations making an impact on future residents in your neighborhoods?

Examples of how ISDs provide value to Michigan residents:

- Michigan’s ISDs provide a readily accessible, statewide system to meet current, future and unique education needs.
- ISDs add value to student learning, schools and communities by providing student-centered, data-driven and expanded educational opportunities.
- ISDs employ their 6+ decades of successful experience to:
 - Train teachers and support staff in the latest research-based methods and best practices.
 - Pilot innovative programs districts couldn’t afford on their own.
 - Coordinate special education and other specialized student services across their region.
 - Maximize resources for K–12 districts by providing shared operational services.
 - Advocate for their constituents to policymakers and leaders at the local, state and federal level.
- Now, more than ever, Michigan’s ISDs are ensuring high-quality, effective, efficient, equitable and essential education, everywhere in Michigan.

Be sure to share why ISDs are important!

- Michigan’s ISDs are vital to Michigan’s statewide education system providing critical infrastructure for and access to Michigan’s public schools.
- ISDs are the only educational entities with 100% access to every public school to ensure implementation of six core services:
 - Teaching and Learning
 - Specialized Student Services
 - Shared Operational Services
 - Developing Partnerships
 - Technology Services
 - School Improvement, Assessment and Mandates
- ISDs are responsive to stakeholder needs - customizing services based on local conditions and educational requirements. As local school districts request specific programs and services, ISDs design ways to meet those requests. That’s why services may vary from one ISD to another.
- ISDs often use their unique position - between local school districts and the state - to serve as liaisons, connecting local schools and community partners (like the health department) in collaborative work, to benefit the entire community.

How will your ISD Share the Report?

The information shared in your report may be useful to several groups. School business officials and board members may appreciate learning more about the financial decisions being made at the ISD. Community partners may appreciate learning about how their local tax dollars are being used to support teaching and learning. Individuals looking for employment may appreciate the report when considering applying for a job at your ISD. Staff may find this information helpful as they develop presentations and apply for grants.

As you prepare your service report, think about the many ways in which you can use the information you have gathered. Many individuals may appreciate and value the content!

Suggested Communication Methods by Target Public

Public	Method
Boards of Education (LEA & ISD/RESA)	<ul style="list-style-type: none"> • New member onboarding • Annual review of services - Broad regional guide provides annual review of services, measuring growth of services, data by the numbers • LEA General Budget approval each spring <ul style="list-style-type: none"> ○ Broad regional guide provides overview of ISD service areas

	<ul style="list-style-type: none"> ○ Individual district guide provides specific data tied to direct services to an individual district
<p>New Staff (LEA & ISD/RESA)</p> <p>Administrators/Principals/All Staff</p>	<ul style="list-style-type: none"> ● New staff onboarding (Human Resources) <ul style="list-style-type: none"> ○ Broad regional guide provides scope and scale of ISD services ○ Introduction to partnership between LEA and ISD/RESA ○ Individual district guide provides data specific to the school district, highlighting the ISD services specific at the local level (Special Education/Career & Technical Education/Professional Development, etc.)
<p>School Internal Committees/ Instructional Teams</p>	<p>As a resource for:</p> <ul style="list-style-type: none"> ● Strategic planning ● Professional development collaboration ● Individual Education Program/Plan meetings (awareness/partner) ● Contracted employees (awareness/partner)
<p>LEA School Communicators (those with and without the title who do the work)</p>	<ul style="list-style-type: none"> ● Relationship building ● Supports use of common data and ISD partnership with local storytelling
<p>Community at Large</p>	<ul style="list-style-type: none"> ● Community conversations, coffee hours, millage/bond promotions ● Link regional guide within LEA websites to create awareness and introduce partnership between ISD/LEAs ● Include as a resource with annual community reports
<p>School Families</p>	<ul style="list-style-type: none"> ● Community conversations, coffee hours, millage/bond promotions
<p>Local/Regional/State Government Representatives/Legislators</p>	<ul style="list-style-type: none"> ● Relationship building ● Share at meetings - informative, awareness, strength of partnerships
<p>Regional Business/Industry Partners</p>	<ul style="list-style-type: none"> ● Relationship building ● Share at meetings - informative, awareness, strength of partnerships
<p>Regional Health & Human Services Agencies</p>	<ul style="list-style-type: none"> ● Relationship building ● Share at meetings - informative, awareness, strength of partnerships
<p>Rotary, Clubs, Service Agencies, etc.</p>	<ul style="list-style-type: none"> ● Relationship building ● Share at meetings - informative, awareness, strength of partnerships

SECTION II: Begin with RESEARCH

As with all communication projects, the ISD PR Network employed the Research, Planning, Implementation, and Evaluation (RPIE) communication process to help prepare this template.

