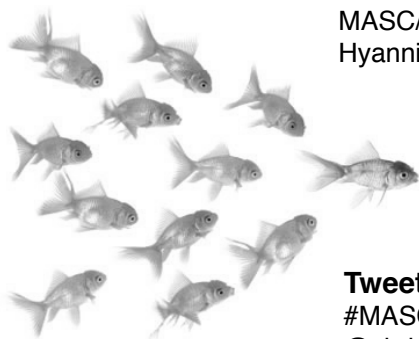


Communications and Advocacy

Effective Strategies for School District Leaders

Chris Horan

MASC/MASS Joint Conference
Hyannis, MA | November 7, 2015



Tweet about this session:

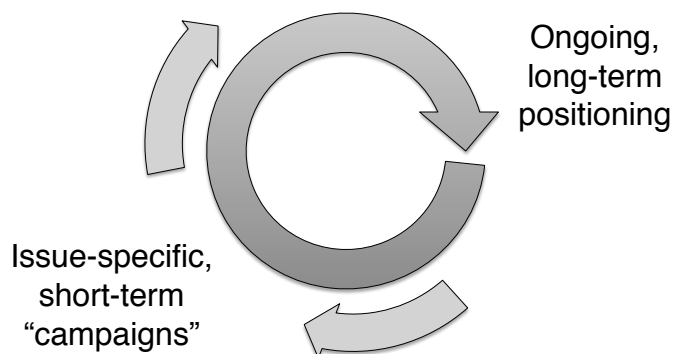
#MASCconf2015
@chrishorancomm



Advocacy

The act of pleading or arguing
in favor of something, such as
a cause, policy, or interests or
active support of an idea or c

Two essential components to effective advocacy:

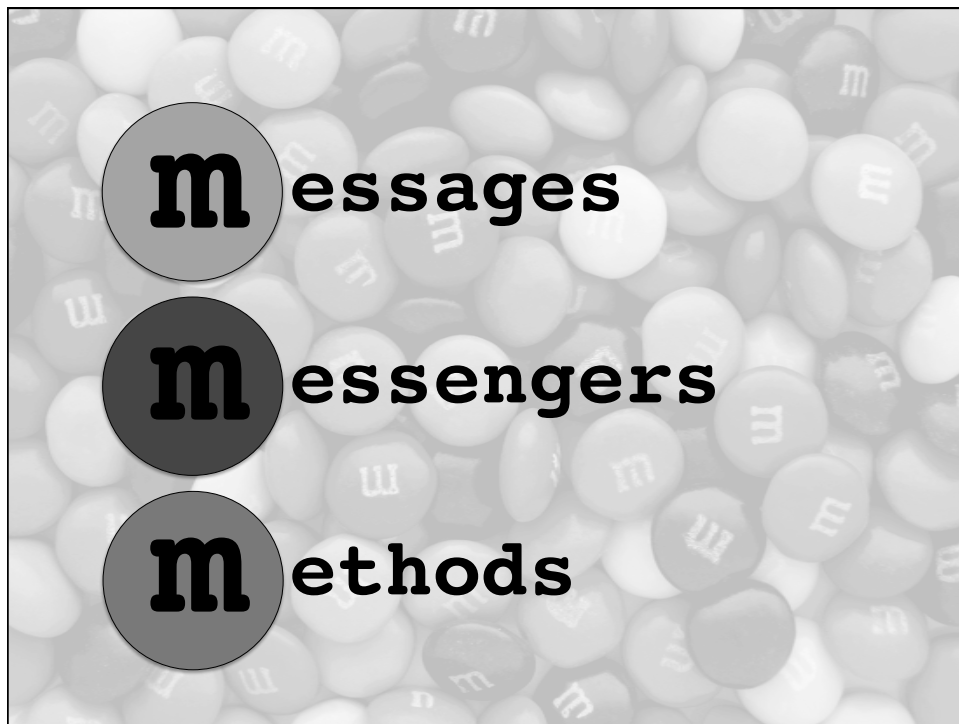


The key to long-term positioning:

Create your own
NEWSROOM.





