

Edited Transcript of #StratCom15

Today's Meet Notes, Questions, and Comments

July 1-2, 2015

Instructions and Welcome to www.TodaysMeet.com

Welcome to Today's Meet! Please share your questions, comments, and big AHAs!!!
12:33am, Weds, Jul 1, 2015 by KerriK

Feel free to introduce yourselves by sharing your name, state, and role.
2:04pm, Weds, Jul 1, 2015 by KerriK

We are so glad everyone is here!
2:58pm, Weds, Jul 1, 2015 by KerriK

We are glad to be here.
2:59pm, Weds, Jul 1, 2015 by SarahPotter

Look forward to a great meeting!
3:18pm, Weds, Jul 1, 2015 by PatriciaF

All notes and presentation slides will be available online following the meeting
3:30pm, Weds, Jul 1, 2015 by KerriK

All printed materials and pre-reading are available now at
<http://www.sc3ta.org/events/StratCom15.htm>
3:33pm, Weds, Jul 1, 2015 by KerriK

Key Thoughts and Takeaways from the Introduction

Key thought: The SEA of the Future requires alignment of agency-wide goals and communication strategies
3:07pm, Weds, Jul 1, 2015 by KerriK

Who is the bear that will eat you alive if you don't think about the right messages at the right time? - Belinda
3:15pm, Weds, Jul 1, 2015 by KerriK

Communication is critical for moving reform forward. - Dean
3:18pm, Weds, Jul 1, 2015 by KerriK

Key Thoughts and Takeaways from Terry Holliday's Presentation

You have not communicated it until they've understood it! - Terry
3:22pm, Weds, Jul 1, 2015 by KerriK

Issues SEAs are dealing with today include charter schools, student growth measures, universal Pre-K, educator evaluation, internal, CCRS

3:27pm, Weds, Jul 1, 2015 by KerriK

Be transparent at all times

3:34pm, Weds, Jul 1, 2015 by MEd

Kentucky uses focus groups: planning for new initiatives with internal and external groups, from kids to superintendents, from now to 6 months out

3:43pm, Weds, Jul 1, 2015 by KerriK

Kansas State Department of Education: Bring people from across the state to help us tell the message

3:57pm, Weds, Jul 1, 2015 by KerriK

Minnesota Department of Education: Need to use a personal narrative

Response from Terry: anecdotes pass legislation

4:00pm, Weds, Jul 1, 2015 by KerriK

Michigan Department of Education: coalitions and partners (200+ organizations) develop a feeling of grassroots

4:02pm, Weds, Jul 1, 2015 by KerriK

If you don't make time to do THIS, you're always putting out fires - Terry

4:03pm, Weds, Jul 1, 2015 by KerriK

Teachers may pay more attention to the association's message than the agency's, so use them! - Terry

4:08pm, Weds, Jul 1, 2015 by KerriK

Questions for Terry Holliday

Terry, how do you get so many diverse groups to come together on a single issue?

3:46pm, Weds, Jul 1, 2015 by KerriK

Terry, how many communications staffers?

3:49pm, Weds, Jul 1, 2015 by MEd

Terry, follow-up to MEd question: where are communications staffers "housed" in your organization?

3:50pm, Weds, Jul 1, 2015 by KerriK

Key Thoughts and Takeaways from the Panel of Chiefs

Communication of education issues is often mixed with public policy issues; children are our responsibility - Alan

4:43pm, Weds, Jul 1, 2015 by KerriK

Our communication plan audience was 105 legislators and 1 governor; we didn't anticipate a referendum battle from the public - Tom

4:47pm, Weds, Jul 1, 2015 by KerriK

Have a transparent process for building support for education reform.

4:49pm, Weds, Jul 1, 2015 by MSED

Transparent, public forum for communicating and collaborating led to renewal of many reform initiatives - Tom

4:49pm, Weds, Jul 1, 2015 by KerriK

The role of the Chief is educating everyone about what the reform efforts will do for children - Margie

4:51pm, Weds, Jul 1, 2015 by KerriK

Public education is a commodity for a state and community.

