Feedback from 9/17/15 CFAC meeting
September 18, 2015

What is the one most important thing you would change to improve this levy proposal?
• Move toward a 1:1 at elementary school (could do this by adding more funding to the levy or by remixing the ES/HS ratio)
• Hold firm on 1:1 at MS and HS
• Emphasize technology training/support for parents
• Convey an emotional message (“what’s in it for me?”, safe and secure, what is the impact and not so much what are the pieces)
• Reach diverse groups
• Provide appropriate furniture for the new technology
• Consider increasing levy funding request beyond $90M
• Athletic facilities (like Lincoln Field turf replacement)
• More safety projects and more messaging around this
• Improve (reduce) 5:1 device maintenance ratio

What is the one question we need to be able to answer about this levy proposal for the public?
• Why should I support this?
• What 1:1 means, and how it is different than what we have today
• What will be the impact of 1:1 (and not so much what are the pieces...)
• Tech-savvy parents may want to know the specifics of the devices
• How did we arrive at $90 million? (explain this)
• When will this happen? (timeline)
• Will this have operational savings? (i.e. textbooks, printing costs, etc.)
• How will this impact my child directly?
• How will T&L be changed by 1:1?
• Goals?
• What the specifics on the building stuff
• How does McCleary affect us, in relation to bonds and levies?
• Why should I care, if I don’t have a student in school?

Identify the five/six/seven most important groups to invite onto the CFAC
• Natural leaders
• Watchdogs (dads of great students – WS/EM/PC et al)
• The group moved from WS ES to SL ES
• Elderly
• Homeowners
• PTAs/PTSO/boosters
• Rotary
- Large employers (US Navy, Boeing, etc)
- Small business (parent or locally owned)
- Government (city/county)
- Police/security
- ELL
- Teacher/coach
- Chamber of commerce
- Detractors
- North-central-south
- Low income
- Age
- Custodians
- Bus drivers