



PAD 330 Module Six Presentation Guidelines and Rubric

Overview

In this presentation, you will analyze budget documents (including budgeting approaches) for Savannah, Georgia. You will investigate how the city utilizes an operating budget and capital improvement plan budget. The budget document is rich with information about the goals of the community, as well as how the budget was formed and how effectiveness will be measured. This budget document provides you with an opportunity to learn how budgets are organized and to practice analyzing budget documents. Additionally, this presentation allows you to practice and refine your presentation skills, which you will apply in Project Three: Sidewalk Funding, due in Module Eight.

Prompt

For this assignment, you will create a PowerPoint presentation that answers the following questions based on the budget documents listed below: How does the budget align with the strategic goals of the city? What are the sources of revenue that are being used by this community?

Scenario

Assume the role of an advisor presenting to the city manager's new budget analyst for his or her first day on the job. You will analyze the Savannah, Georgia, Office of Management and Budget's fiscal documents. First review the [Office of Management and Budget](#) website. Then review the [2018 Savannah Adopted Budget](#), which has been included so that you can see the budget in its entirety. Note that you do not need to read the entire budget; however, it is helpful context as you complete this assignment. Pay special attention to the following sections of the budget:

- Introduction, pages 1–7
- Budget Overview, pages 10–26
- Financial Policies and Structure, pages 27–30
- Strategic Plan, pages 67–79
- Organizational Overview, page 81
- Capital Improvement Plan Overview, pages 179–180

Be sure your presentation adheres to the principles of planning an effective presentation in this module's resources. Your final presentation should include 3–4 slides with accompanying speaker notes.

Address the following critical elements in your submission:

I. Strategic Goals

- a) Illustrate how the **budget aligns** with strategic goals of the city. (This is described by the city manager in his message on the budget.)

- b) Describe the **budgeting approach** used by this city (e.g., line item, performance based). What are the strengths and challenges with this approach?
- c) Choose one **policy initiative** in the budget. Illustrate how it is outlined throughout the budget document from the city manager's message.

II. Sources of Revenue

- a) Describe the sources of revenue (e.g., public or private grants, interlocal agreements, tax revenue) that are being **used** by this community and how these sources of revenue are being **categorized** (i.e., capital budget or operating budget expenditures).
- b) Describe if these are the expected revenue sources and/or if the community is using innovative funding streams in its **revenue approach**.

III. Communication

Your presentation should be **customized for the audience** of a budget official. Your slides should be streamlined to highlight the most essential information, while the speaker notes add context and detail.

Rubric

Guidelines for Submission: The Introduction to Budgeting presentation must be a 3- to 4-slide PowerPoint presentation with accompanying speaker notes. Include at least two references cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Strategic Goals: Budget Alignment	Illustrates how the budget aligns with strategic goals of the city	Addresses "Proficient" criteria, but there are gaps in clarity, logic, or detail	Does not address critical element, or response is irrelevant	15
Strategic Goals: Budgeting Approach	Describes the budgeting approach used by this city	Addresses "Proficient" criteria, but there are gaps in clarity, logic, or detail	Does not address critical element, or response is irrelevant	15
Strategic Goals: Policy Initiative	Illustrates how one policy initiative is outlined throughout the budget document	Addresses "Proficient" criteria, but there are gaps in clarity, logic, or detail	Does not address critical element, or response is irrelevant	15
Sources of Revenue: Use and Categorization	Describes the sources of revenue that are being used by this community and how they are categorized	Addresses "Proficient" criteria, but there are gaps in clarity, logic, or detail	Does not address critical element, or response is irrelevant	15
Sources of Revenue: Revenue Approach	Describes if these are the expected revenue sources and/or if the community is using innovative funding streams in their revenue approach	Addresses "Proficient" criteria, but there are gaps in clarity, logic, or detail	Does not address critical element, or response is irrelevant	15
Communication	Presentation is customized for the audience; slides are streamlined for effective communication of ideas	Addresses "Proficient" criteria, but there are gaps in clarity, logic, or detail	Does not address critical element, or response is irrelevant	15

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, or organization	Submission has some errors related to citations, grammar, spelling, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, or organization that prevent understanding of ideas	10
Total				100%