Telling Your District’s Story

Effective Communication Practices

SAI Annual Conference: August 3, 2016

Dr. Dan Cox, Charles City Superintendent
Dr. Anthony Voss, Hudson Superintendent
Mr. Justin DeVore, Charles City Communications & Community Engagement
Our Goals for this Session:

1. **Engage** you to reflect on your current communication efforts
2. **Inspire** you with some tips & new ideas
3. **Empower** you to create content and add to the ways in which you communicate with stakeholders
Failing Our Kids: How We Are Ruining Our Public Schools
CHARLES UNGERLEIDER

The “Failing” Schools List
What Does It Really Show Us?

Eva Moskowitz
@MoskowitzEva
143,000 kids are still trapped in failing schools... we must end this tragedy now! Don'tStealPossible.org #Don'tStealPossible
WE NEED TO MAKE THE POSITIVE SO LOUD THAT THE NEGATIVE BECOMES ALMOST IMPOSSIBLE TO HEAR.

GEORGE COUROS @GCOUROS
Use Multiple Formats To Reach All Audiences

Employees
Parents
Students
Community Members
Alumni
Reporters & Media
Out-of-District Grandparents & Relatives
How awesome are your students?

How does anyone know?

What content do you communicate and how are you sharing it?

(handout where you can write answers)
<table>
<thead>
<tr>
<th>Traditional</th>
<th>Reimagined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static Websites</td>
<td>Dynamic Websites</td>
</tr>
<tr>
<td>Print Newsletters</td>
<td>Print / eNewsletters &amp; Blogs</td>
</tr>
<tr>
<td>Email</td>
<td>Email, Facebook, &amp; Twitter</td>
</tr>
<tr>
<td>F2F Communication</td>
<td>F2F, Audio, &amp; Video</td>
</tr>
<tr>
<td>Minimal Social Media</td>
<td>Expanded Social Media</td>
</tr>
</tbody>
</table>
Write down 12 school topics you would like to share with your stakeholders in 2016-17.

(handout where you can write answers)
Who is Communicating With Whom?

● Board Policy Should Dictate How and When
  ○ News and Media Relations
  ○ News Conferences and Interviews
  ○ News Releases
  ○ Live Broadcast or Videotaping

● Working With a Communication Director

● Internal Communications
  ○ Alerting Board & Staff first
  ○ Using a Memo
  ○ Calling a Staff Meeting
  ○ Calling, texting, or emailing board members
Role of the District Website

- Dynamic vs. Static Site
- Drive Traffic--Do people Find It Useful?
- **Hudson Schools**
  - About Us
  - Friday Board Bulletin
  - District Announcements
  - Calendar
  - Monday Morning Memo
Role of the District Website

- **Big banana concept**
- **Charles City**
  - Research (Google Analytics & stakeholder survey)
    - What your stakeholders want
    - What you want
  - Hard Hat Area
  - Superintendent’s Blog / Podcast
  - One-click vs. three-clicks
  - District calendar
District Website: Desktop vs. Mobile
Facebook

- Commit to post frequently
- Use photos or graphics
- Video
- When to post
  - The car line at end of school day (2:40 P.M.)
  - Facebook insights will tell you the best time to post
Dr. Anthony D. Voss @AnthonyDVoss  ·  May 25
Cedar Falls, Hudson high school newspapers top contest wfcourier.com/news/local/edu... #hudsonschools #pirate @hudpiratepress

Dr. Anthony D. Voss @AnthonyDVoss  ·  May 17
@BradJensen2 ends on a high note! #hudsonschools @HudMusicDept

Wayne Haskovec @WHasko35  ·  May 6
Digital media class going #PrimeTime #hudsonschools #edtech @AmazonEdu

Dr. Anthony D. Voss @AnthonyDVoss  ·  May 2
Finding the slope in Algebra class. It might be May, but we have a lot of learning left! #hudsonschools
Twitter

- Networking
  - #iaedchat
  - #suptchat
- Hashtags
  - #WeAreCC
  - #hudsonschools
- Monitor
- Tweetdeck
  - Schedule your tweets
Putting it all together

Data based clicking

Shorten links with bit.ly
See how many people click

Integrating and see how effective you are

Drive your audience to your website

http://www.charlescityschools.org/News/grandopening = 51 characters, 36%

http://bit.ly/2ayP9fj = 21 characters, 15%
Twitter Analytics: audiense.com/

- Identifies the best time to tweet
- If aiming for students, tweet at lunch time
YouTube/Video

Easy

Parade participation ([Independence Day Parade](http://charlescitypan.com/school-board/))
Board meetings ([http://charlescitypan.com/school-board/](http://charlescitypan.com/school-board/))

Advanced

How do you decide between late start & snow day? ([Early Morning Drive](https://www.facebook.com/charlescityiowaschooldistrict/videos/1050501048370224/))
Give people a view of what’s happening ([Rock in Prevention](https://www.facebook.com/charlescityiowaschooldistrict/videos/1050501048370224/))
Deliver a message ([Students, Staff, Parents Urge Iowa Legislature for Action](https://www.facebook.com/charlescityiowaschooldistrict/videos/1050501048370224/))
Pledge ([Pledge of Allegiance - Charles City Lincoln Elementary](https://www.facebook.com/charlescityiowaschooldistrict/videos/1050501048370224/))
Video Press Release ([Greatness STEMS From Northeast Iowa Schools](https://www.facebook.com/charlescityiowaschooldistrict/videos/1050501048370224/))
Blogs