The RPIE process enables districts to design and maintain a comprehensive, planned, two-way communication program that helps build mutual understanding and support between the schools and their publics. The RPIE process involves four steps:

1. **Research:** Identify the issue and gather relevant information - through your own investigation/first-hand experience and/or that which is reported by others.
2. **Planning:** Use your research to develop a communication plan and messages; use identified tools to communicate with your target publics/audiences.
3. **Implementation:** Follow the steps in your communication plan to manage the information/seek input.
4. **Evaluation:** Examine your communication efforts to determine if communication goals were met. Use evaluation results to modify your communication plan, if needed.

If you have questions about the RPIE process or school public relations, please contact your district's school communicator or the [Michigan School Public Relations Association](http://www.mspra.org) (www.mspra.org).

Findings

In October of 2023, a survey of the ISD PR Network was conducted to identify if and how ISDs communicated their services to their constituent districts.

Of those who received the survey, 20% responded with 66% of those respondents indicating that they send an annual service report to their constituent districts at least once a year. Of those who responded to the survey, 25% said they issued service reports more than once a year.

Only those who reported sending service reports to their constituent districts were asked to complete the survey. Their responses are reflected in the following data.

- The majority of respondents (45.6%) submitted their service reports during budget review meetings (typically held around the beginning of the fiscal year). The remaining districts provided their reports at the end of the school year. Just over 81% delivered the report both in person and via email or mail. Most respondents reported student information, educator/staff information and budget information.
- All the respondents reported the number of students participating in ISD sponsored/supported Career & Technical Education programs and Special Education programs. Nearly all (87%) reported the number of children participating in early childhood services.

Several districts listed other student-specific items reported:

- Technology, shared services and Medicaid services
- Summary of the ISD strategic goals to identify impact on regional student success
- Social emotional/wellness program initiatives for students
- College credits and industry certifications earned (Career & Technical Education); scholarships awarded through the foundation; students receiving 31n mental health services

For educators and staff, 87.5% of the ISDs reported the number of educators participating in ISD-provided professional development, 75% reported the number of teachers in job-embedded coaching and 25% reported staff members participating in ISD-led groups for business managers, facilities managers, etc.

Districts were also invited to provide additional comments on items they reported to constituent districts:

- Outcome data: “Based on this training, we impacted students/staff in this way...”
- Teachers awarded classroom enrichment grants
- State Continuing Education Clock Hours (SCECHs) earned by staff

Districts were asked if they reported how their services impacted the budgets of their constituent districts.

- 75% of respondents reported the dollars districts saved through cooperative purchasing
- 62.5% reported the dollars returned to districts for in-district special education services
- 62.5% also reported the funds distributed to districts from regional millages
- 37.5% reported the amounts saved through ISD-provided services (technology, transportation support, etc.)

Three districts also reported other budget-related items included in their report:

- *“We identify the number of staff serving in-district but don't put a dollar to it. Same with services. We refer to all of the above mentioned in each report, but some dollar figures are not published. Hard to confidently quantify and better shared verbally with the district.”*
- *“Savings through health care insurance consortium.”*
- *“Dollars the ISD invests in the district's little ones through early childhood services, our investment in students in ISD-operated secondary programs.”*

When asked how comprehensive their reports were, the following responses were received:

- Descriptions of how students/teachers/districts benefited from ISD services (87.5%)
- Summary of dollars received, students/teachers participating in programs (62.5%)

Respondents also offered the following comments:

- *“We create the report for Superintendents to use with their staff/school community as they see fit.”*
- *“The community has access to county-level data but not district-level data.”*

The last question asked: In what format was this information provided?

- Comprehensive brochure – 62.5%
- A slide deck to be used with Boards of Education, PTA/Os, parents, community members, teachers, administrators, and other staff – 37.5%
- A ‘rack card’ with general statistics – 25%

SECTION III: PLAN Your Document

Format

Before creating your report, consider how you would like to present your information. What format is preferred by your target publics? Do they like a hard-copy booklet or would they like an online infographic? Use your research findings to help determine the format that makes the most sense for your local districts and your ISD.

