



THIS IS RIDGEFIELD *and* **WE LOVE**
OUR SCHOOLS

Effectively Engaging Your Community
WASA Incoming Superintendent Conference

unlimited possibilities





It's not about you!

unlimited possibilities



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

 Ridgefield School District
Posted by Apptegy
December 3, 2018 · 🌐

Happy Monday! Make it a great week.
#MotivationalMonday



 Ridgefield School District
Posted by Apptegy
May 3 · 🌐

Today is School Lunch Hero Day! Please thank the food service employees in your building today for all that they do. <https://tinyurl.com/yybxarwv>
#PursuingPremier



👍❤️ 37 1 Comment 3 Shares 🔄

👍 Like 💬 Comment ➦ Share

 Ridgefield School District
Posted by Apptegy
February 27 · 🌐

During Black History Month, Ridgefield students learned about notable African Americans who have had an impact on American history. Here we look in on Black History Month discussions at View Ridge Middle School and Ridgefield HS. <https://youtu.be/XkMH0NHMCmc> #GrowingTogether



 Ridgefield School District
Posted by Apptegy
April 22 · 🌐

Today is Earth Day (April 22). Celebrated worldwide, it raises awareness on the impact that we all have on the environment. "Protect Our Species", is this year's theme, focusing on animals in danger of decline. <https://tinyurl.com/y3nosjc4>. #Earthday2019
#ProtectOurSpecies



 Ridgefield School District
Posted by Apptegy
April 8 · 🌐

This week (April 7-13) is National Library Week. Please thank the library staff at your school for the important work they do each day to support teaching and learning for staff and students! <http://tinyurl.com/y2zbaxlj>
#PursuingPremier #NationalLibraryWeek



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

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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**

- Spudder Alumni Luncheon



It's all about you!

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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!**

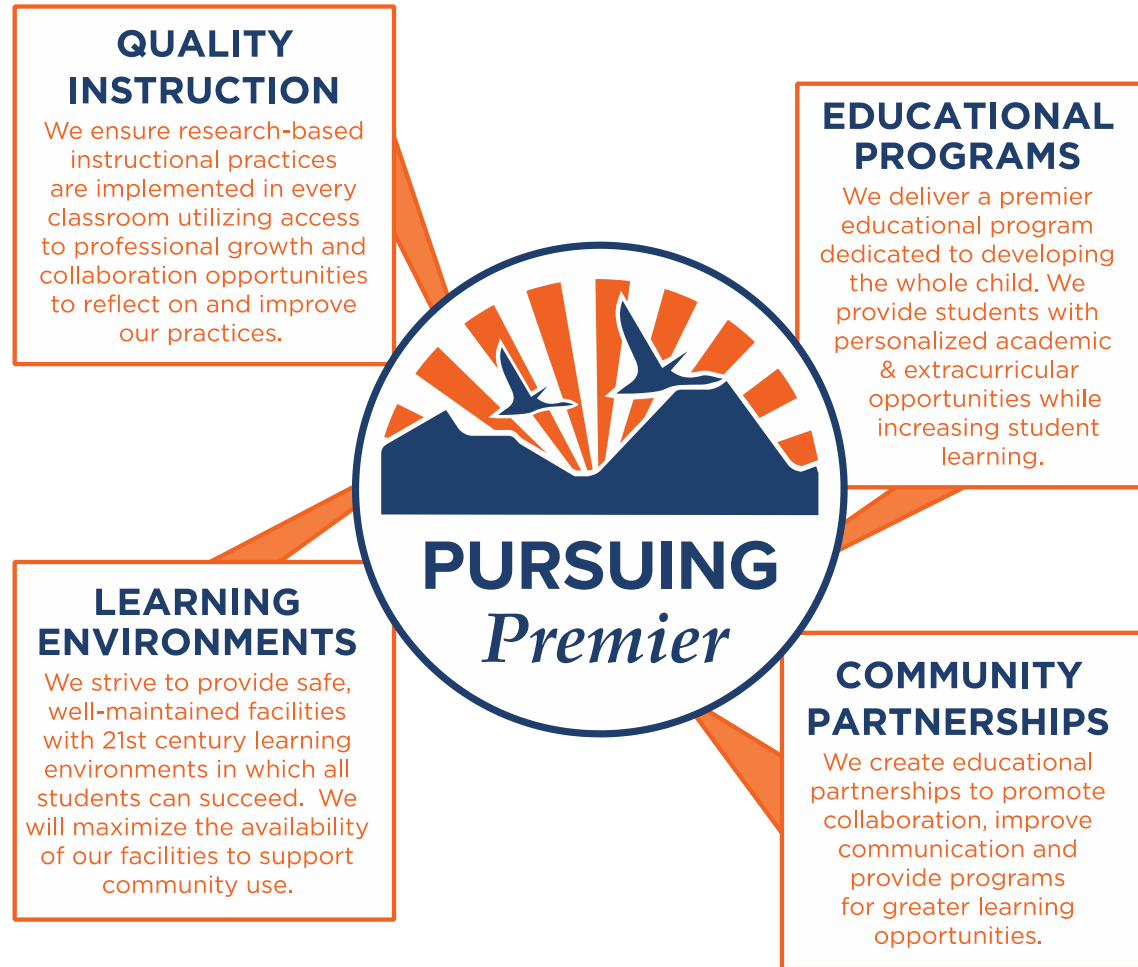
If you're not telling your story, someone else will.

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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.



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!

unlimited possibilities





Questions or Comments?

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