

STORY TELLER IN CHIEF

CHIEF BRAND OFFICER

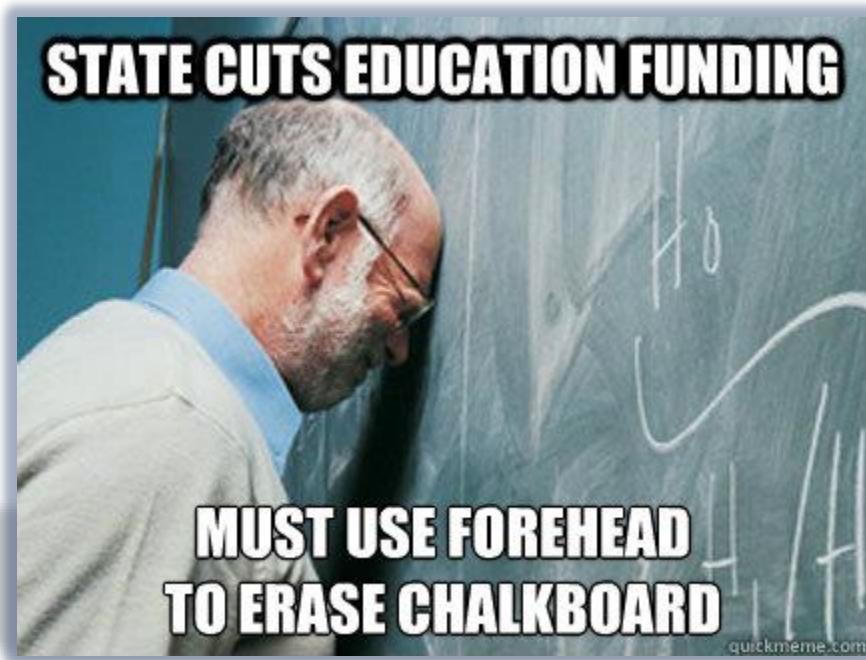




ROLE OF THE FINANCE OFFICER

I couldn't decide whether I wanted to be a teacher, a lawyer, a police officer, a politician, a healer, a counselor, an arbitrator, a manager, a nurse, a comedian, a researcher, a coach, a security guard, a detective or a lion tamer.....I solved the problem by becoming a School Finance Officer

IF ONLY THEY WOULD GIVE US THE FINANCES.....





A DAY IN THE DISTRICT.....



So why care about marketing
(telling a good story)



PERCEPTIONS ARE IMPORTANT

- ❖ 64% of public school parents have trust and confidence in the men and women who are teaching children in the public schools, but this percentage declined from 72% in 2013.
- ❖ About half of public school parents said they are likely to brag about their child's school to friends or relatives who are visiting their community.



PERCEPTIONS ARE IMPORTANT

- ❖ 78% of Americans believe that private schools provide a good or excellent education.
- ❖ Charter schools are at 60%.
- ❖ And traditional public schools (where the vast majority of K-12 students are educated)- Dead last, with only 37% of respondents expressing confidence in their merits. (Gallup 2012)

PERCEPTIONS ARE IMPORTANT



Traditional public schools need not build their brands in order to ensure survival—after all, they educate 90 percent of young people. But they may need to do so in order to secure the good faith of the American public—faith that is essential to a healthy and thriving system – Jack Schneider (Author Take Part)

TRENDS ARE NOT IN FAVOR OF EDUCATION



- ❖ Less than 4% of national headlines are about education
- ❖ The average education beat reporter has less than one year of experience
- ❖ If you don't manage your brand and tell your own story, someone else will.....

TRENDS ARE NOT IN FAVOR OF EDUCATION



<https://www.youtube.com/watch?v=VWRqZrCMqbA>



CORE BELIEFS



- ❖ We do not need the media to tell our own story
- ❖ We have our own channels that segment better with our audiences
 - ✓ Social media
 - ✓ Brand ambassadors
 - ✓ Video
 - ✓ Parent Connect Systems

GOALS TODAY



- ❖ Understand good practices for brand management
- ❖ Understand why brand management and story telling is a function of leadership in all departments
- ❖ Identify practical strategies to manage your brand
- ❖ Identify practical tools for daily story telling that inevitably increases baseline knowledge for your audience

DEFINING A BRAND



- ❖ A brand is the sum of all experiences, impressions and knowledge that someone has about your organization
- ❖ It is a relationship, an essence (what you're known for)
- ❖ Your brand is a story that tells people why they should care and what they care about



DEFINING A BRAND





DEFINING A BRAND

What you want to be known for or What you're known for



ISN'T A SCHOOL OR DISTRICT CULTURE A BRAND?