Capacity

Not all ISDs have the capacity to share in-depth, fully-produced reports. Share information in a format that makes the most sense for your organization while meeting the needs of your local school districts.

Reflective or Real-Time Data?

For some ISDs, rather than sharing data that is reflective of a quarter or the school year, they offer an interactive dashboard that allows school leaders to identify progress in real-time. Staff at the ISD are responsible for entering progress data as they do the work, creating an accurate progress measurement

of students and educator growth. Muskegon Area ISD has [created a sample dashboard that can be customized for each of their school districts](#). To protect student information, Muskegon ISD recommended that schools only have access to their own progress data.

Frequency

How often should you report data to your local school districts? The frequency is dependent on what your local school districts desire as well as your ISD’s capacity to provide the reports. Some ISDs share information annually, others monthly. Some ISDs provide multi-page reports, others provide a bulleted list of accomplishments. Consider using your research findings to determine the best fit for your service agency and your constituents.

Suggested Sections

The following table outlines sections that you may wish to include in your ISD service reports.

Suggested Sections	Sample Language
<p>Introduction</p> <p>Consider starting your document with a message from your superintendent. If you are creating a more succinct report or infographic, you may wish to simply include the superintendent’s contact information.</p> <p>In this section, you may wish to list your Board of Education members as well as provide a link to your board agendas/meeting minutes.</p> <p>This is also a good place to include a directory listing for those individuals on your Administrative Council.</p>	<p><u>Welcome Letter from Superintendent</u></p> <p><i>Dear Local District Board of Education Members,</i></p> <p><i>The following report provides a snapshot of some of the activities, services and programs your students, teachers and administrators participated in or received during the previous school year.</i></p> <p><i>As superintendent, I know that our team is committed to working with your district and its schools to find solutions for all of your students’ education needs. As always, we welcome your feedback to improve our services so that we can help you achieve your goals.</i></p> <p><i>Sincerely,</i> <i>ABC ISD Superintendent</i></p>
<p>Background Information</p> <p>You may wish to share historical information about Michigan ISDs as well as your specific organization. Use the ISD Annual Services Report to share your story. What year were you founded? How many buildings do you have? Where are they in your community and what services are provided at each location?</p>	<p><u>History of Michigan’s Intermediate School Districts (ISDs)</u></p> <p><i>The Michigan Legislature created Intermediate School Districts (ISDs) in 1962 to offer quality and equitable educational opportunities for students and schools throughout the state. Since then, Michigan’s ISDs - they may also be called Regional Educational Service Agencies (RESAs), Educational Service Agencies (ESAs), Regional Educational Service Districts (RESDs) or Educational Service Districts (ESDs) - have led the way in educational innovation.</i></p> <p><i>ISDs are designed to provide and coordinate essential services with their local, constituent school districts to facilitate teaching and learning. Many ISDs also provide consolidated administrative services in the areas of business, technology, and health and safety.</i></p>

