FULLY FUNDED SCHOOLS

To restore public education funding to the “sufficient resources” level

Goal: Sufficient Public School Education funding on an on-going basis

Objectives:
1. State pays 67%, municipalities 33% for annual public school education budgets at sufficient resources level.
2. State lifts revenue cap for municipal taxation rates to increase with spending needs.

Means: Long-range strategy to incorporate community organizing and public relations campaigns in targeted school districts’ communities (Phase One) to culminate with the community organizations, other statewide education entities and friendly forces merged in an orchestrated campaign to leverage state public school education sufficient-resource budgets (Phase Two).

Method: Phase One
1. Select most beleaguered school districts per Association for Equity in Funding research (76) as starting point to ultimately target enough school district communities to garner 17 Senate and 50 Assembly votes minimum needed to pass State legislation.
2. Develop community organizing master plan for the targeted school districts’ communities.
3. As the need is to enlist bi-partisan support throughout these school districts’ broader communities, conduct Scott Wittkopf-type messaging public relations campaigns on-going alongside the community organizing endeavors.
4. Select two to four communities to test the plan.
5. Group-to-be-determined raises the budget for the test-run.
6. Test market the community organizing, pr campaigns in selected communities.
7. Whatever outcome, favorable or unfavorable, tweak the plan.
8. Group-to-be-determined raises the budget for the tweaked plan.
9. Do the community organizing, pr campaigns in targeted communities.

Method: Phase Two
1. Combine leadership from organized school district communities, willing WPEN-groups, other friendly forces to form FULLY FUNDED SCHOOLS Campaign Cabinet.
2. CC crafts campaign to generate at least but probably more than 17 Senate and 50 Assembly votes to pass favorable budget legislation.
3. CC raises budget for campaign.
4. CC wages campaign on-going to successful conclusion.

Timeline:
1. Phase One: Develop master plan, ID pr firm, ID test market area, 4 months; raise test market budget, 6 months; test market, 18 months; tweak plan, 1 month; raise full budget, 24 months; do plan, 24 months = 77 months (6 years, 5 mos.)
2. Phase Two: Organize campaign cabinet, 6 months; craft campaign plan, 6 months; raise campaign budget, 12 months; do campaign, 12 months = 36 months (3 years).

Campaign name, process and timeline can be subject to modification. (Draft10-11-14)