PREPARING TO COMMUNICATE YOUR INSTITUTION’S FINANCIAL STORY
Forecast5 Analytics Background

- Based In Naperville IL
- Began Providing Decision Support Tools to Local Governments in 2012
- Full Suite of Data Analytics Solutions for the organization
- Serving over 1900 Local Governments in 27 States
HOW LEADERSHIP TEAMS USE THE FORECAST5™ PROGRAM

FINANCE
Revenue & Expenses Analysis/Benchmarking
Budget Planning & Preparation
Building Budget Presentations
Negotiations Planning
Salary Benchmarking
Enhanced Communication & Transparency

PLANNING
Scenario Modeling & Comparisons
Multi-year Projections
Enrollment Trend Analysis & Projections
Staffing Analysis
Boundary Planning

ORGANIZATIONAL
Credit Rating Presentation
Board Member Orientation
Board Reports & Dashboards
Monthly Insights for Board Members

STUDENT
Student Performance Analysis/Benchmarking
Student Growth Metrics
Program/Service Delivery Analysis
College & Career Readiness
Transportation Analysis
BENEFITS OF DATA ANALYTICS

- DECISION SUPPORT
- OPTIMIZE RESOURCES
- TIME SAVINGS
- TELL YOUR STORY
Who is my audience?

- Finance Experts?
- New Board member?
- Community members?
- Combination?
Who is my audience?

What level of detail should be included?
Who is my audience?

Does my audience have the proper orientation and foundation?
What do I hope my audience take’s home?

Map out the path to decision(s)

How did we get here?
Opening up data can increase transparency

Expenses are rising, - what are the primary drivers and why? (personnel costs)
What do I hope my audience take’s home?

Property taxes have seen slight variance, but what is the overall trend in revenue?
What do I hope my audience take’s home?

To keep the audience focused on the story, what data should be included?

- **Historical Revenue and Expenses**

- What has happened to our property taxes, tuition and fees, and state appropriations and how has that affected our spending?
Data is everywhere...

- With so much information available, and in so many places, how do you analyze and simplify all the variables that affect financial decisions, and present it in a meaningful way?
Keep It Simple

Remove any unnecessary distractions or information
Keep It Simple

A picture is worth a thousand words...

Dashboards and visuals allow you to present data to all elements of your audience in a meaningful way

Use them to fill gaps, and provide context
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