



2020 Communications: lead with your district story

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KPBSD administrators

Pegge Erkeneff,
Director of Communications, Community,
and Government Relations
Kenai Peninsula Borough School District
www.KPBSD.org

Communication to and with your publics,
media, families, staff, students, and elected
officials **instills confidence** that the
public's **investment** in youth and public
education is a valuable investment.

#advocate

THANK
YOU!

Conversations What & who am I thankful for?



Story Skills

Budget, NAEP, PEAKS, natural disaster, threat, tragedy, snow days, big win, celebrations, awards, literacy, Pre-K, funding, SEL, performance, curriculum, conflict, safety, buildings & capacity, cost per pupil, healthcare, collective bargaining, graduation rate, attendance rate, college & career ready, ...

#conversation starters

- **Intent, impact**
- **WIIFM – who is the audience?** school board, staff, students, parents, elected officials, colleagues, media, community leaders and partners, public
- **Solve a problem, share solutions, deliver delight**
- **Simple, succinct**

TIPS: Digital Platform Essentials

“Your story can be a reminder to ask the big questions that will guide you, and make the small choices that will sustain you.” –Bernadette Jiwa



mission

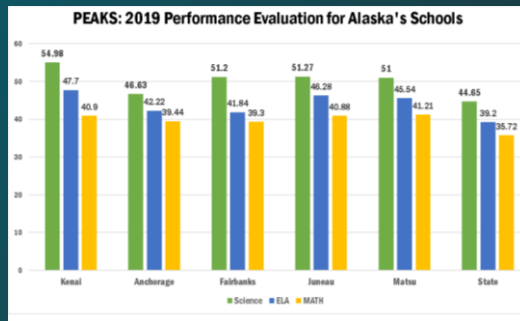


vision



strategic plan

Stats, Stories, and Social



Stats.

What are the most important facts and data that your publics need to know?

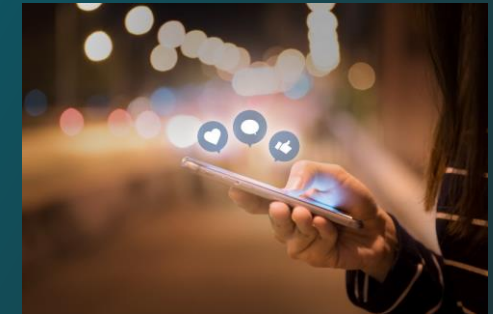
Keep it simple and to the point.



Stories.

What and who do you celebrate?

What is the emotional spark that people will care about?



Social.

Multiple platforms, delivery methods, ways to connect.

Where are your people?

How can you generate positive sentiment?

“Public relations is a **strategic** communication process that builds **mutually beneficial** relationships between **organizations** and their **publics.**”

--Public Relations Society of America



“In the digital economy a leader’s physical presence isn’t always possible, so being connected and communicative makes the difference.”

—leaders surveyed in the MIT Slone Management Review study

Choices

**Print? Social media: Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo?
video? pen & paper? photo? speaker?
blog? podcast? live video? Newsletter?
Roundtables, Q & As, 1-1? 1-20? 1-250?
Key Communicators? Site councils?
School Board?**

**style. delivery.
capacity**



2020 Strategy and Support Digital Platform essentials



Create a communications plan.
Be consistent. Responsive.
Truthful.
Network & collaborate.



Who? How?
Expectations
Voice. Content. Policy.
Listen, observe, understand
#Aklearns



Unstuck to Success

- **What area has the most juice for growth?** ... where are you stuck now, and where do you want to be? What is one action you can take to disrupt the gap?
- **Who are your supports and advocates?**
- **Imagine what communications success looks like in an area of importance to your district or to you personally. Vision it, hear it, see it, feel it.**

Who do I deeply care about in my school?

What is an unmet expectation or need in my people?

Identify a top priority in my school to share.

What is one action I will do in the next two weeks?



BELIEF

WHAT DO YOU VALUE in K-12 EDUCATION?

ACT

-  **Talk together**
-  **Email and USPS mail**
-  **Social media & websites**
-  **In person connections**
-  **Participate in meetings, forums...**

#relationships
#advocacy



Q and R?

Pegge@KPBSD.org

www.KPBSD.org

[Twitter @KPBSD](https://twitter.com/KPBSD)

[Facebook @KPBSD](https://www.facebook.com/KPBSD)

[LinkedIn](https://www.linkedin.com/company/KPBSD)

