



Time to Get it Right: Developing Effective Key Messages

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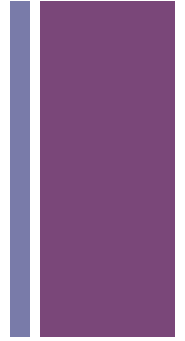
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+ What is a Key Message?



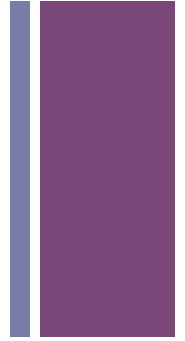
- A Key Message is a **significant idea** or thought that you want your audiences to **know, understand, remember** and – if you are lucky – **repeat**
- An effective key message **leads** your **audience** to the **desired behavior** – action, attitude change, awareness

+ What it is not ...

- It is not about spin
- It is not a spin statement
- Nor is it a disguise for spin

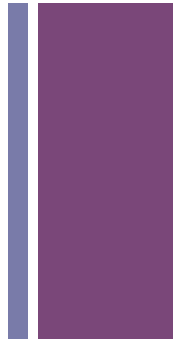


+ Effective Key Messages



- Are based on your research
- Are **true**
- Are **concise and simple**
- Related in **human terms**
- Connect with people's emotions
 - Powerful,
 - Clear, and
 - Consistently Repeated

+ Simon says ...

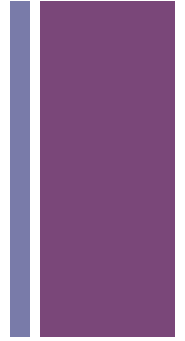


We live in times of high stress.
Messages that are simple, messages
that are inspiring, messages that are
life-affirming, are a welcome break
from our real lives.

— *Simon Sinek* —

AZ QUOTES

+ Key Message Considerations



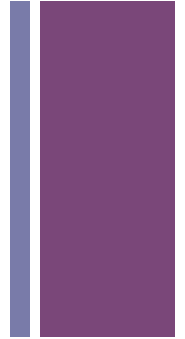
- **Messages** – what are we communicating?
- **Audiences** – what groups and individuals are we targeting?
- **Strategies** – how will we deliver our messages and measure desired behavior?

+ Audiences





Key Messages and Audiences



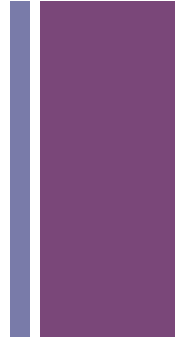
■ **Research first**

- Identify most supportive audiences
- Identify issues/messages that resonate with audiences
- Identify overriding issues that block understanding
- Use a combination of qualitative and quantitative

■ **Evaluate along the way**

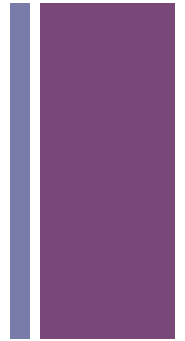
- Identify what messages are getting through
- Identify any areas of misunderstanding
- Identify what areas to focus on next

+ Identifying Your Audiences



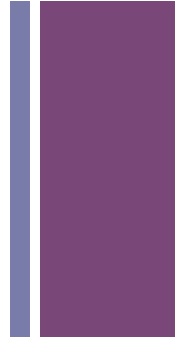
- What is their **profile**?
 - What beliefs, needs, prejudices, tendencies, misconceptions and preconceptions do they have that affect how you connect with them?
- What do you **want them to know and do**?
- How do you need to present your message to **be credible**?
- What **issues will resonate** with them?
- How have they responded to your messages in the past?

+ Major Audience Groups



- **Internal** – Teachers, support staff, administrators, custodians, bus drivers, School Board, and others
- **External** – Parents of K-12 students, parents of preschool children, empty nesters, senior citizens, government officials, business owners and the list goes on and on

+ Who is your audience?

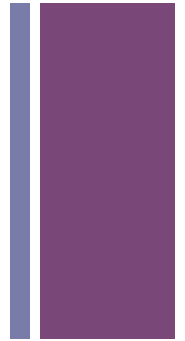


■ **Assess and prioritize** your stakeholders:

- Internal
- External

■ Who are the **key opinion leaders**? (They may not be who you think.)

+ Why go internal first?

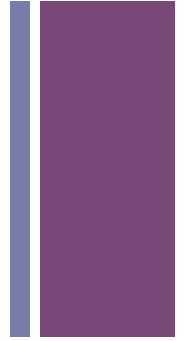


- Provides foundation of communication program
- Creates a culture of communication
- Emphasizes role of staff as ambassadors
- Allows for staff to help carry messages

Did you know ...

National surveys show that teachers and other building staff are continually listed by parents as the primary/most persuasive source of information about their school or district.

+ External Audiences



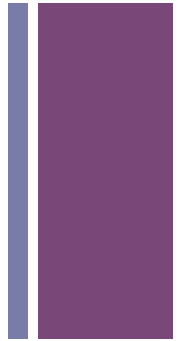
- Students
 - Current, alumni
- Patrons
- Parents and Non-Parents
- Parent-Teacher Organizations, Booster Clubs
- Civic Groups/ Religious Groups
- Business Leaders
- City/Municipal Leaders
- Realtors
- Elected Officials
- Media

Did you know ...

Statistics show that anywhere from 50 to 75 percent of the households in most school districts do not have children currently enrolled in public school.



