



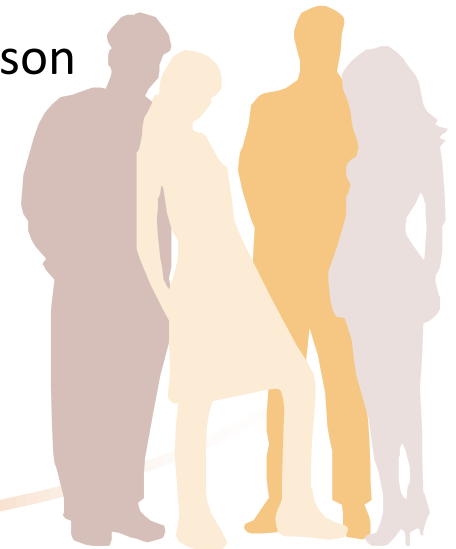
Innovations in Financial Communications

West Central OASBO Chapter Meeting

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Presented by Rockmill Financial Consulting, LLC

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Financial Communications

Why?

- Why you?
- Why now?





Financial Communications How?

- Develop a game plan
- Execute your plan
- Get help!

DAVE'S DAILY TIP

**YOU MUST HAVE
A GAME PLAN.
IF YOU AIM AT
NOTHING, YOU
WILL HIT IT
EVERY TIME.**



Sample Timeline Driven Plan

Date	Communication Activity	Responsible Person
July 15	Mail Personal Letters	Treas (CFO)
Aug 15	Establish email signatures for staff	Treas/Supt/IT
Sept 15	Meet the administrators night	Supt/Treas/Others
Oct 15	Launch website updates	Treas/IT
Nov 15	Financial assessment report presentation	Treas/Board
Dec 15	Launch LinkedIn, Facebook, Twitter, etc	Treas/IT
Jan 15	Sports announcements	Treas/Athletic Director
Feb 15	Robocall taglines	Treas/Supt
Mar 15	Direct mail financial update	Treas
Apr 15	YouTube release (Top 10 school expenses)	Treas/IT
May 15	Email survey	Treas
June 15	Posters, banners, or billboards	Treas/Supt

Financial Communications

Why is it Important?

- Why be credible?
- How do you build credibility?
 - Establish core values
 - Expertise
 - Motivations and intentions
 - Actions
 - Communicate!

credibility

cred-i-bil-i-ty [kred-uh-bil-i-tee] *noun*

the quality of being believable or worthy of trust

the quality of being believable or worthy of trust



Establish Core Values

- To be conservative
- Save money when possible
- Be transparent
- Provide adequate money to teach children



The principles that guide our decision-making!

INTEGRITY

We do the right thing.

COMMITMENT

We keep our word.

RESPECT

We value people.

EXCELLENCE

We give our best.

Establish Expertise

- Education
- Work experience
- Licenses
- Training
- Awards and ratings



Establish Your Intentions and Motivations

- Keep tax requests as low as possible
- Limit frequency of new taxes
- Maintain District's fiscal solvency
- Become Treasurer of the Year!



Your Actions

- Reliable accounting
- Eliminate waste
- Capture efficiencies
- Aggressively seek non-tax money



"Hey, we're government accountants.
These numbers aren't supposed to add up."




Results



- Clean audits
- Favorable bond ratings
- Positive financial assessment
- Cost savings
- Affordability or value




Finding the Positives

- Financial Assessment
 - Analyze spending patterns
 - Staying attuned to external influences such as economy
 - Staying attuned to shifts in local demographics
 - Change as a result of outside influences?
 - Compare affordability of District with others
 - Establish performance benchmarks
 - Create financial goals
 - Track results
 - Report successes!
- 



Develop Key Messages

- Conservative with your money
 - Save money as often as possible regardless of amount
 - Every dollar we save goes directly to educating your child
 - I have managed financial activities for 15 years
 - I maintain licensing as a CFO, CPA, investment officer, etc
 - We use good accounting practices to prevent losses
 - Review every spending transaction to seek and eliminate waste
 - We regularly evaluate ways to be efficient in how we do business
 - Lower our reliance on taxes by aggressively seeking grants, etc.
 - Recognized for excellence in financial reporting by the State
 - Maintain a bond rating from Moody's of "Aa"
 - Rockmill Financial has given us a "Strong" financial assessment
 - We have not asked for new taxes in 25 years
- 



Methodology

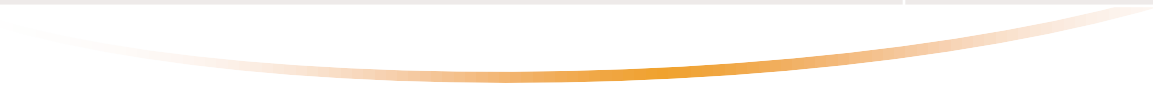
Identify the appropriate tools

- CAFR, audit, PAFR
 - Newsletters
 - Website
 - Flyers
 - News stories/press releases
 - You Tube
 - Social Networking sites
 - Radio
 - Town hall meetings
 - Posters and billboards
 - Surveys
 - Coffees, donuts
 - Direct mail
 - Robo Calls
- 



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Innovations in Communications - Outline

- Financial Communications – Why?
- Financial Communications – How?
 - Develop a game plan
 - Execute your game plan
 - Get Help!
- What does a game plan look like?
- What does a well executed game plan do?
 - Establish your credibility
- How do you build credibility?
 - Establish your core values, expertise, and intentions
 - Document your actions
 - Publicize your results
- How do you find the positives?
 - Do an in-depth financial analysis
 - Compare your performance to others
- How do you communicate your findings?
 - Develop key messages, identify communications tools, develop your game plan
 - Execute your game plan!

About Rockmill Financial Consulting



ROCKMILL
Financial Consulting LLC

- Ohio's largest Governmental Financial Consulting Firm
- Led by David Conley, a 25 year veteran of Ohio Public Finance
- Represented over 400 Ohio subdivisions in managing financial matters
- The Firm advises clients on matters related to:
 - Communications
 - Budgets and Forecasts
 - Financial and Economic Performance
 - Approaches to Asset Management
 - Economic Develop and Tax Incentive Scenarios
 - The Financing of Capital Improvements, and Operations
- David Conley formerly of Seasongood & Mayer and Robert W. Baird
 - Ohio's most active financier with more than 600 financial transactions in excess of \$7 billion
- Emily Cannon formerly of Fifth Third Securities and Robert W. Baird
 - MBA and Chief Financial Research Expert with more than \$1 billion in financial transactions
- Scott Ericson formerly with STRS Ohio and Robert W. Baird
 - MFE and Chief Econometrics Expert with financial transactions in excess of \$750 million



Notes