Effectively Engaging Your Community
WASA Incoming Superintendent Conference

unlimited possibilities
It's not about you!
It Starts Internally

• What your employees say about you matters
  More credible than leadership
  Internals with positive perceptions to share
• Beware the power of employees with negative perceptions
  Have processes in place to encourage feedback sharing inside the organization
• Don’t forget about your students
  For many parents this is the most important perspective
Grow Brand Ambassadors

- What others say about you is more credible than what you say about yourself
  TripAdvisor
- Provide them content
  Make it easy for them to get information out
  Helps with messaging consistency
- Leverage their enthusiasm and support
  Trust them and give them room to move
Building-Level Communications

• District cannot and should not lead everything
  Building specific activities – must support district culture
  No rogue buildings

• Annual Building Communications Plans
  Internal/External Stakeholder Focus
  Strategies, Resources, Timeframe, Measurement of success
Meet People Where They Are

- Motivational Mondays
- School Lunch Hero Day
- National Library Week
- Black History Month

unlimited possibilities
Listen, Listen, Listen & Connect

- ThoughtExchange Conversations
  - What should we be thinking about when preparing to close all schools during the coronavirus outbreak?
  - Share an example of #RidgefieldResilient
  - What resources and support do you need to ensure your students are successful with online learning in the weeks to come?

- Patron Tours

- Unique Events
  - Spudders Alumni Luncheon
It's all about you!
Chief Brand Officer

• **Culture builder**
  Culture influences behavior and behavior drives decision-making

• **Guardian of the organization’s values and core beliefs**
  The way we do things around here

• **Consistency**
  Develop your message and stay on message

• **Get Out There!**
  If you’re not telling your story, someone else will.
PURPOSE STATEMENT
Ridgefield School District aspires to be the state’s premier district, leveraging strong community partnerships to provide each student personalized learning experiences, opportunities and skills that ensure success and unlimited possibilities.

QUALITY INSTRUCTION
We ensure research-based instructional practices are implemented in every classroom utilizing access to professional growth and collaboration opportunities to reflect on and improve our practices.

EDUCATIONAL PROGRAMS
We deliver a premier educational program dedicated to developing the whole child. We provide students with personalized academic & extracurricular opportunities while increasing student learning.

LEARNING ENvironments
We strive to provide safe, well-maintained facilities with 21st-century learning environments in which all students can succeed. We will maximize the availability of our facilities to support community use.

COMMUNITY PARTNERSHIPS
We create educational partnerships to promote collaboration, improve communication and provide programs for greater learning opportunities.

PURSUING Premier

DISTRICT GOALS

#1 Achieve high outcomes through quality instruction, personalized learning and continuous improvement resulting in success for every student.

#2 Provide safe, inclusive and supportive environments that nurture the well-being of the whole child.

#3 Provide collaboration and communication opportunities with families, staff and the community resulting in strong partnerships.

#4 Close the disparity gaps by ensuring high expectations, removing barriers and providing opportunities for all students.

unlimited possibilities
Stay True to Your Core

• Don’t sacrifice your reputation for short-term wins
  Much easier to destroy trust than to earn it
• Own your mistakes before others do
  Power in...“We made a mistake and we are committed to doing it better next time”
• Don’t try to be what your not
  Fidelity and sustainability
Take Care of People

Spring COVID Closure

- 20 Superintendent letters to the Community
- All employee received hand-written card from Superintendent (April)
- All Class of 2020 students received hand-written card from Superintendent (May)
Sweat the small stuff

• Details matter
  Public events must be show-stoppers

• Invest in your public spaces
  For many patrons, this is the only parts of the school they will see; make it positive

• Monitor social media
  The last thing posted is the “truth.” You better counter it with the real facts and always do so tactfully
No Surprises!
Questions or Comments?