



# Improving Communications

June 23, 2016

# Board Member Perspective

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<ul style="list-style-type: none"><li>■ Deliver clear, timely and concise information</li></ul>	<ul style="list-style-type: none"><li>■ Demonstrate alignment of recommendations to policy goals, district mission</li></ul>
<ul style="list-style-type: none"><li>■ Summarize data supporting recommendations ahead of meetings</li></ul>	<ul style="list-style-type: none"><li>■ Hold Board Workshops</li></ul>
<ul style="list-style-type: none"><li>■ Avoid surprises</li></ul>	<ul style="list-style-type: none"><li>■ Remember significant role in teaching and informing board</li></ul>

# Investment Banker Perspective

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<ul style="list-style-type: none"><li>■ Let us in (please!)</li></ul>	<ul style="list-style-type: none"><li>■ Our job = finding solutions</li></ul>
<ul style="list-style-type: none"><li>■ Give us your problems (what keeps you up at night?)</li></ul>	<ul style="list-style-type: none"><li>■ Come into the foxhole</li></ul>
<ul style="list-style-type: none"><li>■ Let the finance team get under the hood</li></ul>	<ul style="list-style-type: none"><li>■ Use us to help educate via workshops or study sessions</li></ul>

# Parent Perspective

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<ul style="list-style-type: none"><li>Community Engagement is a full time job</li></ul>	<ul style="list-style-type: none"><li>Remember significant role in teaching and informing the community</li></ul>
<ul style="list-style-type: none"><li>Sobering job of “defining the possible”</li></ul>	<ul style="list-style-type: none"><li>Highlight successes</li></ul>
<ul style="list-style-type: none"><li>Board/Administration communications supplement school site channels</li></ul>	<ul style="list-style-type: none"><li>Identify community leaders</li></ul>
<ul style="list-style-type: none"><li>Messaging must be continuous and multi-channeled</li></ul>	<ul style="list-style-type: none"><li>Offer in-person communication opportunities</li></ul>
<ul style="list-style-type: none"><li>Try social media</li></ul>	<ul style="list-style-type: none"><li>Strive for more rather than less information</li></ul>