	<p><i>By coordinating efforts and resources, ISDs provide specialized services to students that would not otherwise be affordable or feasible. These services can include special education, Career & Technical education, language programs, early childhood education, parent services, student wellness support, community involvement, equity and inclusion initiatives, special populations assistance, transportation, extracurricular activities, lifelong learning and adult education, and other necessary and exciting offerings that are shared across districts for the success of every learner.</i></p> <p><i>By law, Michigan's 56 ISDs serve all public schools in Michigan's 83 counties including rural, suburban and urban school districts and public school academies.</i></p> <p><u>What Do ISDs Do?</u></p> <p><i>For more than 60 years, ISDs have worked with local school districts, the Michigan Department of Education, business and industry and community groups to support student achievement and leverage resources by:</i></p> <ul style="list-style-type: none"> • Focusing on Teaching and Learning <i>ISDs offer thousands of training sessions each year to educators, keeping them up to date on the latest research and teaching methods.</i> • Offering Specialized Student Services <i>Local school districts depend on ISDs to meet the ever-growing needs in Early Childhood (birth to age 5) and Parent Education, Special Education (birth to age 26), Career & Technical Education, Career Preparation, Talent Development, Literacy and Math Essentials/Coaching, Online and Digital courses, Early/Middle College, Student Activities, Extended Day, Alternative and Adult Education programs, and Court-Involved Youth and Homeless Education programs.</i> • Maximizing Resources through Shared Operational Services <i>Quality, efficiency and cost containment are the hallmark of ISDs as they help districts share services in technology, instruction, transportation, business, communication and support services, teacher and school staff training and purchasing.</i> • Developing Partnerships <i>ISDs are often key partners in local economic development through their community ties with colleges and universities, businesses, industries and human service agencies.</i> • Supporting Technology Services <i>ISDs are usually technology leaders in their region. ISDs often manage the area's fiber network, provide internet access, obtain lower costs for computer hardware and software, provide internet safety filters, purchase digital collections, promote online and digital learning options and provide technical support.</i> • Assisting with School Improvement and Mandates <i>ISDs help local districts follow often-complex state and federal education standards, meet state and federal requirements, secure grants, measure student performance and growth, and assist low performing schools.</i>
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	<ul style="list-style-type: none"> • Customizing Services to Meet Unique Needs <i>Each ISD works with its local school districts and community partners to develop the mix of products and programs to maximize benefits for that area.</i> <p><i>These are just some of the ways in which today’s ISDs serve urban, suburban and rural K–12 districts, enabling even the most challenged schools to offer otherwise unavailable educational opportunities to its students. And, ISDs are being asked to do more for students, schools and communities every day.</i></p>
<p>Strategic Plan Information and Status</p> <p>Provide readers with information about your district’s goals as well as provide a brief update regarding progress toward achieving your goals. If you have an online dashboard or other resource that shares more about your strategic plan, you may wish to link it here.</p>	<p><u>Strategic Plan Progress</u></p> <p><i>ABC ISD established its 5-year Strategic Plan goals in 2021. The goals were developed in a collaborative manner, including input from staff, students, families, our constituents and community groups/agencies.</i></p> <ol style="list-style-type: none"> 1. <i>Constituent groups are involved in relevant decisions made by ABC ISD.</i> 2. <i>All ABC ISD staff participate in fostering an environment that provides equal opportunity for all.</i> 3. <i>ABC ISD improves outcomes through groundbreaking strategies.</i> <p><i>ABC ISD department teams have established objectives under each of the goals as well as strategies and tactics/activities to support educational success.</i></p> <p><i>We are excited to share our progress! For Goal 1, the district has:</i></p> <ul style="list-style-type: none"> • <i>Implemented a universal decision-making tool and has trained staff how to use it.</i> • <i>Hosted a countywide superintendents retreat to coalesce around three countywide goals that will become the focus of collaborative work for the next three years.</i> <ul style="list-style-type: none"> ○ <i>All staff teams are in the process of realigning their projects and professional development offerings to center around these new countywide goals.</i> • <i>For Goal 2...</i>
<p>Key Initiatives</p> <p>Is your district working on any specific key initiatives that you would like to highlight? Use the Annual Services Report to share your outstanding work! Be sure to include photos and data points to highlight your achievement!</p>	<p><u>Key Initiative - HEARTwork 2022 Event (Example)</u></p> <p><i>As part of area school boards’ commitment to the ABC ISD HEARTwork campaign, we requested that each board provide an opportunity for staff to connect with their board of education members. To help ease the burden on LEAs to fulfill this obligation, ABC ISD hosted a countywide educator celebration event called HEARTwork 2022 on May 11, 2022. The event featured food trucks, prizes and a motivational speaker. The event was offered at no cost to attendees thanks to sponsorships from school districts and businesses across the County. To offset event expenses, ABC ISD hosted a sponsorship drive. In total, the event drew 28 business sponsors raising \$10,595 in both in-kind and cash donations. County school districts sponsored the event for a total of \$9,600. Additionally, a core group of 16 volunteer staff members worked to coordinate event details over 9 weeks. The</i></p>

