

Communication for Tumultuous Times

Presented by



Presented by

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Choose your issue

Budget

Personnel

Curriculum

Students

Referendum

Effective
communication
strategies are the
same
regardless of the
issue!



Communication

Why?

Who?

What?

When?

How?

Communication - Why?

- Communication is integral to all issues.
- Communication happens...even without a plan!
- Effective communication is the foundation for success.



Communication – Who?

- Critical: know your audiences

- Internal

- External



Communication – What?

- Consistent messages
- Key message points
- Transparency

Communication – How?

- More not less
- Counteracting rumors or bad information
- Multiple media
- Actual stories to illustrate

Communication – When?

- Early and often
- Internal first
- Memoranda of understanding
- Media meeting

From the trenches

“We worked really hard to **release any information that we could** to the public. Our **key message** was relationships with kids. The **trusting relationship** between the student and the associate principal was the key to averting a crisis. We **stuck to our message** about relationships and our **partnership with the police**. That was important.”

Amanda Brooker
Green Bay



Remember...

- No matter what the district issues are, effective communication strategies are the same.



- No issue is “over” until the communication needs are addressed.

**Thank you
for your participation!**

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