



Ohio School Boards Association Capital Conference and Trade Show

November 13 – 16, 2011

Greater Columbus Convention Center
Columbus, Ohio

Right time, right message, right people

Board development

Monday, November 14, 2011

2:00 p.m.

C 213–215

Kathy LaSota, director of school board services, OSBA

Executive searches

OSBA search consultants provide search services that can help your board and administration organize a search process and find highly qualified candidates for superintendent, treasurer, business manager or principal vacancies.

As a member of the National Affiliation of Superintendent Searches, OSBA network across the country to conduct a truly global search. OSBA has conducted over 700 successful searches, since the inception of the service in 1981. This service reflects OSBA's long-term commitment to strong, mutually beneficial board-administrator relationships.


Contact OSBA at (614) 540-4000 or (800) 589-OSBA for more information.

Please complete an online conference evaluation either during or after the event at
<http://links.ohioschoolboards.org/CC11Evaluation>

OSBA Mission


OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service and creative solutions.

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**Right Time, Right
Message, Right
People**

OSBA Capital Conference
November, 2011
Kathy LaSota




ORC 3315.07


School boards of education are prohibited from spending public money to support or oppose the passage of a levy or bond issue.

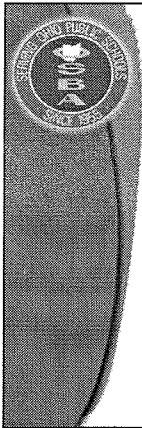
ORC 9.03

School boards may spend public funds "to communicate information about the plans, policies and operations of the political subdivision to members of the public within the political subdivision and to other persons who may be affected by the political subdivision."



SHOESTRING *the nonprofit's agency*

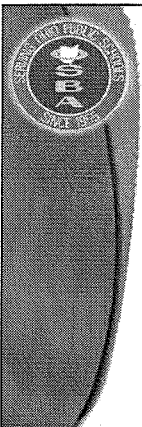




Weatherproofing Your School

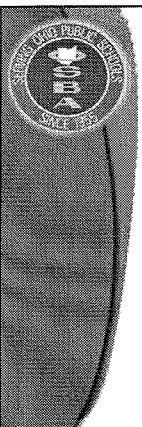
"The winds of the events can effect us all and school districts are not immune. If you do not want the winds to blow you off course you must use the sails of communication to keep your district moving in the direction you have set out for it."

- Avakian Consulting



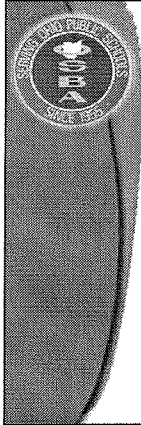
Topic for Today

**Specific Goal +
Specific Audience +
Specific Message =
SUCCESS**



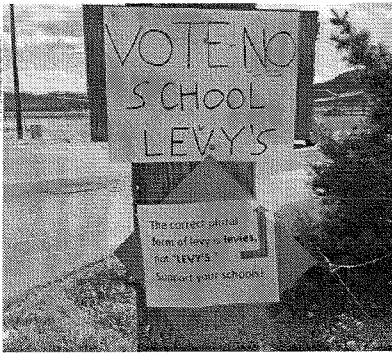
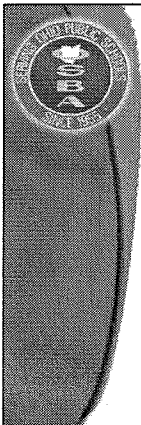
It is All in the Message!

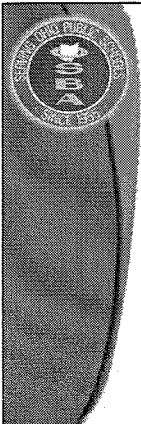
Video



A Strong Foundation

- Board leadership and direction
- Parental Involvement
- Media relations
- Doing the right things right
- Year-round outreach and communication






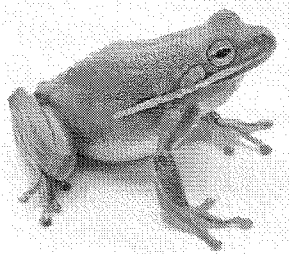
Do You REALLY Know Your Audiences?


You do not want to just "reach" your audience - you want to connect with them.

You should know what people care about and not just what YOU WANT THEM TO CARE ABOUT!




If people don't care about frogs, they won't save the frogs!






The Hometown Ohio School District is changing. "This is not your mother's, father's, grandfather's Hometown Ohio," said Superintendent Carol Communicator. Today, the district services nine subgroups and has a student body that speaks 17 languages. But the district also has seen an increase in students coming from economically disadvantaged homes. "The subgroups are shifting," said Charlie Testmaster, director of instruction. "We are at the highest point ever in economically disadvantaged students."