- ❖ Your school culture will feed your brand, but it's not your brand
- ❖ They are usually directly correlated
 - ✓ Good cultures translate to good brands
 - ✓ Good cultures create brand ambassadors
 - ✓ Brand ambassadors are the best when they have marching orders and talking points



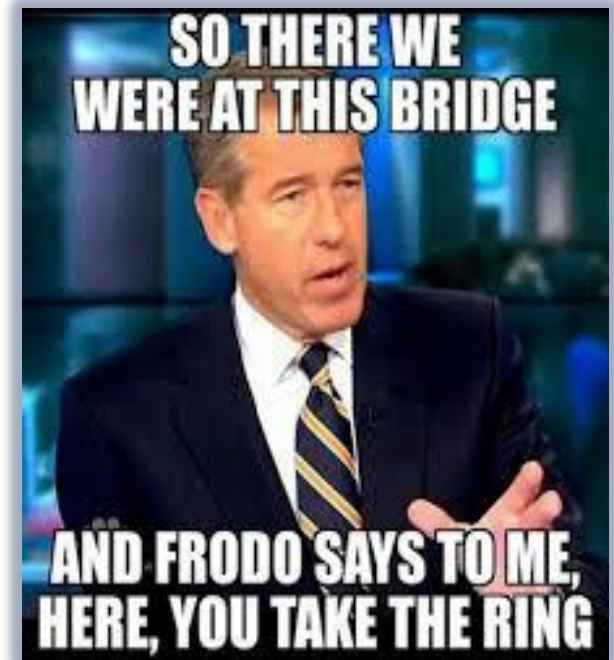
BUILDING YOUR INTERNAL BRAND

- ❖ A.K.A. - Getting your house in order.....
- ❖ What do you care about?
- ❖ How do people know that's what you care about?
- ❖ What can people expect from your District or Department?
- ❖ What are your standards?
- ❖ What are your promises?

TALKING POINTS ARE TRUE BECAUSE THEY ARE SAID A LOT.....



- ❖ Talking points create brand ambassadors
- ❖ The more frequently they are said, the more they become the gospel
- ❖ Dissonance about a brand tunes people out
- ❖ Elevator Speeches count – if your internal audience doesn't know what you're about, you can't expect the external to care
- ❖ Activity





USING YOUR AMBASSADORS

- ❖ Make sure your school leaders understand their budget AND the District budget
- ❖ Check for understanding
- ❖ Give them talking points (and handouts)
- ❖ Get face time to talk about your District budgets
- ❖ Offer to present to their parent groups – or provide a video for their parent groups



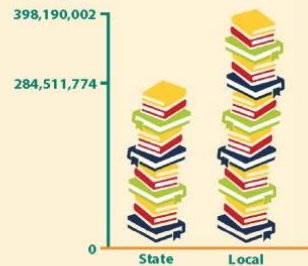
HANDOUTS = FEW WORDS < PICTURES



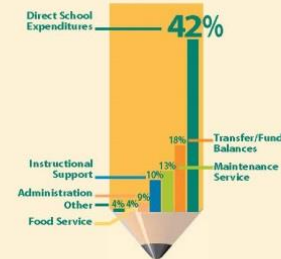
2015-2016 BUDGET



General Fund State vs Local



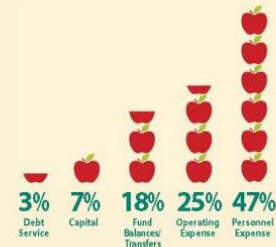
All Funds Appropriations



All Funds Revenue Sources



All Funds Appropriations by Object



CUSTOMER SERVICE



A large part of your brand is the first experience and customer service



DEFINING YOUR BRAND V. PERCEPTION OF BRAND



- ❖ If you're not sure, just ask. Everyone has an opinion
- ❖ Was your last experience positive?
- ❖ What one word would you use to describe us?
- ❖ What is the longest you have waited for a response?
- ❖ What can we do better to help you?