4:52pm, Weds, Jul 1, 2015 by MSED

There's a difference in being a visionary leader of education and a cheerleader for educators - Margie

4:52pm, Weds, Jul 1, 2015 by KerriK

Margie's listening to the field to engage stakeholder input

4:56pm, Weds, Jul 1, 2015 by Peaches

Ryan seems to really understand the importance of partnerships

4:58pm, Weds, Jul 1, 2015 by Peaches

If "we" are not in the social media arena, our voice will get drowned out - Tom

5:06pm, Weds, Jul 1, 2015 by KerriK

Tom's point of having experts around you to help with social media is very valid

5:08pm, Weds, Jul 1, 2015 by Peaches

Educating staff about the reform issues is critical to support accurate messaging by the SEA

5:10pm, Weds, Jul 1, 2015 by Peaches

It's important to talk about what is non-negotiable (top down) and what is flexible (grassroots)

5:12pm, Weds, Jul 1, 2015 by KerriK

Alan wanted to post Katy's quote: "There are many essential qualities of a good education leader, but communication may be THE most important and THE least appreciated."

5:25pm, Weds, Jul 1, 2015 by KerriK

I love Margie's example: Do you like shots? No. Do you support immunizations? Yes. -- Word choice is everything.

5:27pm, Weds, Jul 1, 2015 by KerriK

Communications director has to be at the table with the Chief to understand how decisions were made and to articulate the vision.

5:30pm, Weds, Jul 1, 2015 by KerriK

SEAs are moving from compliance driven to reform driven. Higher profile work demands greater communication.

5:37pm, Weds, Jul 1, 2015 by MEd

Focus group of PIOs from the LEAs to see if messages resonated (Missouri)

5:47pm, Weds, Jul 1, 2015 by KerriK

We have good tools for analyzing media takes on our message; not sure how that message gets through to general public (Alabama)

5:50pm, Weds, Jul 1, 2015 by KerriK

Questions for the Chiefs and Responses

Margie and Ryan, you've both mentioned "branding" and/or "themes." How do you decide on the right brand? And how do you know if it's resonating?

4:58pm, Weds, Jul 1, 2015 by KerriK

Just say yes? Is that why NM was dead last?

5:03pm, Weds, Jul 1, 2015 by Randi

NM's as "dead last", 3 parts: "say yes" was an effort to curtail the blame by local officials for "not being allowed" flexibility. 2 next!

6:17pm, Weds, Jul 1, 2015 by Alan

NM "last"? Actually, NM was top of list on equalized school funding, student and teacher high stakes testing, and in adopting standards!

6:19pm, Weds, Jul 1, 2015 by Alan

Key Thoughts and Takeaways from Donna Richardson's Presentation

When teachers and principals support the work, it is more likely to get implemented well.

9:06am, Thurs, Jul 2, 2015 by KerriK

Key Thoughts and Takeaways from Diane DeBacker's Presentation

I liked the 9 traits of a leader - can you please share those again?

9:19am, Thurs, Jul 2, 2015 by ChristinaS

Time (1) awareness, (2) decisiveness, (3) empathy, (4) accountability, (5) confidence, (6) optimism, (7) honesty, (8) focus, (9) inspiration

9:24am, Thurs, Jul 2, 2015 by KerriK

Here's an article about the 9 traits from Inc. Magazine: <http://www.inc.com/peter-economy/the-9-traits-that-define-great-leadership.html>

9:27am, Thurs, Jul 2, 2015 by Kyle

An additional layer of communication needs to be considered when working with ELL students, parents, and community members

9:40am, Thurs, Jul 2, 2015 by KerriK

How do you communicate "high stakes" with your state- or federally-required assessments?

9:47am, Thurs, Jul 2, 2015 by KerriK

Take advantage of the voice you have as educators - Diane

9:50am, Thurs, Jul 2, 2015 by KerriK

How will we know "if we're there yet" on new initiatives?

9:57am, Thurs, Jul 2, 2015 by KerriK

Diane, how many of those 700 agency employees were focused on communication strategies?

10:02am, Thurs, Jul 2, 2015 by KerriK

Vertical alignment articulated through "cycles" of grade levels rather than individual grade levels in Abu Dhabi - Systems Thinking!

10:18am, Thurs, Jul 2, 2015 by KerriK

"Profession" of the education leader is sometimes the first thing to "overcome" when communicating with educators

10:20am, Thurs, Jul 2, 2015 by KerriK

In 2010-2015, many of our states created an environment of continuous change - Eventually people will say enough is enough

10:28am, Thurs, Jul 2, 2015 by KerriK

Grassroots support for the change created the staying power needed for long-term implementation

10:29am, Thurs, Jul 2, 2015 by KerriK

Question to ponder: SEAs, what are some practical steps for keeping "local control" from being an excuse?

