

The Art of External Communications



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Introductions

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Communications PDC

Mission: To provide professional development and information for school business officials and staff on public relations, marketing, social media and communications strategies; to engage stakeholders and promote community outreach, recruiting, and school branding activities.



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Learning Objectives

- Develop a *Communications Toolkit* to apply appropriate communication skills. Use topics and scenarios to discuss best practices in external communications
- Understand where and how communications can be a benefit or a roadblock to your goals
- Share some 'Best Practices' and strategies to work effectively with your Communications Officer



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CSBO Communication Goals

Externally communicating effectively is a **necessary** skill for the CSBO

They must successfully deliver their message to a variety of stakeholders **externally** with community stakeholders

Today, we will be discussing communication strategies to maintain a collaborative and well-informed school district community



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Communications Expectations of your Position

- Commitment
- Qualified
- Experience
- Knowledge
- Empathy
- Ethical Decision making



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External Communications Toolkit

Build your capacity to effectively communicate

- Determine the Goal
- Identify the Audience
- Develop the Message
 - Clarity
 - Consistency
 - Main Points
 - Tone and Appeal
 - Credibility



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External Communications Toolkit

Build your capacity to effectively communicate

- Committee of Advocates
- Town Hall Meetings
- Survey Tools
- Social Media / Website
- Video
- Press Releases
- Signage



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External Communications Toolkit

Build your capacity to effectively communicate

- Transparency in communication
- Communicating the process
- Involving the community
- Relaying a clear & consistent message
- Using the right words



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Topics Covered Today

- Branding
- Registration
- Capital Improvements - Referendum
- Capital Improvements - Financing
- Dual Language Program
- Violent Critical Incident
- Establishing a Board / Advisory Committee



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What Is a Brand?

*More Than a Logo
(But a Good Logo
Helps)*

- How you live your mission, vision, values and goals
- Reflects what you hear from your community & how they interact with you

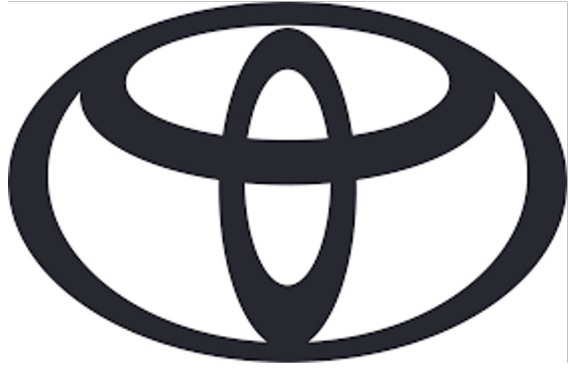
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What Is a Brand?



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How did we create our Brand?

- The Strategic Plan
- More Research
- Branding Team (teachers, staff, parents)
- Community Input
- The Big Reveal



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Branding



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Registration

Dear District 64 Families,

Please help us accurately plan for next year by registering your child before the June 1st deadline!



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Registration

LETTER TO MY FUTURE SELF

DEAR FUTURE ME,

Please register by June 1st.

District 64 needs your help to make sure there's the necessary staffing throughout the District.

When people register by June 1st, it also helps with classroom arrangements and makes sure that all the schools have the materials needed for the year.

SIGNED: Future Self who registered by June 1st



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Registration

***What happens after June 1st?* Here's what you need to know if you do miss the deadline and want your child to go to school in District 64. You will need to complete a few items to enroll:**

- **Prove residency, even if you were previously cleared**
- **Provide a birth certificate of the child registering**

Lack of information on who is returning not only creates problems in the classroom but there may also be issues with transportation routing.



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Registration

As an improvement to the registration process, we no longer require fee payment at the same time as enrollment. We encourage families to pay their student fees as soon as possible and would like payments in by September 1st.

We realize that the June 1st deadline is a significant change, and we appreciate the community's help to ensure we accurately plan for the upcoming year. Thank you for your understanding and support.



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Capital Improvements - Referendum

- 1. Develop years of public trust.** Trust cannot be gained just for the referendum.
- 2. Present a clear, honest picture** of the organization's financial situation. Be transparent.
- 3. Collaborate to obtain input** from your community regarding the goals/objectives of the ballot proposition.



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Capital Improvements - Referendum

4. **Clearly articulate your vision** and the “why” of what is to be done. Focus on impact/benefit to students, not buildings.
5. **Find the right level of detail**, but be clear of what it will cost, both to the organization and to individual taxpayers.
6. **Be honest and clear** on what happens if the ballot measure does not pass. Do not exaggerate this, tell the truth.



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EVERY COMMUNITY HAS THIS GUY

He is loud!

He has his tax bill!

He is angry!

People are wondering who this guy is

Kids are thinking... what about me?

Some people aren't listening



Capital Improvements - Financing

1. General Obligation Bonds (GO Bonds)
 - Building Bonds
 - Life Safety Bonds
 - Funding Bonds
2. Debt Service Extension Base (DSEB)
3. Alternate Revenue Bonds
4. Leases



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Dual Language Program

Who pays for the program?

