

Presenting Financial Information to the Public

Presented to:

11th Annual Local Government Officials' Conference
Sponsored by Mary Taylor, Ohio Auditor of State

Presented by:
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April 8, 2010
(8:00 am - 9:00 am)

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Presentation HORROR Stories

Oblivious Bob Presents His Detailed Five-Year Forecast

Allen the Tormentor Uses Overheads at Levy Coffees
.....25 of Them
("Forcing an Elephant into a Golf Bag")

Incomprehensible Steven Sends a Levy Message Home with the Children

MY STORY

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Today's Message

We Can All Do Better, and That's Better for Us

Presenting Effectively Today is More Important than Ever

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What We Will Cover Today

The Basics.....
Audience Challenges & Ways to Overcome these Challenges

We Only Have One Hour.....
So Focusing on Most Important Lesson – The Audience

Technique.....
A Few Quick Technical Points You Can Use Right Away

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Before We Get Started

Let's Hear From You about Presentation Challenges and Successes

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Audience Challenges

Challenge 1.....
Audiences are Busy / They Have Communication Overload

✓ Think Back to Allen the Tormentor's Coffee Overheads

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Audience Challenges

Challenge 2.....
Audiences Often Don't Understand Your Special Language

✓ How Can You Avoid this Problem?

SEARCH & DESTROY TECHNO BABBLE / TERRIBLE TALK

Remember Incomprehensible Steven's Take Home Levy Message and Allen's Overhead

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Audience Challenges

As the total valuation increases, millage outside the ten mill limit is rolled back to a lower rate. As a result, any millage passed for a bond issue will roll back to a lower rate as the valuation increases.

A drawback to increasing property valuation is that the State of Ohio subtracts 23 mills worth of local tax valuation from the State Foundation for the school district.

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WHAT CAUSES EXPENDITURES TO INCREASE?

SALARIES
Teacher and Classified salaries increase in two ways: **(Maybe say non-teacher?)**
Step Salary Increase
Step increase for years of service
Teachers (sic) contract provide for the following increases:
1996-97 2.75% base increase
1997-98 3.00% base increase
1998-99 3.00% base increase
Step increase cost to the District equals 1.8%
(Steps 0-11 years and 18 and 25 years)
Classified contract provide (sic) for the following increases:
1997-98 2.75% base increase
1998-99 \$0.37 per hour increase
1999-00 3.00% base increase
Step increase cost is \$0.25 per hour
(Steps 0-9 years and 12, 15, 18 and 21 years)
State law mandates collective bargaining with employees and mandates a teacher salary schedule indexed to years of experience and educational training. **(Maybe say, mandate a higher base salary for seniority and completed years of college.)**

OTHER
Cost increases on all items purchased from textbooks, paper, utilities and services purchased.
Unfunded Mandates from State and Federal Government
Special Education cost up 200% over last 10 years; Current Special Education costs \$1,881,143 **(Does this have any meaning? I don't really know the difference between this and \$18 million in the grand scheme of things)**

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Audience Challenges

Challenge 2.....
How Can You Attack this Problem?

- ✓ Think about the Over-the-Back-Yard Fence Rule
- ✓ *Your Audiences Are Not Government Accountants*
- ✓ Use Analogies / Personal Stories / Graphs / Tables / Pictures

BE THE TRANSLATOR

- School PI Levy Campaign
- Ross Perot
- Churchill Again – Impromptu Speeches

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Audience Challenges

Challenge 2.....
How Can You Attack this Problem?

- ✓ This is All About Simplification

- Why Do We Avoid Simplification?
- We Are Afraid to "Dumb it Down"
- As CFOs, You Must Also Have All the Details Handy
.....So Simplifying is More Work, Not Less

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Audience Challenges

Challenge 2.....
How Can You Attack this Problem?

- Think Mark Twain's Response to his Editor
.....Need Thirty Days Do Two Pages

E.g. Dense Gravitationally Superior Object Escapable only through Quantum Tunneling Behavior

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"Simplicity is the Ultimate Sophistication"

--Leonardo da Vinci

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Summary of Audience Challenges and Fixes

1) They don't have time to listen or read our stuff like they used to
.....So we have to do the 8 SECOND DRILL TO be clear, to the point, and interesting;

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Summary of Audience Challenges and Fixes

2) They rarely understand our special "lingo". It makes them angry, suspicious, bored and so on.
.....So, we must:
--GET A THEME
--TRY TO SHORTEN USE HANDOUTS VS. PRESENTATIONS PROPERLY
--AVOID TECHNO-BABBLE AT ALL COSTS
--LIVEN THINGS UP WITH ANALOGIES, STORIES & EFFECTIVE GRAPHS
--OVERALL -- SIMPLIFY

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**Quick Thoughts on Graphs & Tables
for Scale and Simplicity**