CAUTION

- ❖ Leadership personalities are not brands
- ❖ Good brands withstand changes in leadership



TELLING YOUR BRAND STORY EACH DAY



- ❖ Takes planning
- ❖ Requires multiple channels (tools) for your audience
- ❖ Requires first hand knowledge and understanding of your brand essence
- ❖ When you are in control of your brand, your image will be clear and your results will be consistent. When you aren't in control of your brand, the "marketplace" will let you know.



AUDIENCE COMES BEFORE TOOLS

- ❖ Who are you trying to reach
 - ❖ Where are they (physically and virtually)
 - ❖ What do they care about?
 - ❖ What is most likely to get their attention?
- ❖ Parents
 - ❖ At work, on social media



AUDIENCE COMES BEFORE TOOLS

- ❖ Who are you trying to reach
- ❖ Where are they (physically and virtually)
- ❖ What do they care about?
- ❖ What is most likely to get their attention?
- ❖ Parents of 8th graders
- ❖ Work, fields, social media, with friends
- ❖ Surviving High School, safety, academics, what my kid wants
- ❖ Paid SM advertising, relevant tips and workshops, something that interests my student



ONCE UPON A TIME.....TOOLS

- ❖ Twitter
- ❖ Facebook
- ❖ Video, Video , Video
- ❖ Instagram
- ❖ Parent connect systems (ParentLink)
- ❖ Public Presentations/Public Presence
- ❖ Online Digital Footprint (Google Plus, Great Schools Reviews, Google Reviews)
- ❖ Associations with Common Messages

TWITTER



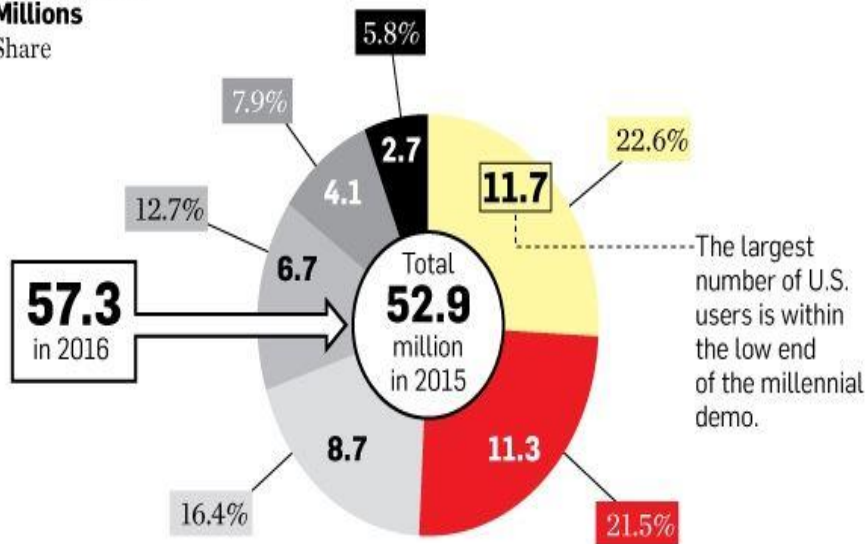
- ❖ 44% of Twitter account holders have never Tweeted
- ❖ 30% have sent 10 or fewer tweets
- ❖ 13% of account holders have Tweeted 100 times
- ❖ The Twitter bird has a name.....Larry
- ❖ You Tube is among the most popular Twitter accounts



WHO USES TWITTER

Twitter

Millions
Share



- ❖ Slightly more men than women
- ❖ About even spread of rural, suburban and urban
- ❖ 30% College grads
- ❖ 27% - >75K,
- ❖ 27% > \$50K



WHO USES WHAT.....

Twitter

- ❖ 18-29 = 37%
- ❖ 30-49 = 25%
- ❖ 50-64 = 12%
- ❖ 65+ = 10%

Facebook

- ❖ 18-29 = 87%
- ❖ 30-49 = 73%
- ❖ 50-64 = 63%
- ❖ 65+ = 56%

WHAT'S THE DIFFERENCE...



Twitter

- ❖ Real time
- ❖ # Sort function
- ❖ 140 characters
- ❖ Growing professional communities
- ❖ Paid advertising

Facebook

- ❖ Algorithms control what you see
- ❖ # Sort Function
- ❖ Marketing tool or social network
- ❖ Paid Advertising



DO WE NEED A TWITTER ACCOUNT?

