

Paula Some  
 PTC 601  
 Reader Analysis

	<b>Needs</b>	<b>Values</b>	<b>Attitudes</b>
<b>Primary</b>  Business Admin  Bd of Ed Finance Committee	Identification of immediate facility needs from a PTA perspective  Accurate assessment of issues	Fiscal responsibility  Realistic Goals	Understanding of need  Respectful  Hesitant to accept responsibility for improvement delays  Stressed over budget constraints  Pleased with short, mostly realistic list
<b>Secondary</b>  Full Bd of Ed  Superintendent  Communications & Public Relation  Technology & Facility Supervisors	Identification of immediate facility need from PTA perspective  Accurate assessment of issues	Quality facilities  Positive district image and relationship with parents  Safety  Fiscal responsibility	Understanding of need  Eager to satisfy some requests  Cooperative  Stressed over budget constraints  Tech & Facility feel burdened with current workload
<b>Tertiary</b>  Parents  District PTA Council  Other Principals	Parents want PTA to lobby for immediate improvements  Principals & Other PTA Pres. interested in comparing needs	Responsible spending  Quality facilities  Parity between buildings	Parents impatient for improvements  PTA Council & PTA Pres. skeptical Bd intent for improvements  Principals curious of other schools
<b>Gatekeeper</b>  Principal	Accurate assessment of immediate needs  Lobbying power of PTA for getting improvements	Quality facility  Parent satisfaction  Safety	Eager for changes  Respective of Bd and procedures  Grateful to PTA for lobby efforts

**Who are the readers?** This memo was supplied, along with an oral presentation, at the request of the Board of Education Finance Committee. Primary readers are the Board of Education Finance Committee and district Business Administrator. Secondary readers are the full Board of Education, the Superintendent, Communications and Public Relations Supervisor, Technology Supervisor, and Director of Facilities. Tertiary readers include parents, the district-wide PTA Council, other PTA Presidents, and other building principals. The Gatekeeper is the principal, who is ultimately responsible for any activity in her building. In addition, this was a collaborative effort and she

needed to review the document before it was submitted.

**What do the readers need?**The primary readers (member of the finance committee and business administrator) need an accurate assessment of immediate facility needs, from a PTA perspective, that could be satisfied by a budget surplus. Requests were supplied by PTA's at each school so that the readers could compare and prioritize. Some of the secondary readers (Superintendent and Bd of Ed) will be involved in final decision-making. Other secondary readers were department experts that I consulted and will be involved in making improvements. Tertiary readers and gatekeeper need me to accurately present the issues and persuade the committee to fund improvements.

**Where will they be reading/ When will they be reading?**The primary, several secondary, and several tertiary readers read the memo during the accompanying presentation in a Board of Education conference room. Other readers received the memo in a packet delivered to the offices/schools.

**How will they be reading?**Several tertiary readers and the gatekeeper received the memo via email. The remainder of the readers received hard copy in person or through inter-office mail..