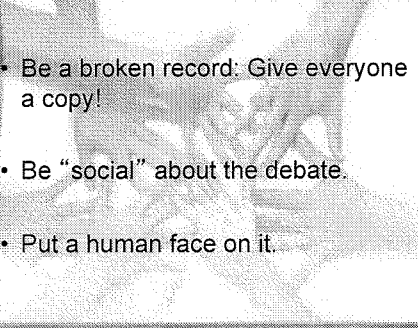



Carol Communicator went on to say, "In 1996, less than 10 percent of Hometown Ohio students were eligible for free or reduced lunches, a measurement of poverty in student bodies. Today, 37.5 percent are eligible. At Market Street Elementary, in the district's northern corridor, the level of eligible students reaches into the 60th percentile."



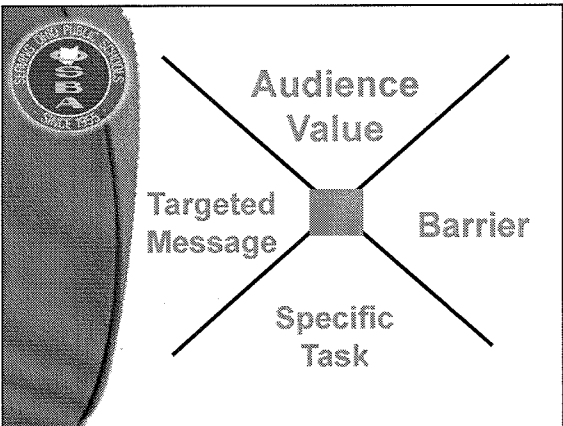
Overcome the Barriers

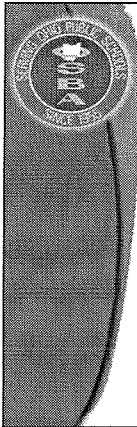
- Separate the audiences
 - Know their values
 - Know the barriers
 - Know their comfort zones
- Provide options they can live with.
- Tell your story as often in as many ways and as often as you can.
Why What How



- Be a broken record: Give everyone a copy!
- Be "social" about the debate.
- Put a human face on it.

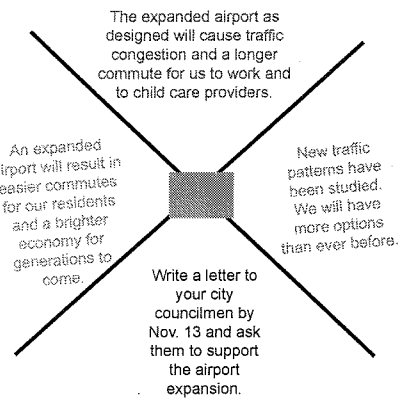
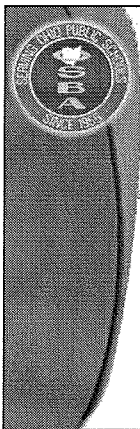
Community Outreach

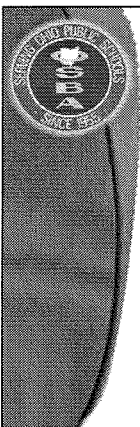




One Size Doesn't Fit All!


- Would you tell your life story on a first date?
- Shift your messaging mindset.
- Are you guilty of "megaphone mission" marketing?
- Are you talking about how great you are rather than trying to empower your audience?



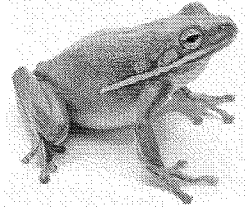


Thoughts about email...

- Never write anything in an email that you do not want to see on the front page of your local paper.
- If there is any question between calling and email...Call.



And, oh, by the way... We are going to save the frogs!





Be Specific - TARGET



- The more specific the audience...
- The more specific the values...
- The more specific the messages...





Table Talk


What do you want?

Apply the model




4 Messaging Sins

- MYGO
- Charismatic mega fauna
- RTI...ADM...NCLB...an on an on...
- Caveats




Is what you say what they hear?


Movie



Thoughts on Social Media...


- Can't replace traditional media.
- 39% still read the newspaper.
- Spread messages quickly.
- Track followers and fans.
- Can target and get feedback from specific audiences.






Thoughts on the Internet in general...


- Utilize as much as possible.
- Collect email contacts for people who need to be informed
- Maintain a current website
- Link one tool to another
 - Facebook
 - Twitter
 - Website
 - Publications



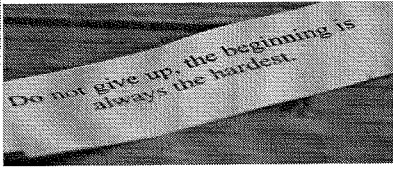


Consider this...


- Get your message heard above the "noise"
- Capture the the unknown 30%
- Newsletters on specific topics that resonate
- "Narrowcast" your message



Don't Give Up!




Kick it up a notch!
BAM!!!



Things to Do

- Review policies.
- Establish or review Communication Plans.
- Plan outreach initiatives for the calendar year.
- Gather audience data.
- Consider new community outreach strategies.
- Deliver data and information on a consistent and timely basis.



Every interaction with every person every day is a significant interaction!



Thank you!

OSBA stands ready to assist you!

www.ohioschoolboards.org

614-540-4000