- A) Local Funds
- B) Grants (eg. Title III)
- C) Tuition based (eg. Blended Classroom)
- D) All of the above



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Dual Language Program

- Strategic Plan
 - Annual Budget and 5 Year Projections
 - Revenues and Expenditures
- Decision of *which* dual language programming after you have identified *why*
- Kids arrive are our kids
- Teachers
- Sustainability



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Dual Language Program

Goal #1:

Review and update teaching, learning, and assessment practices and materials through an equity lens to create culturally responsive learning environments.

Goal #2:

Investigate options for new or revised course offerings, with emphasis on World Language, Dual Language, and Encore opportunities.

Big Ideas for Investigation:

- Equity through culturally responsive resources and materials
- World Language/ Dual Language
- Use of time in school day



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Dual Language Program

- Staffing Plan
- Teacher Pool for hiring
- Competitive Collective Bargain Agreement
- Visiting International Teachers (VIT)
 - Spain: Spanish Ministry of Education
 - Mexico: Medina-Ramos Global Education Group
 - Morocco: Teachers of English Association of Morocco (TEAM)



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Dual Language Program

- Classroom space
- District should consider Demography Report and Classroom Utilization Study
- Furniture
- Guaranteed and Viable Curriculum Resources
- Professional Development
- Enough Substitute Teachers?



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Violent Critical Incident

- First message should go out within 10 minutes
- Superintendent / Communications Officer / CSBO
- Who, what, when, where?
- Any other info?
- Create a Hashtag for the incident
- Decide who is going on camera
- Who is reporting directly to the Incident Commander



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Violent Critical Incident

- It is OK to be worried - you are human
- Identify ways to provide information that bring a sense of calm
- Regular communication 1-3 hours
- Follow NIMS



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Establishing an Advisory Committee

- Standing Board Committees (Board Policy 2:150)
- The duties of the President are to make Board appointments (Board Policy 2:110)
- Standing committee of the Board where members work directly with Superintendent and CSBO on issues
 - Finance Committee
 - Budget Reduction Committee
 - Sustainability Committee
- Gives the Board greater financial governance and oversight of the district



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Establishing an Advisory Committee

- Align with Strategic Goals
 - Clear objectives and outcomes
- Board members with a desire and background (2-4 members). Appoint Committee Chair
- Non-Board members from community (recruited / selected)
- Members do not need to be experts, but are willing to learn. Questions should be representative of the rest of the Board / community



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Communication Roadblocks

- Over communication vs Miscommunication
- Cultural differences
- Attitude
- Lack of motivation
- Listening skills
- Written communication quality
- Appropriate communication tools
- Oversharing



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Communication Roadblocks



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Understanding Communications with your Communications Officer

- Role Clarity
- Relationships Matter
- Expectations of the Position
- Relationships Matter - Foundational Work is important



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Understanding Communications with your Communications Officer

Role clarity is the **degree to which employees have a clear understanding of their tasks, responsibilities and processes at work**. This clarity is not limited to their own role; it also includes their colleagues roles. Clarity is an essential precursor of productivity, and a lack thereof can cause stress and confusion.



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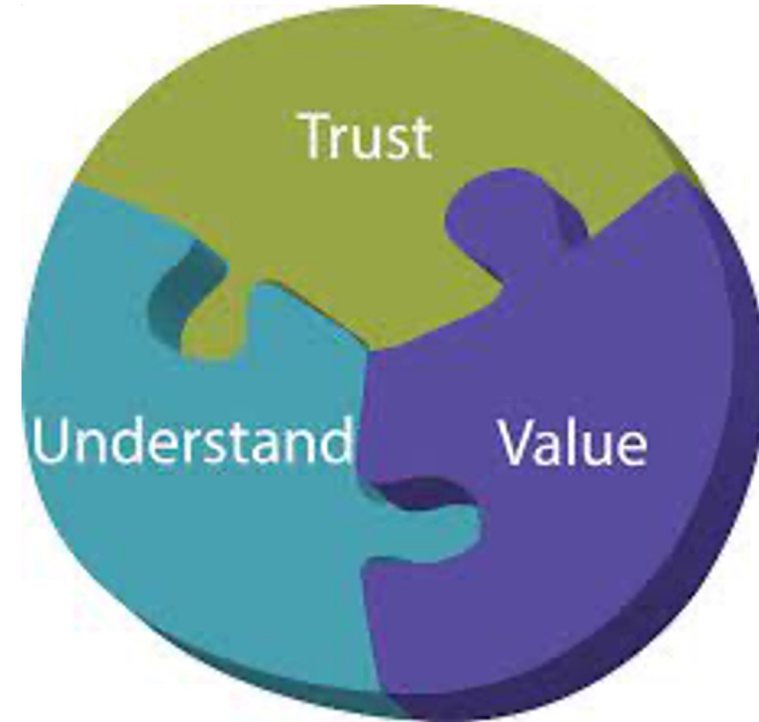
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Understanding Communications with your Communications Officer

Relationships are **the foundation of a meaningful work life**. We are surrounded by others, and we largely define ourselves by our relationships.

We depend on others for our success, and we often fail when we do not put time into relationships.



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Questions and Answers

We thank you for your time!



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