	<p><i>event generated 884 RSVPs from 26 public and private school districts from across the region.</i></p>
<p>Millage/Bond Proposal Updates</p> <p>If your ISD passed a bond or millage, use this report to provide a progress update relative to the work outlined in your plan. Share pictures, quotes from students and timelines to help the community understand that their tax dollars are being put to good use.</p>	<p><u>Fulfilling Bond Expectations</u></p> <p><i>Last May, our community passed a bond issue generating \$20 million for students receiving Career & Technical Education training through ABC ISD. Those funds have already been put to use as outlined in our bond plan.</i></p>
<p>Highlighting ISD Services with Customized Data</p> <p>Use this section of the report to share how your ISD is supporting specific local district needs. How many professional development hours were provided to each district? How many Special Education referrals were processed by the ISD? How many students are receiving speech therapy services by district?</p> <p>Depending on the type of data you are sharing, some points may be better reflected on a countywide level instead of an individual level. (Be mindful of the Family Educational Rights and Privacy Act - FERPA).</p>	<p><u>Sample Data Sets</u></p> <p>Focusing on Teaching and Learning</p> <ul style="list-style-type: none"> • <i>ABC ISD awarded 7,000 State Continuing Education Clock Hours to ABC LEA educators.</i> • <i>45 ABC LEA educators participated in ABC ISD professional learning opportunities.</i> • <i>400 ABC LEA students participated in ABC ISD summer STEM programs.</i> <p>Offering Specialized Student Services</p> <ul style="list-style-type: none"> • <i>ABC ISD employees provided the equivalent of 5.5 FTE through special education itinerant services to ABC LEA K-12 students.</i> • <i>ABC ISD provided speech and language support to 35 ABC LEA students during the 2022-2023 school year.</i> • <i>ABC LEA students earned 850 industry-recognized certifications through ABC ISD Career & Technical Education programs.</i> <p>Maximizing Resources through Shared Operational Services</p> <ul style="list-style-type: none"> • <i>ABC ISD provided a variety of legal services, saving ABC County districts \$30,000 in legal fees.</i> • <i>ABC ISD supported ABC LEA through shared business office and human resources services during the 2022-2023 school year.</i> • <i>ABC ISD achieved a 95% favorable customer survey response for shared technology services from participating districts.</i> <p>Developing Partnerships</p> <ul style="list-style-type: none"> • <i>ABC ISD partnered with local financial institutions to award classroom grants to 5 ABC LEA educators.</i> • <i>ABC ISD staff partnered with clinical offices and local nonprofit organizations to provide mental health services to 40 ABC LEA students through 31n funding.</i> • <i>ABC County LEAs saved an estimated \$750,000 through the ABC ISD Health Insurance Consortium during the 2022-2023 school year.</i> <p>Supporting Technology Services</p>

	<ul style="list-style-type: none"> • ABC LEA saved \$85,000 on educational materials through Regional Educational Media Center (REMC) purchases. • ABC ISD contributes \$150,000 countywide to help pay for PowerSchool support. • ABC ISD provided internet service to ABC County districts, saving districts a total of \$1.25 million. <p>Assisting with School Improvement and Mandates</p> <ul style="list-style-type: none"> • ABC ISD staff provided 90 total hours supporting ABC County districts with updating, reviewing, and submitting Michigan Integrated Continuous Improvement Process (MICIP) school improvement plans. • ABC ISD offered 5 training sessions to prepare ABC County districts for administering state standardized tests. • ABC ISD assisted ABC County districts in securing school safety grants. <p>Customizing Services to Meet Unique Needs</p> <ul style="list-style-type: none"> • ABC ISD processed 20 “Handle with Care” referrals from law enforcement to support ABC LEA students who experienced a traumatic event outside of school. • 10 ABC LEA students with severe impairments benefited from learning in ABC ISD-operated classrooms. • 4 ABC LEA students graduated through ABC ISD’s alternative program.
<p>Additional Considerations and Thoughts</p> <p>Be sure to brand the document with your approved district style.</p> <p>Include your website and social media platforms.</p> <p>Be inclusive in your language/images.</p> <p>If you have special projects, this may be a place to highlight them!</p> <p>Your document should be reflective of your district’s culture.</p> <p>Make sure your document is compliant with the Americans with Disabilities Act (ADA).</p>	<ul style="list-style-type: none"> • Looking for Ideas? Check out the sample reports in the resource folder. • Not sure how to share information? Contact a neighboring ISD communication professional for help. • Recycle the document. If appropriate, pull individual facts and share them on social media. Use the hashtag #MichiganISDs. • Unsure what to share? Here are several topic-specific examples of “did you know” statements that may be helpful as you develop your report: <ul style="list-style-type: none"> ○ Special Education: Did you know that over 15,000 students received tailored special education support in our districts this year? ○ Instructional Services: Did you know that our instructional services offered 500+ hours of professional development to educators? ○ Tech Support: Did you know our tech support resolved over 10,000 service tickets, ensuring smooth digital learning experiences? ○ HR Support: Did you know that our HR department recruited and onboarded 200 new educators, ensuring quality education for all? ○ Finance Support: Did you know that our finance team managed a budget of over \$50 million, dedicated to enhancing educational infrastructure and programs?

