Creating a School (or District) Fact Sheet

A fact sheet provides the stakeholders in your community—such as parents, the media, business partners, policymakers, voters and other concerned citizens—easy access to key information about your school or district. It is also a useful tool in internal communications, giving all staff—including teachers, school counselors, support personnel and others—a look beyond their role and the ability to speak knowledgably about key aspects of the learning community. And it can influence the way the community speaks about your school or district, including: the statistics that local media cite; the issues parents inquire about; the role business partners see for themselves in supporting schools; and how politicians talk about what you are doing.

District-Level Examples
For inspiration, see the models below. They reflect the varying levels of design that can accomplish the goal of sharing information concisely with the community. They also include examples that rely heavily on numbers, as well as ones that take a more narrative approach.

- Arlington (VA) Public Schools
- Milwaukee (WI) Public Schools
- Aurora (CO) Public Schools
- Inver Grove Heights (MN) Community Schools
- Montgomery County (MD) Public Schools
- Pasco County (FL) Schools
- Racine (WI) Unified School District

Creating Your Own
As you think about what type of information you want to share in a fact sheet, in addition to highlighting local priorities, we recommend you include your:

- Mission or vision statement
- Enrollment and student demographics
- Number of teachers and their qualifications (for example, percentage with master's degree)
- Important facts about academic achievement
- Financial information, such as per-student spending or total budget
- Key leaders
- Points of pride, such as recent awards, new construction projects and key initiatives
- Contact information, including address, phone number, websites and social media accounts

Be sure to add your logo, and try to include pictures of students or teachers (assuming you have the needed permissions).

After developing your document:

- Upload it to your website
- Promote the link on social media (Facebook, Twitter, LinkedIn and any other platform you use)
- Send it to families via backpacks and e-mail
- Bring copies to presentations that you make in the community
- Share it with the media and potential partners (for example, businesses looking to get engaged)
- Keep a stack on hand in key offices to share with visitors, including families new to your school or district