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Facility/Fun	YEARLY			Estimates and Actuals for the Current School Year-FY10			
	SMG EST	Amount Remain	% Remain	Estimate	Actual	Difference	Variance
OPERATING REVENUES:							
Real Estate Tax (1.03)	\$35,521	\$9,588	26.73%	\$9,100	\$9,779	\$679	\$26,814
Tangible Tax (1.02)	\$56	(\$1)	-1.34%	\$0	\$0	\$0	\$57
Other Local (1.06)	\$5,291	\$3,086	58.33%	\$710	\$197	(\$513)	\$2,208
State Foundation (1.03)	\$2,284	\$98	4.29%	\$170	\$17	(\$153)	\$1,460
Other Sources (1.04)	\$1	(\$176)	-7938.44%	\$0	\$281	\$281	\$200
Revenue from Grants (1.05)	\$171	\$50	29.24%	\$14	\$14	\$0	\$55
Ball State Match (1.05)	\$3,108	\$2,526	81.26%	\$0	\$0	\$0	\$2,500
Other State (2.06)	\$75	\$5	6.67%	\$1	\$1	\$0	\$70
Total Operating Receipts	\$48,461	\$15,401	31.78%	\$9,992	\$10,494	\$502	\$32,967
OPERATING EXPENDITURES:							
Wages (1.01)	\$28,766	\$11,500	40.70%	\$3,210	\$2,911	(\$300)	\$11,200
Energy (1.02)	\$8,451	\$4,421	52.31%	\$780	\$689	(\$91)	\$5,089
Purchased Services (1.03)	\$5,832	\$2,758	47.29%	\$500	\$584	\$84	\$3,074
Materials (1.04)	\$1,506	\$780	52.46%	\$80	\$88	\$8	\$700
Capital Outlay (1.05)	\$284	\$65	22.11%	\$12	\$1	(\$11)	\$223
Other Expenditures (1.06)	\$1,815	\$996	54.87%	\$121	\$27	(\$94)	\$819
Other Local (1.07)	\$286	(\$134)	-46.85%	\$0	\$281	\$281	\$286
All Other Uses of Funds (1.08)	\$274	\$45	16.42%	\$0	\$0	\$0	\$274
Total Operating Exp.	\$49,983	\$19,480	38.95%	\$4,923	\$4,450	(\$473)	\$26,004
Total Receipts Over Expenditures	\$8,478			\$5,070	\$6,044	\$1,074	\$6,963
Remaining Cash	\$1,571			\$5,171	\$6,034	\$863	\$4,344
Beginning Cash Balance	\$17,151			\$16,322	\$16,708	\$386	\$17,151
Ending Cash Balance	\$18,722			\$21,493	\$23,492	\$1,999	\$18,722
Ties to SM1 FY10 and 5 year forecast:							\$1,999



Month Ending January 2010
Variance Report

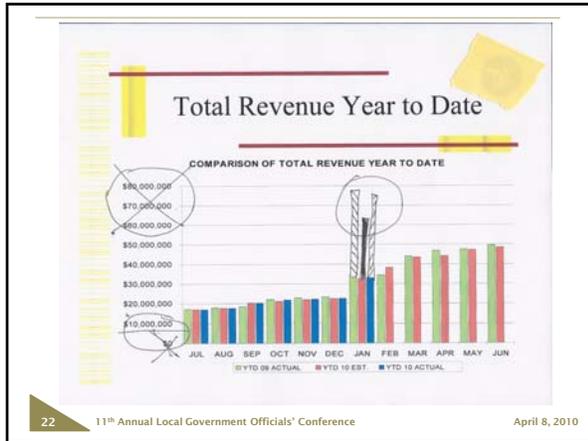
Month Ending - January 2010

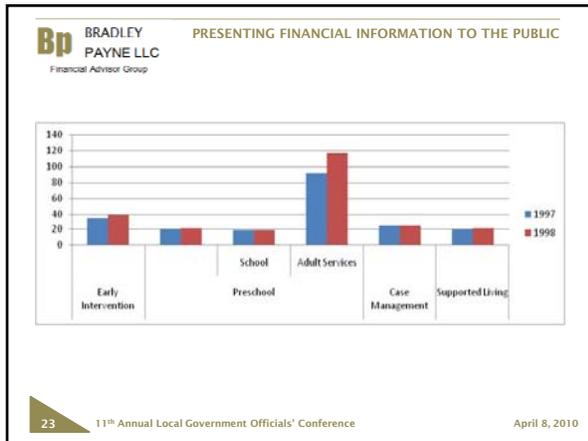
Overall Fiscal Year Variance (Revenues and Expenditures):

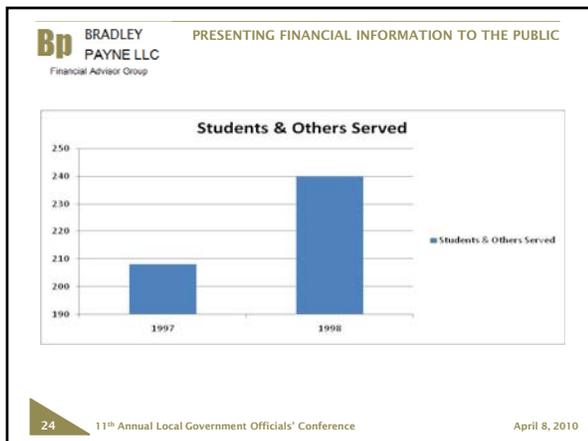
THIS IS THE POINT WHERE THE SIGN TURNS

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Thoughts on Delivery and Challenges

Say It
.....Then Show It

PowerPoint vs. Overhead vs. Handout

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Be Aware of the National Push Toward Better Presentations

Center For Plain Language

PlainLanguage.gov

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Conclusion

We Can Improve Our Presentations
.....If You Do, It Will Increase Your Value Tremendously

Get a Theme / Use Examples / Talk Plain / Get Books & Practice

Join the Plain Language Movement

Call Me
.....I Would Love to Help

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Reference

-- The Articulate Executive
"Learn to Look, Act and Sound Like a Leader"
Granville N. Toogood
McGraw Hill, 1996

CONTACT INFORMATION

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