- **Informing Your Public**
  - What Does A Grade Really Mean?
  - NCLB is Finally Left Behind
  - $8 Billion
  - Committed-Number 100
  - Summertime: Busy Time for Projects!
  - A Smarter Way to Assess the Iowa Core
  - FFA Teaches a Broad Range of Skills
  - How Learning is Being Transformed at Hudson Schools
  - What We Now Know After Two Years of Teacher Leadership at Hudson
  - The Principalship in the Era of Teacher Leadership

- **Look again at list of 12 topics you wrote earlier**
  - Which could be your first blog post?
  - Use your newsletter column as a blog post, too
Newspapers

- Send your blog to the newspaper
- Student successes sell papers
- Newspapers are looking for easy content
- Tell YOUR story
Top 5 stories you would like the media to cover

**COLLEGE ROADSHOW** – Students won’t be in class on Monday because of parent teacher conferences, however the Charles City High School will be filled with students learning about opportunities beyond graduation. NIACC will be hosting a college roadshow inviting students to learn more about opportunities after high school and helping answer questions about NIACC, and other colleges and universities. Students will also have an opportunity to get help completing the FAFSA forms for financial aid. **MONDAY 9 A.M. – 5 P.M.**

**GEOGRAPHY BEE** – Which Canadian province produces more than half of the country’s manufactured goods? Charles City Middle School students will be asked questions like this on Tuesday (Lincoln Elementary School students on Wednesday) to qualify for the National Geographic Geography Bee. **TUESDAY 2 P.M. (Answer: Ontario)**

**SERVING FOOD SAFE** – It’s the ACT’s for food preparation. Learning how to serve food to patrons safely is what students will be tested on as they take the ServSafe exam this week. ProStart students, who most notably prepare Comet Café meals for the community, will administer the exam. Students, already food service professionals, will use this in their careers. The ServSafe exams are accredited by the American National Standards Institute. **TUESDAY**

**READ-A-THON** – The Washington Elementary and Early Childhood Center is sponsoring a Read-A-Thon from February 1 through February 26, 2016. The goal of the read-a-thon is to promote the importance of reading and raise money for the Charles City Voluntary Preschool Program for Four-Year-Old Children. To celebrate our reading efforts, there will be a March assembly, for every 100 minutes a student reads, they will get a piece of duct tape to tape the principal to wall. **WEDNESDAY – ALL DAY**

**READ TO PUPPIES** – We all need practice, and sometimes a sympathetic listening ear is just what we need. Elementary school students, building their literacy skills will have time this week reading to puppies. Terri Turner, a former Charles City elementary school teacher, has puppies conditioned to react well around children. By sitting down next to a dog and reading to the dog, all threats of being judged are put aside. The child relaxes, pets the attentive dog, and focuses on the reading. Reading improves because the child is practicing the skill of reading, building self-esteem, and associating reading with something pleasant. **WEDNESDAY – ALL DAY**
Radio

- Get to know reporters
- Podcast
  - Offer to do a 1 or 2 minute podcast about school topics
  - Upload to District website after it airs on radio
- Morning Show
  - Offer to write Qs that they can ask you
  - Offer to have community ask Qs in advance
  - E-mail us at CCCSD@charlescityschools.org
- Invite to broadcast live at special events
Podcasts

● “60-Second Snapshot”
  ○ 45 seconds with standard introduction and closing
  ○ [http://www.charlescityschools.org/blog/433/2281/taking-center-stage](http://www.charlescityschools.org/blog/433/2281/taking-center-stage)
  ○ First three topics last year: Registration, Facilities for the Future, & Back to School

● 1-minute podcast typically runs 160-180 words

● Look at your list of 12 topics again...which would be great 1-minute podcasts?

● Ready-made podcasts
  ○ NEA American Education Week Sample [Radio Public Service Announcements](http://www.nea.org)
  ○ [Walk Bike to School](http://www.walkbiketoschool.org)
  ○ [Kindergarten Registration](http://www.charlescityschools.org/blog/433/2285/17-calendar-input) (PA)
Television

- Get to know reporters
- Send weekly tip sheets
- Become their go-to expert
  - Topics you know well
  - Localizes a national story
- Share key messages
- Speak in “headlines”
- TV has 90 seconds to fill
  - B-roll
  - Media-shy students
  - Fill the time with the school
Pro Tip: Tweet the Interview as a Promotion
Pro Tip: Host a Media Day

Thank you to @CCPress, @globegazette, @KCHA, @KIMTNews3 for touring the new Charles City Middle School today.

How is Charles City transforming education? @KIMTNews3 @BrianTabick @CCPress all reporting on this today. #WeAreCC
Embrace New Ways of Reaching Stakeholders
Look at your 12 topics once more. Which format(s) could you use?
Contact Information

Dr. Dan Cox
@DanCoxPhD
dcox@charlescityschools.org

Dr. Anthony Voss
@AnthonyDVoss
anthonyvoss@hudsonpiratepride.com

Justin DeVore
@JustinDeVore
jdevore@charlescityschools.org