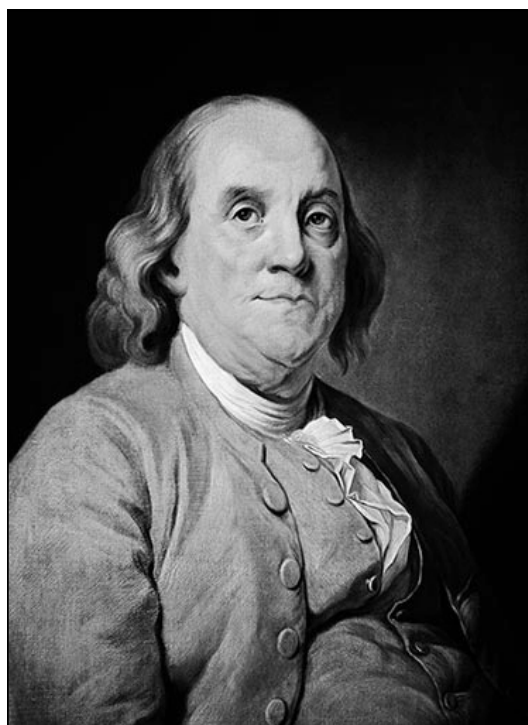


Messaging steps

1. Compile the **facts and figures**, including achievement data.
2. Craft a **CONCISE** set of **core messages**.
 - Define the problem and the scope of its impact.
 - Acknowledge the context (e.g., fiscal constraints).
 - Propose solutions.
3. **Tailor the message** to various audiences.
Avoid jargon, especially among non-educators.
4. Anticipate and counter the **opposition message**.
5. Develop a message **toolkit**:
Talking points, fact sheets, FAQ, point/counterpoint, etc.

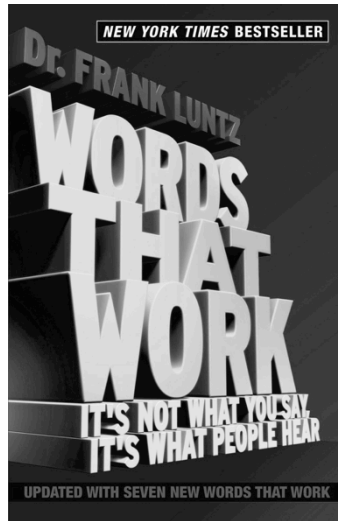
The focus of ALL messaging:





“If you would
persuade, you must
appeal to interest
rather than intellect.”

- Benjamin Franklin



Recommended reading
about messaging...

Featuring
“The Ten Rules of
Effective Language”



Demonstrate widespread community support.

