



Ohio School Boards Association Capital Conference and Trade Show

November 13 – 16, 2011

Greater Columbus Convention Center
Columbus, Ohio

Key communications = community connection

Community relations

Monday, November 14, 2011

3:45 p.m.

C 112–113

Melissa Conrath, retired superintendent, Worthington City
Victoria Gnezda, director of communications, Worthington City
Jennifer Economus, outreach strategist, Avakian Consulting
Stephanie Donaldson, parent, Worthington City

New Board Member Academies

Mark your calendars for the January 2012 New Board Member Academies. The workshop is specially customized for newly elected board members to learn about boardmanship and your association.

The workshop will feature updates about communications; boardmanship; policy; labor relations; legislative, lobbying and finance; and legal issues. You won't want to miss this workshop. Visit www.ohioschoolboards.org for specific dates, locations, details and to register.

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.


Ohio School Boards Association

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(614) 540-4000 fax (614) 540-4100
www.osba-ohio.org



Key Communicators: Building your community support network


OSBA Capital Conference
November 14, 2011



Why Key Communicators?

- ABCs: Always be Communicating
- Technology has flattened our world!
- There's an obligation and expectation from the public that we communicate.
- Face to face: the best way to connect

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Why Key Communicators?

- Keep up momentum
- Keep supporters engaged
- "Third Party Validation"
–Volunteers feel "ownership"
- Two way street

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Why Key Communicators?

- More “eyes and ears” in the community
- Invaluable rapid response
- Cost-effective volunteer base

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Who are they?

- 12-15 Community members
- Reflect cross section of community:
 - Parents (young children preferably)
 - People with their own networks
 - Empty nesters
 - Cover geography/neighborhoods

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Work of the Group

- Meet monthly for one hour
- Weekly contact by phone or email
- Tasks: writing letters, sharing key themes, hosting coffees, sending emails to networks
- “Two way street” communications:
 - Rumor control
 - What are you hearing out there?

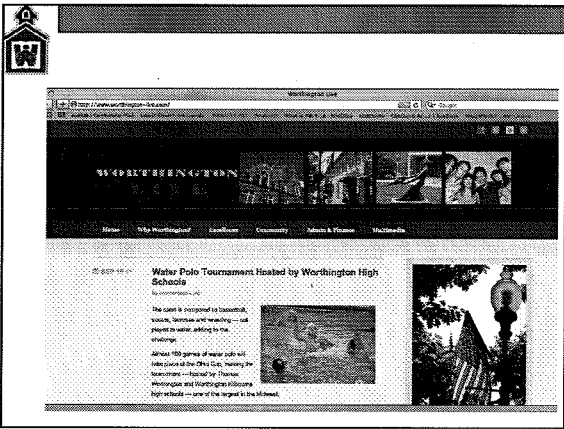
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Key Communicators in action

- Help with rumor control
 - Middle school changes
- Help with getting information out
 - Budget cuts
 - Staff changes
- Volunteerism
 - Meet with legislators
 - Social Media “Worthington Live”

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Next Steps

- Preparation for levy next year
 - Help communicate themes based on survey data
 - Continue coffees, letters to editor
- Expand Worthington Live
 - Reach out to alumni
- Building based networks
 - Voter registration drive
 - Expand larger volunteer and support base

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