	<ul style="list-style-type: none"> ○ <i>Early Childhood: Did you know that 3,000 preschoolers accessed our early childhood programs, setting them on a path for academic success?</i> ○ <i>School Safety: Did you know our ISDs implemented 100+ safety protocols, ensuring a secure learning environment for all students?</i> ○ <i>Community Partnerships: Did you know we've forged 50 new partnerships with local businesses to enhance learning opportunities?</i> ○ <i>Digital Access: Did you know that through our initiatives, every student in the district now has access to a digital device for learning?</i> ○ <i>Teacher Training: Did you know our ISD sponsored 20 educators for advanced training, fostering leadership in our educational community?</i> ○ <i>Specialized Programs: Did you know we launched five new programs for gifted and talented students this year?</i> ○ <i>Parent Engagement: Did you know that 10,000+ parents participated in our community outreach programs, ensuring a collaborative educational environment?</i> ○ <i>School Nutrition: Did you know our nutrition program provided over 1 million healthy meals to students?</i> ○ <i>Counseling Services: Did you know our counseling department served over 5,000 students, aiding their mental and emotional well-being?</i> ○ <i>Library Resources: Did you know our libraries added 20,000 new books, ensuring diverse and current resources for all students?</i> ○ <i>Transportation: Did you know our transportation fleet traveled enough miles this year to circle the globe three times, ensuring every child could attend school?</i> ○ <i>After-School Programs: Did you know our districts now offer 30 different after-school programs, promoting holistic growth?</i> ○ <i>Sustainability: Did you know our schools initiated three major sustainability projects, reducing our carbon footprint by 20%?</i> ○ <i>Arts & Culture: Did you know 4,000 students participated in arts programs, showcasing their talents in 50+ events?</i>
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	<ul style="list-style-type: none"> ○ <i>Sports Initiatives: Did you know our ISD introduced five new sports programs, promoting physical health and teamwork?</i> ○ <i>E-Learning: Did you know that 70% of our students accessed our online learning modules, ensuring continuous education during challenging times?</i> ○ <i>Special Needs Integration: Did you know we integrated 200 special needs students into regular classrooms, promoting inclusivity?</i> ○ <i>Special Education: Over 15,000 students benefited from our tailored special education programs.</i> ○ <i>Instructional Services: Our educators sharpened their skills with 500+ hours of professional development this year.</i> ○ <i>Tech Support: Hats off to our tech wizards for zapping over 10,000 digital glitches!</i> ○ <i>HR Support: 200 bright minds joined our educational family this year, thanks to our HR stars.</i> ○ <i>Finance Support: Managing a whopping \$50 million budget? Just another day at the office for our finance team!</i> ○ <i>Early Childhood: 3,000 tiny feet stepped into the world of learning with our early childhood programs.</i> ○ <i>School Safety: Safety first! 100+ protocols rolled out to keep our learning havens secure.</i> ○ <i>Community Partnerships: Handshakes and high-fives to our 50 new community partners!</i> ○ <i>Digital Access: Every student has their own digital device. Our tech game is strong!</i> ○ <i>Teacher Training: Shoutout to the 20 educators who leveled up with advanced training this year!</i> ○ <i>Specialized Programs: Unleashing potential with five fresh programs for our gifted stars!</i> ○ <i>Parent Engagement: A whopping 10,000 parents teamed up with us for a brighter educational future!</i> ○ <i>School Nutrition: Over 1 million plates of nutritious yumminess served this year. Bon appétit!</i> ○ <i>Counseling Services: To the 5,000 students we've supported, remember: you're never alone on this journey.</i>
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	<ul style="list-style-type: none"> ○ <i>Library Resources: Bookworm alert! 20,000 new stories await in our libraries.</i> ○ <i>Transportation: Our buses traveled the globe's circumference thrice! All aboard the learning express!</i> ○ <i>After-School Programs: From art to zen yoga, our 30 after-school sessions kept students engaged and excited.</i> ○ <i>Sustainability: Going green and cutting our carbon! Our schools are on a mission.</i> ○ <i>Arts & Culture: Spotlight on 4,000 students who dazzled in arts events this year. Bravo!</i> ○ <i>Sports Initiatives: Lace up! We've added five sprightly sports to our roster.</i> ○ <i>E-Learning: With 70% of students diving into online learning, we're truly a click ahead!</i> ○ <i>Special Needs Integration: 200 champions joined our regular classrooms, celebrating unity in diversity.</i> ○ <i>Skilled Trades: Our workshops saw sparks fly and ideas come to life, crafting over 1,000 projects this year!</i> ○ <i>Health Sciences: Future lifesavers in training! 300 students dove deep into the world of medicine and healthcare.</i> ○ <i>Culinary Arts: From farm to table, our culinary students whipped up 5,000 dishes, tantalizing taste buds across the district.</i> ○ <i>Digital Media Production: Lights, camera, action! 100+ student-produced films premiered on our screens.</i> ○ <i>Automotive Tech: Engines roared and dreams soared in our auto tech labs, with 500+ vehicles tuned to perfection.</i> ○ <i>Information Technology: Bytes and bits galore! Our techies coded 10,000+ lines, paving the digital highway.</i> ○ <i>Agriculture: Our green-thumbed students cultivated 20 acres, producing a harvest for our community.</i> ○ <i>Engineering: Blueprint dreams turned into 3D realities with 200+ prototypes crafted in our engineering labs.</i> ○ <i>Hospitality & Tourism: Did you know our students hosted and managed more than 50 events, perfecting their hospitality skills?</i>
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	<ul style="list-style-type: none">○ <i>Business & Finance: Did you know our future financiers tackled real-world simulations, navigating the complexities of the global market?</i>○ <i>Graphic Design: Did you know our design labs breathed life into over 2,000 vivid concepts, from digital art to print media?</i>○ <i>Public Safety: Did you know our public safety students honed their skills through over 100 emergency response simulations?</i>○ <i>Teaching & Training: Did you know our classrooms echoed with the leadership of 200 aspiring educators, shaping young minds?</i>○ <i>Biotech Research: Did you know our biotech labs buzzed with over 50 groundbreaking research projects, exploring the frontiers of life science?</i> <p>Millage:</p> <ul style="list-style-type: none">○ <i>With the approved Special Education millage, XYZ ISD allocated funds to hire an additional 50 social workers, providing crucial support for our students over the next decade.</i>○ <i>The millage's green light led to the establishment of three new specialized learning centers, ensuring tailored instruction for students with unique needs.</i>○ <i>Thanks to the millage, advanced training programs were initiated for 200 educators, enhancing the quality of special education instruction in our district.</i>○ <i>The successful millage approval has been pivotal in reducing class sizes for special education, ensuring more individualized attention and care.</i>○ <i>With the community's support for the millage, our district was able to fund sensory rooms in over 20 schools, providing safe spaces for students to recalibrate and refocus.</i>
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SECTION IV: IMPLEMENT Your Plan by Creating your Report

