



CINCINNATI PUBLIC SCHOOLS STRATEGIC PLAN

THE OPPORTUNITY

When Cincinnati Public Schools outlined its facility master plan, they anticipated 26,000 students would be enrolled by 2019. In reality, by 2019, 36,000 students were enrolled in the district, leading to strained resources, an immediate need for operations planning, and a consensus among stakeholders, including the voice of students.

THE CHALLENGE

Develop an inclusive communications and engagement strategy to create a progressive vision for Ohio's fastest-growing urban district.

THE STRATEGY

We reimagined the district's engagement strategy to understand the challenges facing students, families, teachers, and other stakeholders.

We communicated regularly and transparently, meeting our constituents where they gathered: churches, community groups, coffee shops, and lunchrooms.

We aspired to understand the preparation needed for our graduates to be ready for college, military service, and the workforce.

THE RESULTS

Cincinnati Public Schools increased its public support. The district opened three new schools and expanded two others in Fall 2019.

The investments in communications and engagement resulted in significant ROI: in November 2019, district voters overwhelmingly approved the district's renewal levy.

IMPACT SNAPSHOT

67

Civic, Faith and Business Groups Engaged

\$65M

Renewed Funds Via 10-Year Levy

72%

Voters Approving District Levy

