

Cambridge Public Schools Key Investments in the 2024-2025 Proposed Budget Video Series
Produced With a Contractor In the Spring of 2024, Dr. Victoria Greer, Superintendent of Cambridge Public Schools (CPS), prepared to deliver the Superintendents Proposed Budget for Fiscal Year 2025 (FY25). The proposal of \$268,250,000 was an increase of 23.25 million (9.5%) from FY24.

PURPOSE AND STRATEGY The FY25 Budget Priorities Video Series was created to inform the CPS community of the key areas of investment outlined in the FY25 budget proposal. The video series started prior to the Superintendents presentation to the School Committee and was shared in the weeks leading up to the School Committee vote of adoption of the FY25 Budget as a way to guide the narrative surrounding these investments. Utilizing multimedia content provided a unique context and perspective beyond the numbers outlined in the proposal while explicitly communicating how these investments are grounded in the Districts Strategic Plan. The two largest fiscal investments, the Educator Pathway Program and the Elementary Literacy Curriculum received an individual highlight video. Superintendent Greer is featured in the last video in the series where she simplifies the key budget investments into 5 easy-to-understand fiscal priorities.

PRODUCTION The Office of Communications scripted content, secured school-based filming locations, and co-produced the video in collaboration with our contracted videographer Bilal Saed.

DISTRIBUTION Videos were distributed through a variety of channels such as the Superintendents weekly newsletters, standalone communications, FY25 budget priorities landing page, school newsletters, social media, and were shared directly with key community stakeholders including the School Committee.

MEASUREMENT Directly following the release of the FY25 Key Budget Investments Video Series, the district conducted a Communications and Content Survey. The survey yielded a participation rate from families of 33%. One key question asked families How informed do you feel in key areas such as the district plan, learning initiatives/ programs, the budget? Families could select very informed, informed, or not informed as a response. 73% of participating families respondents favorably (very informed or informed). The budget proposal was adopted by the School Committee on April 2, 2024, and later approved by the Cambridge City Council.

ABOUT US Located in Cambridge, Massachusetts, Cambridge Public Schools (CPS) is

deeply committed to providing an excellent and equitable learning experience for every student. CPS is a well-resourced public school district, boasting 1,800 staff members to provide wrap-around support to approximately 7,000 students in grades PreK 12 across 17 schools.