United School Committee and Superintendent

Parents

Students

Teachers and Principals

Union Leaders

Clergy

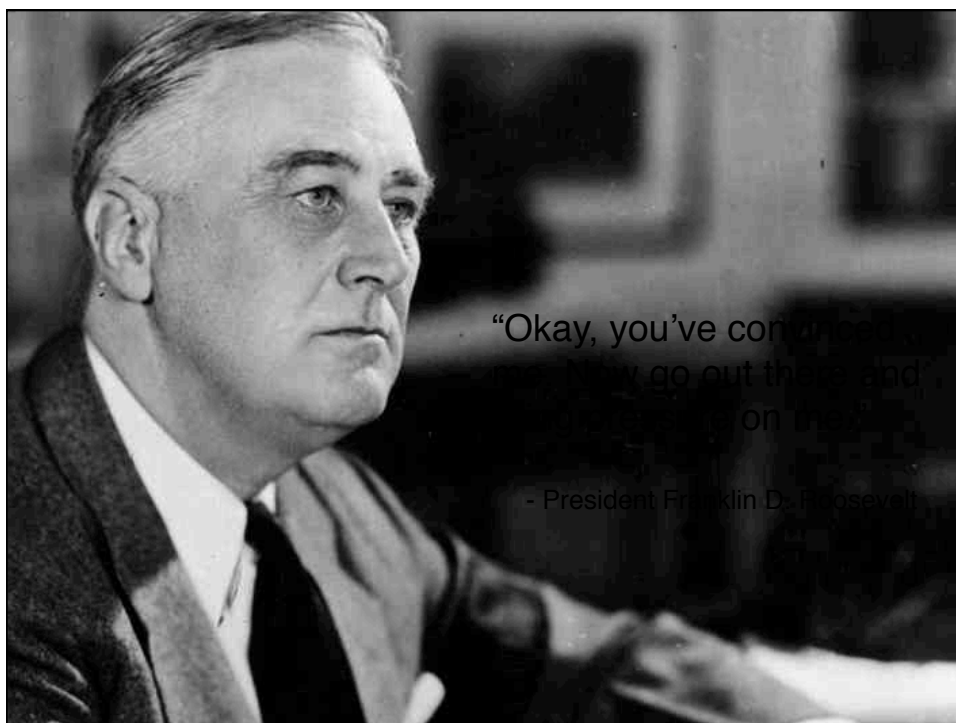
Business Community

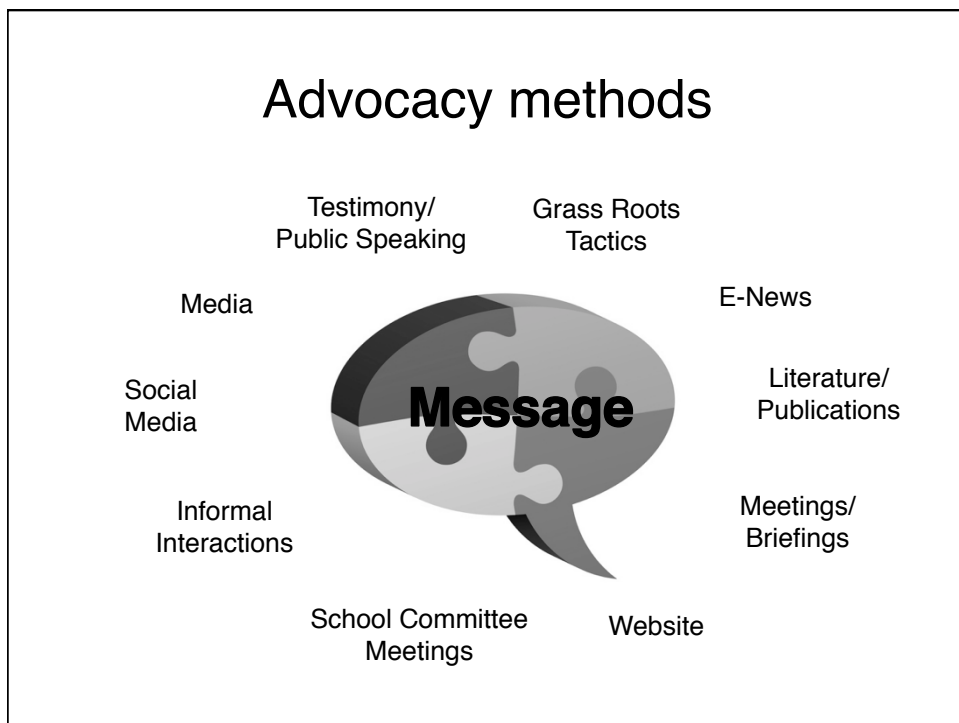
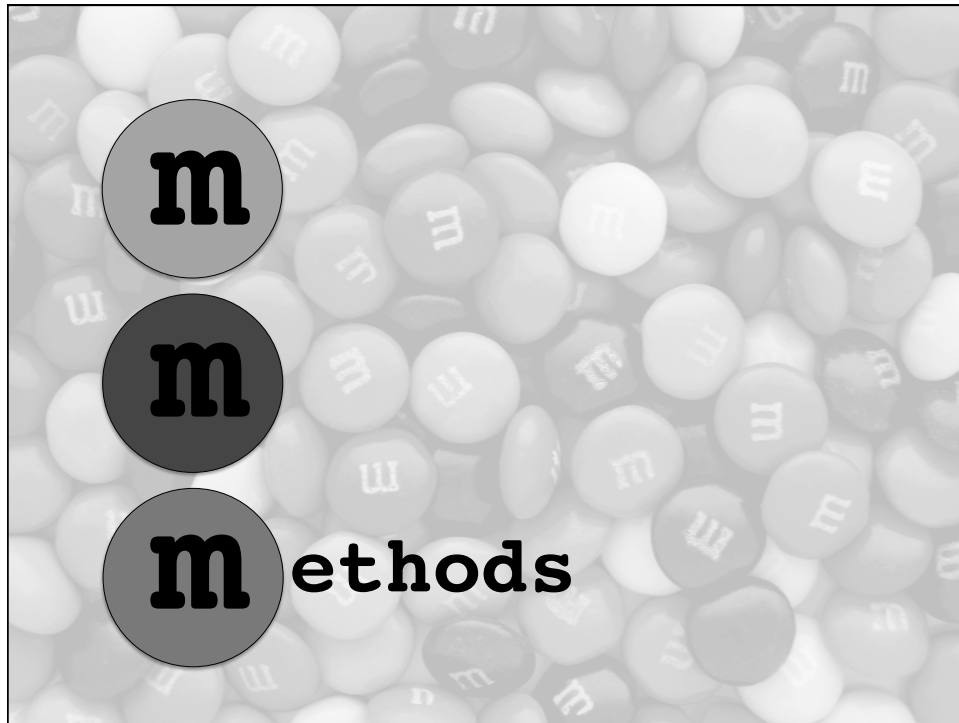
Elected Officials

Higher Education

Non-Profit Leaders

COMMUNICATE WITH THESE STAKEHOLDERS REGULARLY, AND
ENCOURAGE THEM TO ENGAGE THEIR CONSTITUENCIES.







Media Strategy

- Press briefings
- Event coverage (esp. for TV)
- Editorial Board meetings
- Letters to the editor
- Guest op-eds
- Bloggers





School Communication and Advocacy Resources

National School Boards Association
www.nsba.org


National School Public Relations Association
www.nspra.org

Questions and Discussion

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