10:31am, Thurs, Jul 2, 2015 by KerriK

Sometimes we should "go off script," and Communications Directors can teach the rest of us how to do it and land on our feet - Diane

10:35am, Thurs, Jul 2, 2015 by KerriK

"I think CCSS will make one of the biggest comebacks in education history." - Diane

10:42am, Thurs, Jul 2, 2015 by KerriK

Key Thoughts and Takeaways from the Panel of Communications Directors

As Chiefs, Communication Directors, Policymakers, and Policy Implementers, we all need to think about how to use our VOICE

10:46am, Thurs, Jul 2, 2015 by KerriK

Changing titles is a simple but effective way for improving communication with those not familiar with "government-eze"

11:30am, Thurs, Jul 2, 2015 by KerriK

I like the idea of a "Monday Message" to internal staff.

11:31am, Thurs, Jul 2, 2015 by ChristinaS

Practical steps: employees receive news releases, video message to employees, email feedback loop - virtual suggestion box

11:32am, Thurs, Jul 2, 2015 by KerriK

E-mail overload is an important point: what is the tipping point?

11:33am, Thurs, Jul 2, 2015 by ChristinaS

Wanna know what's going on in the agency? -- Ride the elevator - Michael

11:37am, Thurs, Jul 2, 2015 by KerriK

Practical steps: events calendar pops up on everyone's computer when they first log in

11:38am, Thurs, Jul 2, 2015 by KerriK

Practical steps: analytics on State Board Member usage of messages

11:41am, Thurs, Jul 2, 2015 by KerriK

Practical steps: analytics can even tell you what day and time create the best opportunity for high open rates

11:42am, Thurs, Jul 2, 2015 by KerriK

Idea for future collaboration - data benchmarks for items such as "What is a good open rate for teachers from SEA newsletters?"

11:44am, Thurs, Jul 2, 2015 by KerriK

Question to ponder: Who in the SEA can serve as a "layman" to make sure communications are clear to the general public?

11:50am, Thurs, Jul 2, 2015 by KerriK

Transparency in communication is a recurring theme.

11:52am, Thurs, Jul 2, 2015 by Kyle

Transparency - who is responsible? what is really meant by scary terms like cyber-attack? what is going to be done to fix it?

11:53am, Thurs, Jul 2, 2015 by KerriK

Takeaway - Get talking points to schools ASAP in crisis situations, and prepare schools for how SEA will address crises before they happen

11:55am, Thurs, Jul 2, 2015 by KerriK

12-Stop Tour in Alabama: local partner voices helped bring in audience, folded in community involvement, focused on local benefit of initiatives

12:02am, Thurs, Jul 2, 2015 by KerriK

Practical steps: video Q&A online

12:07am, Thurs, Jul 2, 2015 by KerriK

Just because it's quiet doesn't mean everyone supports you or understands what you are doing.

12:09am, Thurs, Jul 2, 2015 by ChristinaS

"Nobody was complaining, so we thought we were fine." - Wendy

12:12am, Thurs, Jul 2, 2015 by KerriK

"If you don't tell your story, someone else will."

12:23am, Thurs, Jul 2, 2015 by Kyle

Practical steps: success stories to set the tone for State Board

12:23am, Thurs, Jul 2, 2015 by KerriK

For external communication, we would like to begin looking at all our teachers as members of our organization. (Kansas)

12:46am, Thurs, Jul 2, 2015 by SuzyM

We want to be part of every conversation, and be engaged across our state with all stakeholders. (New Mexico)

12:47am, Thurs, Jul 2, 2015 by NM

We need to create an opportunity to hear the voices of educators throughout everything we do. (Wisconsin)

12:47am, Thurs, Jul 2, 2015 by ChristinaS

Key Thoughts and Takeaways from Romanita Matta-Barrera's Presentation

This has been a learning experience - Everyone really is committed to improving your communication processes. - Romanita

1:56pm, Thurs, Jul 2, 2015 by KerriK

Advocate stakeholders can serve as your ambassador to take the message to the people for you - Romanita

2:06pm, Thurs, Jul 2, 2015 by KerriK

Constant evaluation of the communication strategy is costly and time-consuming, but it's worth it - Romanita

2:11pm, Thurs, Jul 2, 2015 by KerriK

Question to ponder: "To meet the man is to like the man." - Obama of Bush; What can SEAs/Chiefs learn from that quote about the power of relationships?