- ❖ Starbucks model – one brand many flavors
- ❖ The # gives you many options for conversation



sam zeff @samzeff · Nov 8

Making sense of **school finance** litigation, politics & what it means in the classroom tiny.cc/op4s5x @kcur



← ↻ 9 ❤️ 3 📧 ⋮



Lynn Bartels @lynn_bartels · Nov 7

A must read on **school** campaign **finance** laws. I'm sorry I didn't see it until now. co.chalkbeat.org/2015/10/30/smo... #copolitics @ToddEngdahl

← ↻ 6 ❤️ 4 📧 ⋮



Bryan Lowry @BryanLowry3 · Nov 7

.@Celia_LJ & I stop by @kcur to educate @samzeff about the political fight over **school finance**. #ksed #ksleg tiny.cc/xp6r5x



Gannon V. Kansas

On this week's Statehouse Blend, reporters work with a law professor to make sense of The Gannon v. Kansas school finance lawsuit, and speculate on the

kcur.org



YOU TUBE

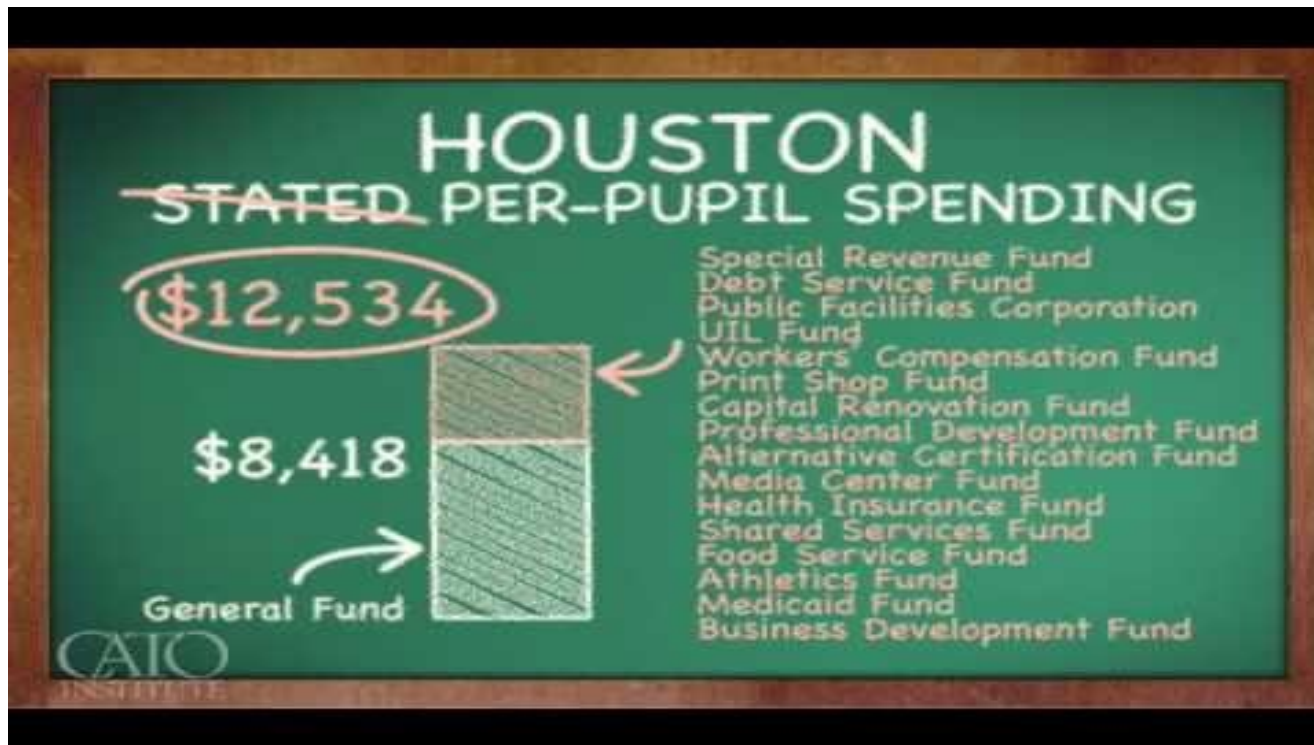
- ❖ 300 hours of video uploaded every minute
- ❖ Male dominated (44% more time)
- ❖ 81.2% of internet users use You Tube
- ❖ Video is king



