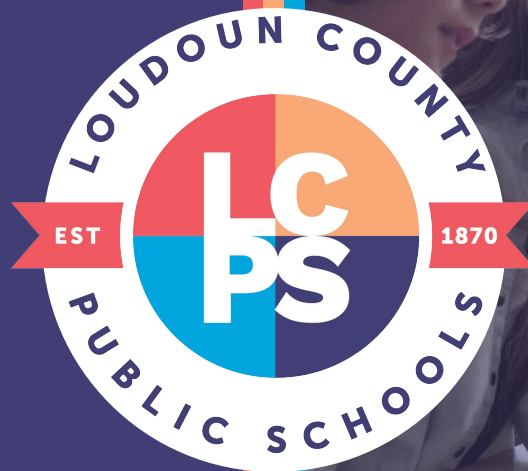


FY25 Communications and Community Engagement

January 25, 2024

Natalie Allen
Chief Communications and
Community Engagement Officer



Communications and Community Engagement FY25 Budget Priorities Support OneLCPS



Reallocations for
New and Ongoing
Initiatives
\$0.4M

What we do...



- Strategic communications planning and execution
- Content creation and storytelling
- Social media campaigns and advertising to include employee recruitment
- Public relations and media relations
- Crisis and incident communications
- Branding consistency, videography, photography and graphic design
- Website, social media channels and LCPS TV





FY25 Superintendent's Estimate of Needs

Communications and Community Engagement

	FY24 Adopted Budget	FY24 Revised Budget	FY25 Proposed Budget	FY25 to FY24 Revised Change
Personnel	\$2,164,184	\$2,523,141	\$2,867,325	13.6%
Operations & Maintenance	521,300	545,235	542,118	(0.6)%
Capital Outlay	0	0	0	
Total	\$2,685,484	\$3,068,376	\$3,409,442	11.1%



FY25 Superintendent's Estimate of Needs

Communications and Community Engagement

FY25 Proposed	DCE
Personnel	16.0
	2 New FTEs



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