2:16pm, Thurs, Jul 2, 2015 by KerriK

Emotions influence the decisions we make. An appeal to the emotions can change the opposition.

2:19pm, Thurs, Jul 2, 2015 by KerriK

Use positive and optimistic messaging.

2:21pm, Thurs, Jul 2, 2015 by tuzick

Choose the right messenger for your message

2:31pm, Thurs, Jul 2, 2015 by KerriK

Pace of the message is critical

2:32pm, Thurs, Jul 2, 2015 by KerriK

Timing is everything - Sweeps week/month is a time when news media are looking for controversial and/or powerful stories

2:40pm, Thurs, Jul 2, 2015 by KerriK

SEA structural organization (who reports to whom) is a non-verbal cue to stakeholders about what is important.

2:44pm, Thurs, Jul 2, 2015 by KerriK

Actively engaging "potentially resistant" (and influential) stakeholders EARLY can prevent oppositional messaging - Romanita

2:45pm, Thurs, Jul 2, 2015 by KerriK

Practical steps: Intentional orchestration of communication events

2:48pm, Thurs, Jul 2, 2015 by KerriK

[https://www.youtube.com/playlist?list=PLwaY7Ha3fP_IAGYGeEFILe8f-u9xu9JS_Missouri Top 10 by 20 PSA](https://www.youtube.com/playlist?list=PLwaY7Ha3fP_IAGYGeEFILe8f-u9xu9JS_Missouri%20Top%20PSA)

2:53pm, Thurs, Jul 2, 2015 by KerriK

The Communication/Engagement Tool is identified as "Solutions Issue 5" and "Solutions Issue 5 Spreadsheet" on the materials list online at <http://www.sc3ta.org/events/StratCom15.htm>

3:00pm, Thurs, Jul 2, 2015 by KerriK

"Beware the quiet ones." ---Kristin

3:01pm, Thurs, Jul 2, 2015 by Kyle

Key Thoughts, Takeaways, and Next Steps

Question to ponder: SEAs, What are the best ways for us to support this group as a learning community post today?

3:11pm, Thurs, Jul 2, 2015 by KerriK

Thanks for a great two days! Wonderful speakers, useful ideas, enlightening conversations.

Thank you all! (From Kansas)

3:38pm, Thurs, Jul 2, 2015 by SuzyM

Key Takeaway: Strategic Communication is an agency-wide initiative, not just communication directors - Beth

4:03pm, Thurs, Jul 2, 2015 by KerriK

Key Takeaway: Strategic Communication is COMPLEX! - Beth

4:03pm, Thurs, Jul 2, 2015 by KerriK

Next Step: Develop a comprehensive plan/proposal to take to Chief - Kansas

4:05pm, Thurs, Jul 2, 2015 by KerriK

Develop internal routines and then design external stakeholder plan - Kabsas

4:07pm, Thurs, Jul 2, 2015 by KerriK

Next Step: Prepare to share with new chief (what's working and how we can improve) -

Oregon

4:08pm, Thurs, Jul 2, 2015 by KerriK

Next Step: Organize strategies into big initiatives in order to measure success/progress -

Minnesota

4:10pm, Thurs, Jul 2, 2015 by KerriK

Think about REASONABLE strategies over the next 3-5 years and not try to do everything at once

4:11pm, Thurs, Jul 2, 2015 by KerriK

RCC may be able to provide expertise in defining measurable outcomes

4:13pm, Thurs, Jul 2, 2015 by KerriK

Next Step: Evaluate gaps in communications plan between now and January - defining and implementing the whole loop - Missouri

4:15pm, Thurs, Jul 2, 2015 by KerriK

Help SEA staff members in understanding how their daily job relates to big goals; loop back with external so they know their role too

4:16pm, Thurs, Jul 2, 2015 by KerriK

Plus/Delta - Thankful for RCCs and CCs that participated in the collaboration - Donna

4:19pm, Thurs, Jul 2, 2015 by KerriK

Plus/Delta - Mixture of SEA roles gave a variety of perspectives - Heather

4:19pm, Thurs, Jul 2, 2015 by KerriK

Plus/Delta - Thank the planning team and grateful for participants to come as SEA teams - Gary

4:20pm, Thurs, Jul 2, 2015 by KerriK

Comprehensive Centers (Regional and Content) are here to help! - Belinda

4:21pm, Thurs, Jul 2, 2015 by KerriK