How to Use the Fact Sheet Template

The fact sheet template is intended to help you in developing a document that offers the stakeholders in your community – including parents, business partners, faith-based and other community leaders, voters and other concerned citizens – easy access to key information about your school or district.

We encourage you to tailor the template to your context, adding to and adapting the proposed content to reflect your community’s priorities, though we recommend keeping some components:

- Mission or vision statement
- Enrollment and student demographics
- Number of teachers and their education level
- 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 necessary permissions). Change the font and background colors as desired.

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 potential partners (for example, businesses looking to get engaged) and the media
- Keep a stack on hand in key offices to share with visitors, including families new to your school or district

District-Level Examples

For inspiration, see the models below. They reflect the varying levels of design that can accomplish the ultimate goal of sharing information concisely with the community. They also include fact sheets that rely heavily on numbers as well as ones that took a more narrative approach.

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