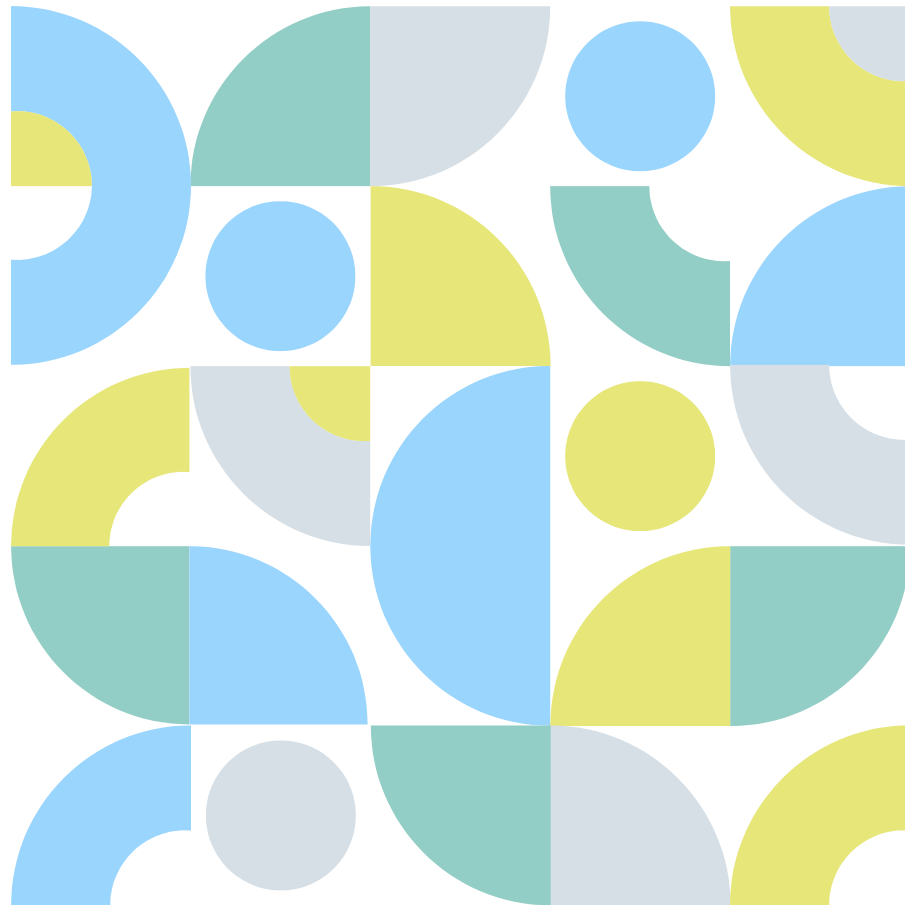




Starting Strong: 12 Communications Strategies for New Superintendents

The Center for Effective School Operations
CESO Communications



Presenters



Nicole Kirby, APR

816-289-5633

nicole.kirby@theceso.com



Jill Filer

816-738-1055

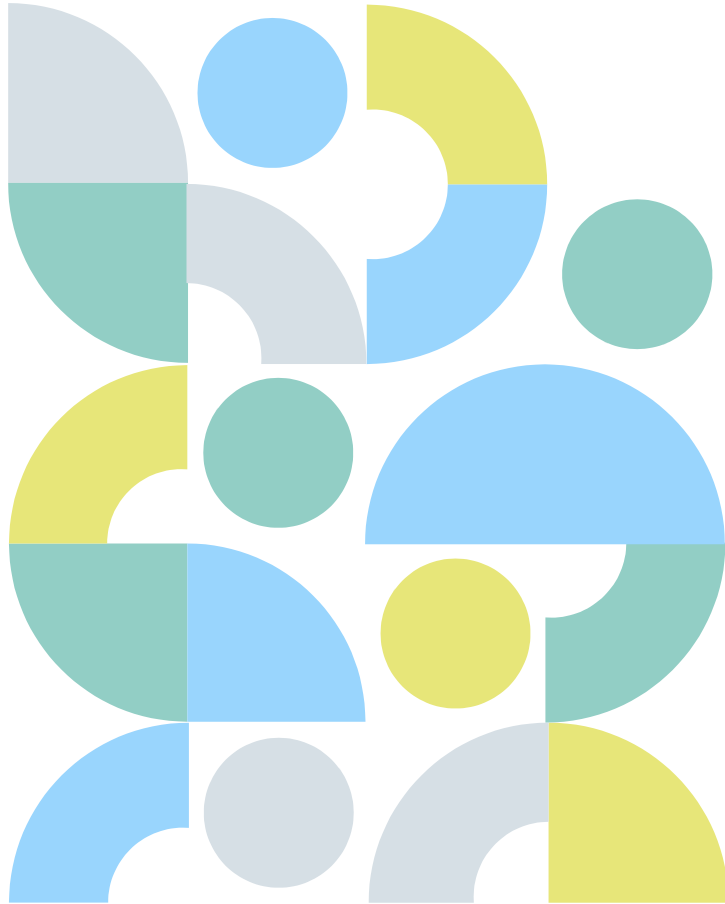
jill.filer@theceso.com

1. Prioritize Internal Communication

Make Communications Part of Everyone's Job

- Develop a consistent, concise internal communications strategies for sharing information and gaining feedback
- Builds trust, staff morale
- In all situations, begin with informing staff
- You cannot do this alone
- Everyone is responsible for communication and building relationships
- Establish expectations for all staff



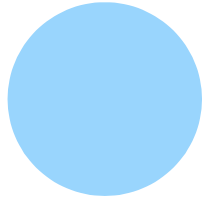


2. Be Proactive in Crisis Communications Planning

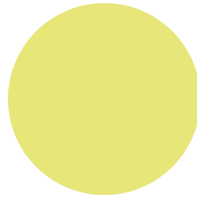
- Fill Your Bucket
- Communicate with families regularly
- Be ready before the crisis occurs
- Update the plan and train staff, students on regular basis
- Plan is no good if no one knows how to use it
- You will be judged on your response to the crisis



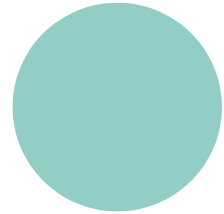
3. Train Your People



**Teach your staff how
to communicate and
build relationships**



**Teach them the
power of the
first impression**



**Help them understand
the many communication
aspects of their jobs**

4. Tell Stories about Your District

- Humanize your district
- Don't tell me facts, tell me what it means to people
- Connect with the heart of your community to engage them



5. Create Key Messages

- What are the top three things you want your community to know this year?
- Establish those key ideas and share them
- Incorporate those key thoughts in everything you do
- Frame the discussion for your stakeholders
- Help them to understand your perspective





6. Be Strategic