Tips:

- Start early. Have conversations with cabinet members about what kinds of data you plan to share. Provide timelines and the format in which you wish to receive information. Friendly reminders throughout the school year are helpful, too!
- Be sure to coordinate your report publication and content if other departments are also planning on sharing outcome data with local school districts. You do not want to overwhelm them with information, especially if it is duplicative.
- Collect qualitative data in addition to quantitative. Direct quotes and comments about events, services and experiences help draw your audience into your story. They help make your data relatable and provide the emotional connection that readers appreciate.
- Create a storage file. As media releases are issued, board presentations occur and social media posts are shared, use that content to help shape your report.
- Keep your strategic plan and millage/bond outcomes at the top of your mind. Be sure to collect data points that help demonstrate action toward your ISD's goals. Consider categorizing your notes and other items in your storage file by goal and campaign.
- Include outside perspectives. Do you work with business partners? Include their perspectives on how the ISD's work has impacted their industry. Community partners are important influencers. Parents, local district educators and students may also be willing to share their appreciation for the ISD's work that can be highlighted in your report.
- Think about how your report is formatted. Be sure to develop a document that not only meets your constituents' needs, but can also be repurposed for your website, social media, print documents and presentation slides.

Section V: EVALUATE the Effectiveness of your Report

How do you know if your report is useful? Here is an [Example Survey](#) for local district superintendents.

