



# *Communication and Collaboration*

Key Communicators | February 2, 2016

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# *Effective Communication*

- Build relationships
- Transparency
- Listen

*“Simple helps at many stages. Most important it tells you what to say.”*

– Made to Stick, Dan & Chip Heath

*Think about it...*

Recall a time when you  
**communicated and  
interacted effectively**  
with a person, another school board  
member, a community member, or a  
legislator ...

**What happened?**

**How did you know?**

# Communications: it's a race course now...



# Communication





# Decision: Where do you want to go?



“The car goes where the eyes go.” - Garth Stein, *The Art of Racing in the Rain*

# *Effective communication*

- **Frequency**
- **Quality**
- **Reciprocity**

*“More conversations and fewer announcements.”* – Seth Godin

*KPBSD...*

A core strength is the **consistent messaging** and the **celebration of our students.**

**We do not rely on only sharing financial information.**



*KPBSD...*

Communication to the legislature is to **instill confidence** that the public's **investment** in public education is valuable and paying off.



# *Legislator tips: DO THESE*

**“Tell a story ... be concise”**

– U.S. Senator Lisa Murkowski

**“Data and results”**

**“Be prepared ... be on time.”**

– Speaker of the House, Representative Mike Chenault

**“Pay attention to legislative staff...”**

– Kenai Peninsula Borough Mayor Mike Navarre, former legislator

# *Legislator tips: AVOID...*

**“I am most frustrated when they are not prepared to articulate what they want me to know and do. ...not helpful to just offer problems.”**

– U.S. Senator Lisa Murkowski

**“Stopped in the hallway or out of the office to discuss issues or projects...”**

– Speaker of the House,

Representative Mike Chenault

**Don't be put off or take offense if you don't get the response you'd like or expect...”**

– Kenai Peninsula Borough Mayor Mike Navarre, former legislator

- **Process**
  - Input
  - Questions
  - Calendar
- **Overview:** Preliminary FY17 Budget
- **Reductions** – almost balanced; Pupil-to-Teacher Ratio (PTR) – Full Time Employee (FTE) reduction; District level office reductions
- **Negotiations**
- **Next steps**

# ***ONLINE resources***

- [State of Alaska Legislative webpage](#) :
  - Watch sessions online, track bills, contact legislators
  - Mobile App
- [KPBSD legislative webpage](#) :
  - The Legislature and KPBSD
  - <http://bit.ly/LegislatureAndKPBSD>



# *Effective message and advocacy*

- *What have you done well in the past...*
- *What can you do better, or more of? ...*
- *Where is your edge? ...*

**Determine one goal for the upcoming legislative session.**

**Frequency | Quality | Reciprocity**

SMART: specific, measurable, attainable, realistic, timely

Questions?  
Reflections?

One district:  
Forty-four  
diverse schools



*He's the Reason*

One district:  
Forty-four  
diverse schools



*She is Why*

**The mission of the Kenai Peninsula Borough School District is to develop productive, responsible citizens who are prepared to be successful in a dynamic world.**