Your Stakeholders
- Parents, Students, Donors, Vendors, Taxpayers, Elected Officials, Key Business & Nonprofit Leaders
- Communicating with limited broadband
- Parents – we still need your help
- Keeping students & parents on-task

What are you doing now to communicate with your key stakeholders?
Lines of Communications

- How often does the board get together?
- How does the board get together?
  - Sunshine laws?
- Who handles communications now?
- The “communications skill set”

Stakeholder Communications

- Board/District communications with stakeholders
  - Website?
  - Email?
  - Social media?
- Transparency & timeliness
- Need for consistency across the board
Stakeholder Communications

- Is your messaging consistent across the board?

Using Email

With Broadband
Illinois is extending its stay-at-home order to May 30. The state is talking about reopening industry-by-industry – and maybe company-by-company.

In Michigan, Gov. Gretchen Whitmer extended the state’s stay-at-home order to May 15, and but also relaxed restrictions so some businesses can reopen.

Ohio’s stay-at-home order expired on May 1, and the state has begun its first phase in reopening its economy, called “Responsible RestartOhio” with sector-specific requirements for businesses to open.

Without Broadband
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Stakeholder Communications

- Reaching out regularly to stakeholders
- Department-specific requirements
- Post details “everywhere”

Communicating about safety

Stakeholder Communications

- Best Practices for Communicating About Safety
  - Honesty
  - Attitude & Confidence
  - Decision-Making
  - Empathy
  - Preparing for the future
Communicating in a Crisis

The 3 V's
Villain
Victim
Vindicator

Communicating during a true crisis is different.

Communications Failures
1. Mixed messages
2. Information released late
3. Paternalistic attitudes
4. Not countering rumors in real time

Communication Steps Leading to Success
1. Execute a communications plan
2. Be the first source for information
3. Express empathy early
4. Remain open and honest
5. Update information regularly & consistently

Your messages to stakeholders in a crisis must be:
- Simple
- Timely
- Accurate
- Relevant
- Credible
- Consistent
Communicating in a Crisis

Pitfalls to be avoided:

- Avoid jargon & technical terms
- Don’t use humor
- Refute negative allegations without repeating them
- Don’t assume you’ve made your point
- Avoid one-liners and clichés
- Discuss what you know – not what you think

Strategic & Crisis Communications

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We have a strategy.

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