Tips:

- Keep in mind that local districts' needs change frequently. Often, ISDs issue comprehensive needs assessment surveys to learn how to best support their constituents. Use this data to help inform what information you may wish to share in your report.
- Be sure to survey your local districts every few years. School leadership changes routinely. What may have been effective data to share in the past may not meet the needs of new administrators (and their board of education members).
- Use the data collected to inform your ISD team. How can this feedback be used to support other district projects?
- Be mindful of when the district is planning to issue other constituent surveys. Could this survey be included in a larger, routine ask of your local districts? (Avoid survey fatigue by coordinating survey requests.)
- Consider using annual survey feedback to inform trends in your educational services and to help measure long-term outcomes. Is there year-over-year data that you can use to tell a larger story about ISD support and services?

Remember, evaluation data can be collected in multiple ways. Consider hosting focus groups, online polls, and readership rates to determine the effectiveness of your report.

Appendix

Sample Surveys

LEA Survey Sample Questions

1. Number of students in the district
(Select from Drop Down)

2. District Community
 - Urban
 - Suburban
 - Rural

3. What information would you like to receive? Information on number of:
(Select All Appropriate)
 - Student Impact:
 - Students participating in enrichment programs
 - Students participating in ISD sponsored/supported CTE programs
 - Students receiving special education services
 - Days district students benefited from use of resources loaned by the ISD

 - Budget Impact:
 - Dollars returned to the district to support "in-district" special education services
 - Dollars saved through cooperative purchasing (REMC, etc.)
 - Dollars saved/received through ISD-provided services (technology, PowerSchool, etc.)
 - Dollars distributed to districts from millages (Special Education, Regional Enhancement, etc.)

 - Educator Impact:
 - Teachers participating in ISD-provided Professional Development
 - Teachers participating in job-embedded coaching
 - Dollars transferred to district from federal, state and local funds through the ISD

4. How comprehensive do you think these reports should be?
 - Summary of dollars received, students/teachers participating in programs
 - Description of how students/teachers/districts benefited from ISD services

5. Who would you like to receive this information?
 - Board Members
 - Administrators
 - Staff
 - Parents
 - Community

6. What report format would meet your needs?
 - "Rack" card with general statistics
 - Comprehensive brochure
 - Slide deck for presenting to Board of Ed, PTA/O, Parents, Community, Teachers, Administrators

ISD Survey Sample Questions

1. Number of students in the district
(*Select from Drop Down*)

2. District Community (*Check as many as necessary to describe the districts within your ISD.*)
 - Urban
 - Suburban
 - Rural

3. Do you send annual service reports to your constituent districts?
 - Yes
 - No

4. What information would you like to receive? Information on number of:
(*Select All Appropriate*)
 - Student Impact:
 - Students participating in enrichment programs
 - Students participating in ISD sponsored/supported CTE programs
 - Students receiving special education services
 - Days district students benefited from use of resources loaned by the ISD

 - Budget Impact:
 - Dollars returned to the district to support "in-district" special education services
 - Dollars saved through cooperative purchasing (REMC, etc.)
 - Dollars saved/received through ISD-provided services (technology, PowerSchool, etc.)
 - Dollars distributed to districts from millages (Special Education, Regional Enhancement, etc.)

 - Educator Impact:
 - Teachers participating in ISD-provided Professional Development
 - Teachers participating in job-embedded coaching
 - Dollars transferred to district from federal, state and local funds through the ISD

5. How comprehensive are these reports?
 - Summary of dollars received, students/teachers participating in programs
 - Description of how students/teachers/districts benefited from ISD services

6. Who would you like to receive this information?
 - Board Members
 - Administrators
 - Staff
 - Parents
 - Community

7. What report format would meet your needs?
 - "Rack" card with general statistics
 - Comprehensive brochure
 - Slide deck for presenting to Board of Ed, PTA/O, Parents, Community, Teachers, Administrators

Commonly Used Terms and Acronyms


Are you new to the education community or heard an acronym but are not sure what it means? Be sure to check out this [growing list of commonly used terms](#) related to education services, state and national education associations and social media!

Additional Acknowledgments

This Toolkit was developed by members from the following organizations:

- Berrien RESA
- Lenawee ISD
- Oakland Schools
- Muskegon ISD
- Northwest Education Services
- Rick Witham, Retired ISD School Communicator
- Saginaw ISD
- Michigan Association of Intermediate School Administrators ISD PR Network
- Michigan School Public Relations Association

For specific resource information, please contact support@gomaisa.org.



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