

Communication – Who Needs It? February 2022

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Who's at my table?

You've been a new board for a month (or more!)

Introduce yourself: Name, District and number of days, months

- ▶ Introduce yourself: Name, District and number of days, months or years as a Board member.
 - ▶ What has been the greatest challenge you've faced thus far?
 - ▶ What has been your greatest surprise?



Tools for Communicating

Written or electronic?

- Supt may/should send regular memos, bulletins, emails
 - *Major events, week's activities*
 - *Keeps everyone up to date on Supt's and district activities*
 - *Articles relevant to district*



Tools for Communicating

Written or electronic?

- Supt may/should send regular memos, bulletins, emails
 - *State reports or other public/community reports*
 - *School newspapers, bulletins, etc.*
 - *Publications and reports from state and/or educational agencies*



Tools for Communicating

Email between Supt and Board
are generally not violations of
open meetings

- *Boundary may be crossed
when multiple members
respond or reply to all*



Discuss with the Superintendent the information needed on a regular basis

- What does the Board need to perform its role as advocate for student learning?
- What is needed for policy making?



Discuss with the Superintendent the information needed on a regular basis

- What is needed to evaluate policies and their implementation?
- What is needed to evaluate school district operations?



Discuss with the Superintendent the information needed on a regular basis

- What is needed to track progress toward district goals?
- What is needed to make decisions and to take action?



Before you request information.....



- Ask yourself:
 - What exactly are you looking for?
 - Why do you want the information?
 - What will you do with it when you get it?
 - How will you use it?

Communication: President and the Superintendent

- ▶ For the purpose of setting the board agenda, sequence of items, and board action needed
- ▶ Reports to be presented or provided
- ▶ If/How Supt will use staff or outside consultants during meeting



Communication: President and the Superintendent

- ▶ How to handle emergency situations
- ▶ How to deal with special interest groups
- ▶ Dealing with the news media



Communication: President and the Superintendent

- ✓ Basic premise: The Board wants to work together as a team to achieve the district's goals
- ✓ Board is the authority- (to many board members)... it means sticking together, following the rules and working to achieve previously agreed-upon ends



Communication: President and the Superintendent

- ✓ A workshop on group process can help build better relationships; learn about each other's leadership and learning styles
- ✓ A Team approach streamlines the Board's work



Are you the Single Issue candidate?

- ▶ Be strategic in how and when you present your concerns
- ▶ AFTER you've attended a few board meetings, bring your concern to the board
- ▶ Limit yourself to one or two concerns



Are you the Single Issue candidate?

- ▶ When expressing your concern, acknowledge that you may not have all the information you need to make a recommendation; Ask the superintendent to supplement the Board's discussion; do your homework
- ▶ Bring concerns re: personnel to the Board President or the Superintendent



Are you the Single Issue candidate?

- ▶ Be as objective as possible
- ▶ Base recommendations on what is good for the entire district
- ▶ Discuss findings and conclusions with all Board members





Public Speaking-*Literally*

Speaking to the press

- ▶ Follow District procedure: Usually assigned to Board President and/or the Superintendent
- ▶ Individual Board members should avoid speaking to the press unless you've been designated to do so



Public Speaking-*Literally*

- ▶ Requests from-Community leaders, community and school groups-check with the Board president and the Superintendent
 - ▶ Good idea to take one of them with you
- ▶ Board Meetings
 - ▶ Do your homework; read the agenda materials
 - ▶ Be respectful at all times



Communication is Key

- ✓ TO BUILDING TRUST
- ✓ TO WORKING TOGETHER
- ✓ TO MAKING PROGRESS
- ✓ TO BUILDING COMMUNITY
- ✓ TO BUILDING SUPPORT FOR PUBLIC EDUCATION
- ✓ TO INCREASING STUDENT ACHIEVEMENT



