



25+ Communication Strategies to Implement Tomorrow

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Agenda

- Communications 101
- Developing Relationships
- Ideas that Work



Think...

- Who?
- What?
- How?



Develop Written Communication Plan

GOAL SETTING


- S SPECIFIC
- M MEASURABLE
- A ATTAINABLE
- R RELEVANT
- T TIME-BOUND

Papillion-La Vista Schools

Conduct Annual Communication Survey

- Internal
- External

“What is the shortest word in the English language that contains the letters: abcdef? Answer: feedback. Don't forget that feedback is one of the essential elements of good communication.” - Anonymous




Define Your District/School Brand

WHEN YOU
BRAND YOURSELF
PROPERLY
THE COMPETITION
BECOMES IRRELEVANT

jobstite

Remember

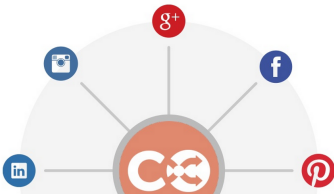
- Short and Sweet
- Push vs Pull
- Two Way is Critical



When in Doubt...Send It Out

- No such thing as overcommunication

Repurpose...Repurpose...Repurpose

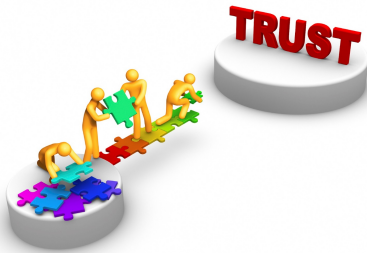


Communicate Internal First

President Kennedy once visited a NASA site and met a janitor.
Kennedy asked the janitor, "And what's your job?"
The reply was, "Mr. President, I'm helping to put a man on the moon."



Developing Relationships



Secretary Is Key

- Don't stand for less than awesome

BE
IN
THE
BUSINESS
OF
BEING
AWESOME.

Implement Employee Recognition Program

“Recognition is a short-term need that has to be satisfied on an ongoing basis -- weekly, maybe daily.”

“When people don't get enough recognition, they ask themselves, 'What am I doing this for? Nobody cares.'”

Engage Your Community

PEOPLE
DON'T SHARE
FACTS
THEY SHARE
EMOTIONS.

Start a Partnership Program



Utilize Advisory Groups



Build Relationships with Local Media



Parent Volunteers



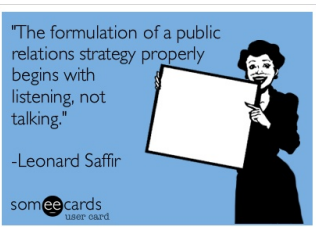
Ideas That Work



Develop Talking Points



Board Briefs



Seek & Provide Communication Training

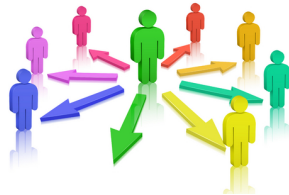
- New teacher
- Crisis
- Media
- Classified Staff



"The tech repair video said to first unplug the computer, so I did that, but then the screen just went blank."

Identify and Utilize Opinion Leaders

- Internal
- External



Kick Off Year With a



Communication Standards for Teachers



Utilize Electronic Communication

- E-newsletters
- Good news emails from principals and teachers to parents



Develop Social Media Guidelines

"We don't have a choice on whether we DO social media, the question is how well we DO it."

- Erik Qualman

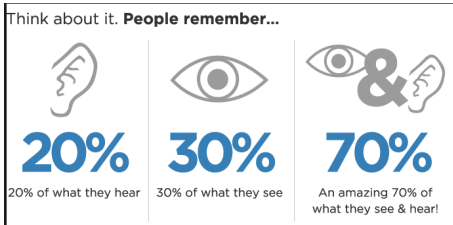
Develop a District App



UPDATE

Update Your District/ School Web page

Utilize Photos and Videos



Utilize Mass Calling System



Have Fun... Be Creative

- 27
- 28
- 29 WAYS TO STAY CREATIVE**
- 30 1. MAKE LISTS.
- 31 2. CARRY A NOTEBOOK EVERYWHERE.
- 32 3. TRY FREE WRITING.
- 33 4. GET AWAY FROM THE COMPUTER.
- 5. QUIET BEATING YOURSELF UP.
- 6. TAKE BREAKS.
- 7. SING IN THE SHOWER.
- 8. DRINK COFFEE.
- 9. LISTEN TO NEW MUSIC
- 10. BE OPEN.
- 11. SURROUND YOURSELF WITH CREATIVE PEOPLE.
- 12. GET FEEDBACK.
- 13. COLLABORATE.
- 14. DON'T GIVE UP.
- 15. PRACTICE, PRACTICE, PRACTICE.
- 16. ALLOW YOURSELF TO MAKE MISTAKES.
- 17. GO SOMEWHERE NEW.
- 18. COUNT YOUR BLESSINGS
- 19. GET LOTS OF REST.
- 20. TAKE RISKS.
- 21. BREAK THE RULES.
- 22. DON'T FORCE IT.
- 23. READ A PAGE OF THE DICTIONARY.
- 24. CREATE A FRAMEWORK
- 25. STOP TRYING TO BE SOMEONE ELSE'S PERFECT.
- 26. GET AN IDEA: WRITE IT DOWN.
- 27. CLEAN YOUR WORKSPACE
- 28. HAVE FUN.
- 29. FINISH SOMETHING.

Questions???

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Monthly meetings on a variety of communication topics.

www.nebspra.org