YOU TUBE / VIDEO



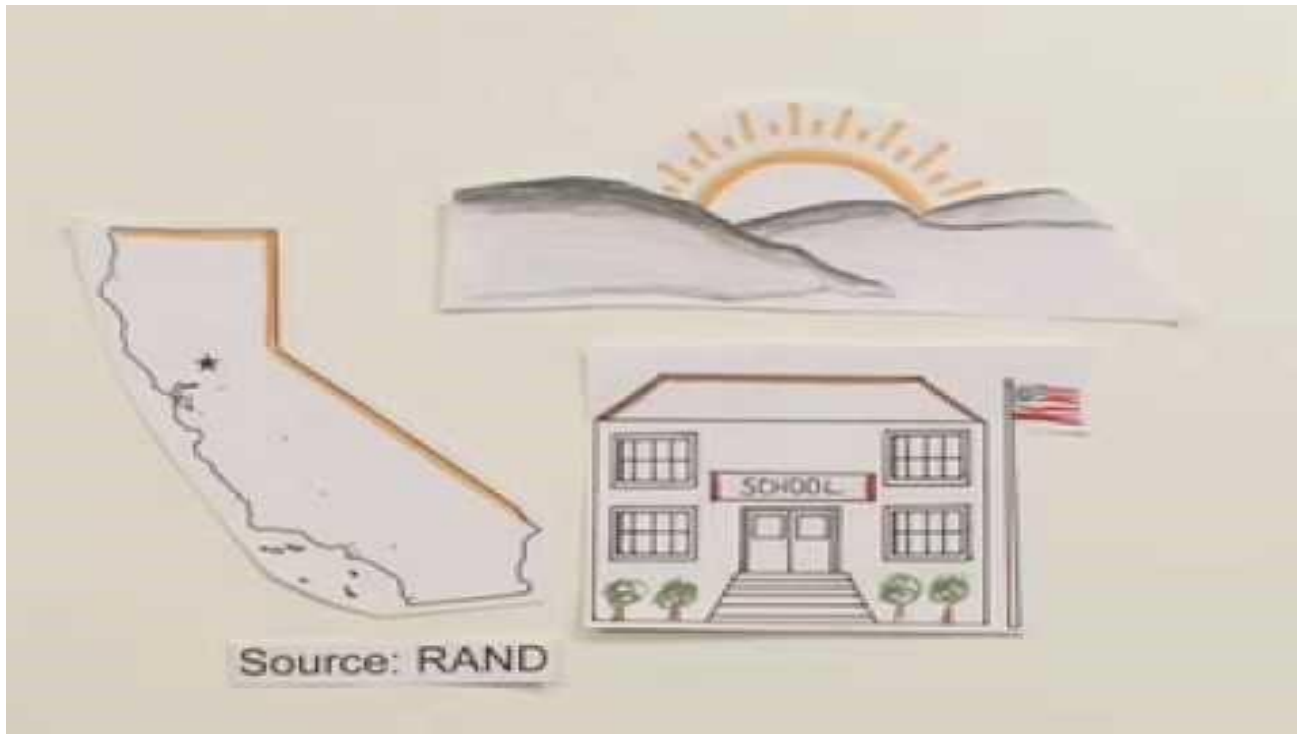
<https://www.youtube.com/watch?v=XzvKyfV3JtE>



YOU TUBE / VIDEO



<https://www.youtube.com/watch?v=Wsu2L5jf1FA>





GO MOBILE OR GO HOME

- ❖ As of January 2014:
- ❖ 90% of American adults own a cell phone
- ❖ 32% of American adults own an e-reader
- ❖ 42% of American adults own a tablet computer
 - ✓ Content has to be easily accessed and easily viewed

COMMON VOICES AND TEMPLATES



- ❖ Common Language Counts
- ❖ Associations can have tremendous power when they start talking from the same script
 - ✓ What do you want people to know?
 - ✓ Is there something you want them to do?

BEFORE YOU GET “ALL CREATIVE AND STUFF”



- ❖ Communication is goal oriented
 - ✓ Goals and objectives
 - ✓ Audience
 - ✓ Tools
 - ✓ Strategy
 - ✓ Implement
 - ✓ Evaluate

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