A communication plan is your road map for how you will effectively communicate with your stakeholders on an ongoing basis. Like a budget, a communication plan will help identify how and what a district will communicate. In addition to having an overall communication plan, you may also develop short-range communication plans to address specific issues.

7. Invest in Relationships

Your investment in relationships with your board, administrators, employees, families and community members will pay off.

You will see this in their support for your work on behalf of students.



8. Put Yourself in Their Shoes

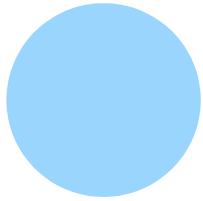
Consider your students, your employees, your families and your community in your decisions, especially the ones you don't always hear from.

Think about what they will care about, how they will react to things and what decisions they will want to be included in.

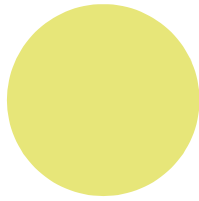




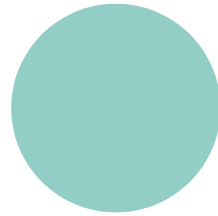
9. Engage Your Stakeholders



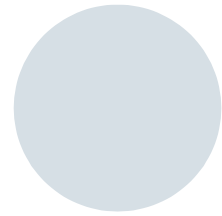
Be visible at staff meetings, PTAs and community groups



Identify issues that need stakeholder feedback



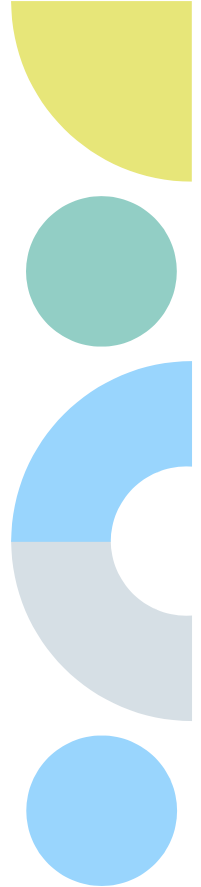
Pick the right tools to engage stakeholders in decisions



Close the loop — tell people how you used their feedback

10. Pick the Right Tactics for Your Strategic Plan

Know which tools are best to use with each audience and which will help you achieve your communication goals.



11. Be Clear

Brené Brown says “Clear is kind.”

Pick simple messages to make complicated issues understandable, then stick to them and repeat them.



12. Ask for Help

Reach out to us or to another trained communications professional if you have questions or struggles.

You don't have to guess how to communicate well!



Questions?

theceso.com

Nicole Kirby, APR

Jill Filer

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