CASEL Cross District Learning Event

Effective Communication Planning for Change

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Washoe County School District
Chief Communications and Community Engagement Officer
Purpose

• Cross District Learning
• Provide Peer Support
• Build Capacity

So we can all move forward together effectively with implementing social and emotional learning in our school districts
Communications: A Strategic Priority

**WCSD Communications Mission**

- Lead through your Vision, Mission, and Core Beliefs
- Be Proactive
- Facilitate Authentic Two-Way Conversations
- Be Innovative at Every Turn
Graduation Rate Improves for Second Year in a Row

WCSD Launches 3rd Annual Door to Door for Student Achievement
A Communications Framework

- Develop key messages based on your mission
- Identify target audiences

**Internal Customers:**
- Staff
- Teachers
- Principals
- Department Heads
- Board of Trustees
- Leadership Team

**External Customers:**
- Media
- Parents
- Students
- Employee Associations
- Community Groups
- Businesses
- Civic Groups
- Nonprofits
- General Public
• Identify Communications Tools

**Internal Audiences**

‘Friday Minute’ – Superintendent Email
‘Boardcast’ – Board of Trustees Email bulletin
Superintendent’s Communication
Employee Online Newsletter
Website
Superintendent’s Forums
Staff Symposia
Staff Briefings
School-Side Chats
Telephone Mass Notification
• Identify Communications Tools

External Audiences

- Town Hall Meetings/Forum
- Media
- ‘Listen to Learn’
- ‘Boardcast’
- Parents E-Newsletter
- ‘Washoe Parents’ Magazine
- ‘School Zone’
- Op-Eds/Published Articles
- Superintendent's Communication Blogs
- Telephone Mass Notifications

- Facebook
- Twitter
- YouTube
- Website
- Education Publications
- ‘News Hub’
- Chamber of Commerce
- Human Services Network E-mail
- Reno-Tahoe News Blast
- News Releases
Develop Effective Communications Plan

Yikes!!!!! What is that!!!!!
Delivering the Message

- Integrated campaigns – 7 times
- Integrated messaging using all communication tools
- Talking points, powerpoint, scripts
Gaining Buy In

A – Awareness
I – Interest
D – Desire
A – Action
Facilitate Authentic 2-Way Conversations

It is not enough to simply communicate with parents, school district staff, and the community. **Truly effective communications will engage all stakeholders in the process.**
Introducing the first ever WCSD Facebook Snow Day Snowman Contest.

By Washoe County School District on Friday, February 18, 2011 at 6:34am

Introducing the first ever WCSD Facebook Snow Day Snowman Contest.

Well we have extra time and extra snow so it’s time to get creative.

How does it work?

Jennifer Mullins

We decided to something a little different :)

Heidi Adkins

The Coldest Chef of the West

Bryan Stutler

Zack Nielsen and Bryan Stutler bu
Building Support

The Flywheel Effect: Educators gain momentum from a model for continuous improvement.

-Jim Collins
Good to Great
What Have We Done So Far?

- Started to have informal and formal conversations with staff, parents and the community
- Conducted school climate survey
- Introduce the concept of Social and Emotional Learning to journalist
- Started to weave Social and Emotional Learning messaging into other programs and initiatives