Telephone and Text

BEST TOOLS IN TIMES OF
EMERGENCY



Telephone and Text

BOARD PRESIDENT AND SUPT WILL
HAVE NUMEROUS PHONE
CONVERSATIONS

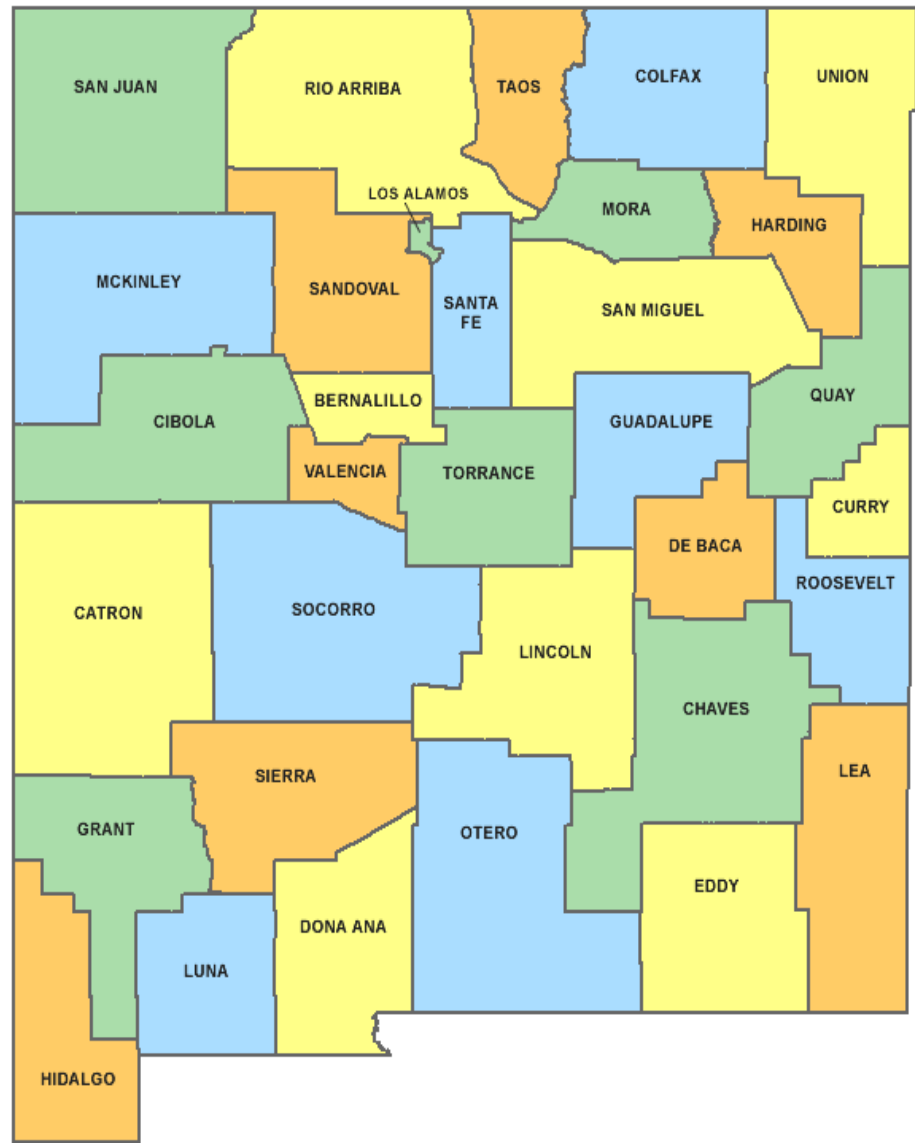
Caution against taking Supts
time with excessive phones calls
and texts

Contact between Supt and
individual Board members may
be governed by policy; avoid
perception/suspicion of
favoritism, undue influence, or
pressure



Telephone and Text

REMEMBER: EVERYTHING YOU PLACE IN WRITING CAN BE SUBPOENAED-EVEN IF IT'S ON YOUR PERSONAL CELL PHONE OR COMPUTER



THANK YOU!!

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