

Strategic Communication:

*Navigating Policy and Politics in a Competing
Information Environment*



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Takeaways from Wednesday's Conversation

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Today we want to
encourage

- interactive
conversation and
- reflection.

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Communication has shifted from compliance to reform (Kansas)

Consistent messaging is important (Tom Luna).

Build strong relationships with stakeholders.

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You haven't taught until
they learned it.

Stakeholders groups must
be involved.*

Be Transparent – honest
(Terry Holliday)

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Build relationships with stakeholders (Holliday)

Educators, parents, students, communities, and organizations

Consistent messages with a theme focused on student success (Margie Vandeven)

Town meetings, school tours, and other face-to-face

Listen and follow-up with stakeholders using feedback loops (Wyoming and others)

e-mail, meetings, social communication, surveys, staff meeting, and celebrations

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Communicate the WHY?

**How it helps students to be
successful**

Benefit to parents

How it helps educators

(Ryan Wise, Tom Luna, and Margie Vandeven)

Reflective Question

- ▶ Can think of a strategic communication strategy you heard yesterday and you want to remember?
- ▶ Share it with the person sitting next to you.

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A Visionary Leader Focuses on Communication (Alan Morgan)

▶ **Internal
Communication**

▶ **External
Communication**

(Heather Zavadsky)

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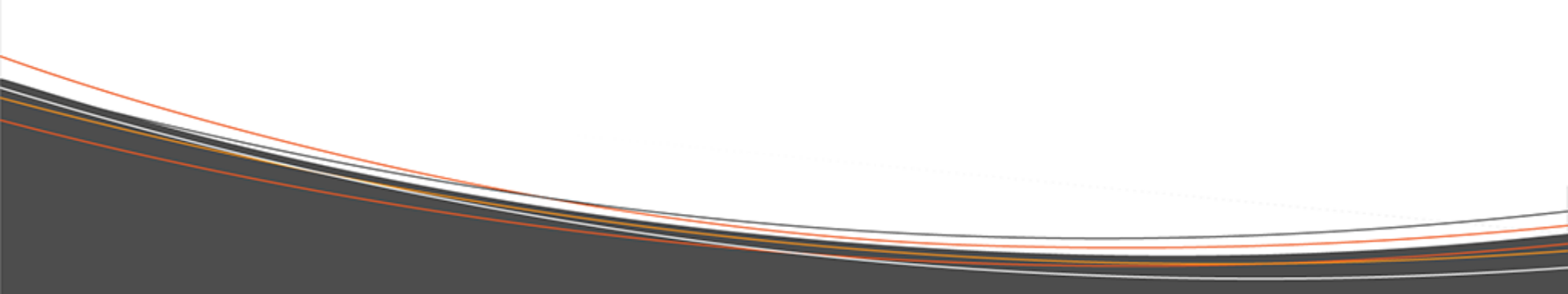
- ▶ **Questions to think about today from the survey responses on “Challenges”**
- ▶ **How do you align messages across stakeholders?**
- ▶ **How do you gain support for major initiatives?**
- ▶ **How do you effectively manage controversial topics?**

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**Correlate all messaging
consistent with the
mission and vision** (TOM LUNA)

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Thank you for your participation!



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