Reaching Your Audience (*strategies*)



Most Effective



Least Effective

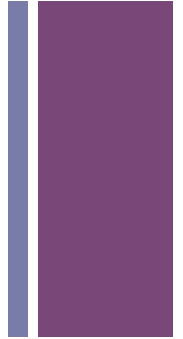
1. Face to Face
2. Small group discussion
3. Large group presentation
4. Phone call
5. Personal note/letter/e-mail
6. Mass-mailed letter/e-mail
7. Newsletters, brochures, etc.
8. Press coverage (newspaper, TV, online, etc.)
9. Social Media (depending on audience)*
10. Advertising (newspaper, TV, radio, etc.)

+ Audience Retention (*strategies*)

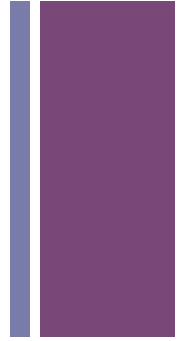
■ People remember:

- 20 percent of what they are told
- 30 percent of what they see/read
- 50 percent of what they see and hear
- 70 percent of what they say
- 90 percent of what they do

**Tell them.
Tell them again.
Then tell them you told them.**

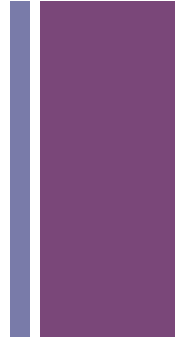


+ Framing



- As a communicator, you can choose to **frame the issue** and **deliver your message from your perspective**.
- Without this focus, people will wander through the “message countryside” and never take in what you are communicating.
- **If you don’t frame it, someone else will!**

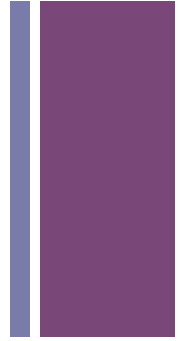
+ Developing Key Messages



- Determine if you will craft the message and if others will help
 - Maybe we are **just a helper** in crafting the message
- What do we know and what additional information do I need to gather?
 - **Take the time** to do this right
- Is there greater context to be considered?
 - **Double-check** that your theme/message doesn't conflict with the district messages
- Identify primary and secondary audiences
 - Who needs to hear your message and who might just **benefit** from hearing your message



Developing Key Messages *cont'd*



- What is the desired **outcome**?
 - Understanding, change in attitude, etc.
- **Write and rewrite**
 - Keep it simple to understand
 - Don't use acronyms and jargon
- **Practice** delivering the messages
 - They should be become natural
- **Repeat** the message
 - Rule of thumb: need to hear/see a message seven times before it resonates



What's in it for me?

What your audience wants
to know ...

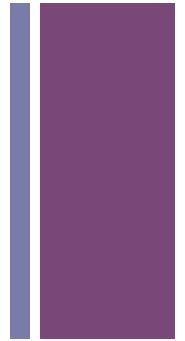


I have a genuine love
affair with my
audience. When I'm
on stage they're not
privileged to see me.
It's a privilege for me
to see them.

Ozzy Osbourne



Remember to Avoid Jargon!



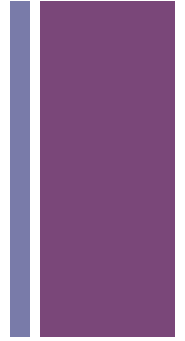
Clayton Abbreviations & Acronyms

AC	Administrative Center	MAP	Missouri Assessment Program
ACT	American College Test	MER	Meramec Elementary School
AFL	Assessment for Learning	MSIP	Missouri School Improvement Process
AIS	Alternative Instructional Support	MSTA	Missouri State Teachers Association
AP	Advanced Placement	NCLB	No Child Left Behind
APR	Annual Progress Report	NEA	National Education Association
AYP	Adequate Yearly Progress	OASIS	Intergenerational tutoring program
BD	Behavioral Disorder	OSS	Out-of-School Suspension
BOE	Board of Education	PAAS	Parents of African American Students
BYOC	Build Your Own Curriculum	PAC.ED	Parents of Children With Special Needs
C & I	Curriculum and Instruction	PBTI	Performance Based Teacher Evaluation
C-Club	Clayton Athletic Boosters	PDC	Professional Development Committee
CHS	Clayton High School	PDP	Professional Development Plan
CLO	Clayton Learning Objectives	PLC	Professional Learning Communities
CPC	Continuing Professional Certificate	PPRA	Protection of Pupil Rights Amendment
CPT	Captain Elementary School	PRC	Professional Relations Council
CSD	Cooperating School Districts	PTO	Parent-Teacher Organization
CSIP	Comprehensive School Improvement Plan	SAT	Scholastic Aptitude Test
CWC	Class within a Class	Goals	Specific Measurable Attainable Realistic Timely Goals
DECA	Distributive Education Clubs of America	SPED	Special Education
DESE	Department of Elementary and Secondary Education	SRO	School Resource Officer
EC	Early Childhood	SSD	Special School District
EPED	Extra Pay for Extra Duty	STARR	Select Teachers as Regional Resources
EL	English Language	TAOD	Tobacco, Alcohol and Other Drugs
FC	Family Center	TLC	Teaching and Learning Council
FERPA	Family Educational Rights and Privacy Act	VICC	Voluntary Interdistrict Choice Corporation
GLN	Glenridge Elementary School	VST	Voluntary Student Transfer Program
HR	Human Resources	VTS	Voluntary Transfer Student
IDEA/504	Individuals with Disabilities Education Act/504	WMS	Wydown Middle School
IEP	Individualized Education Plan		
ISS	In-School Suspension		

+ Developing Key Messages

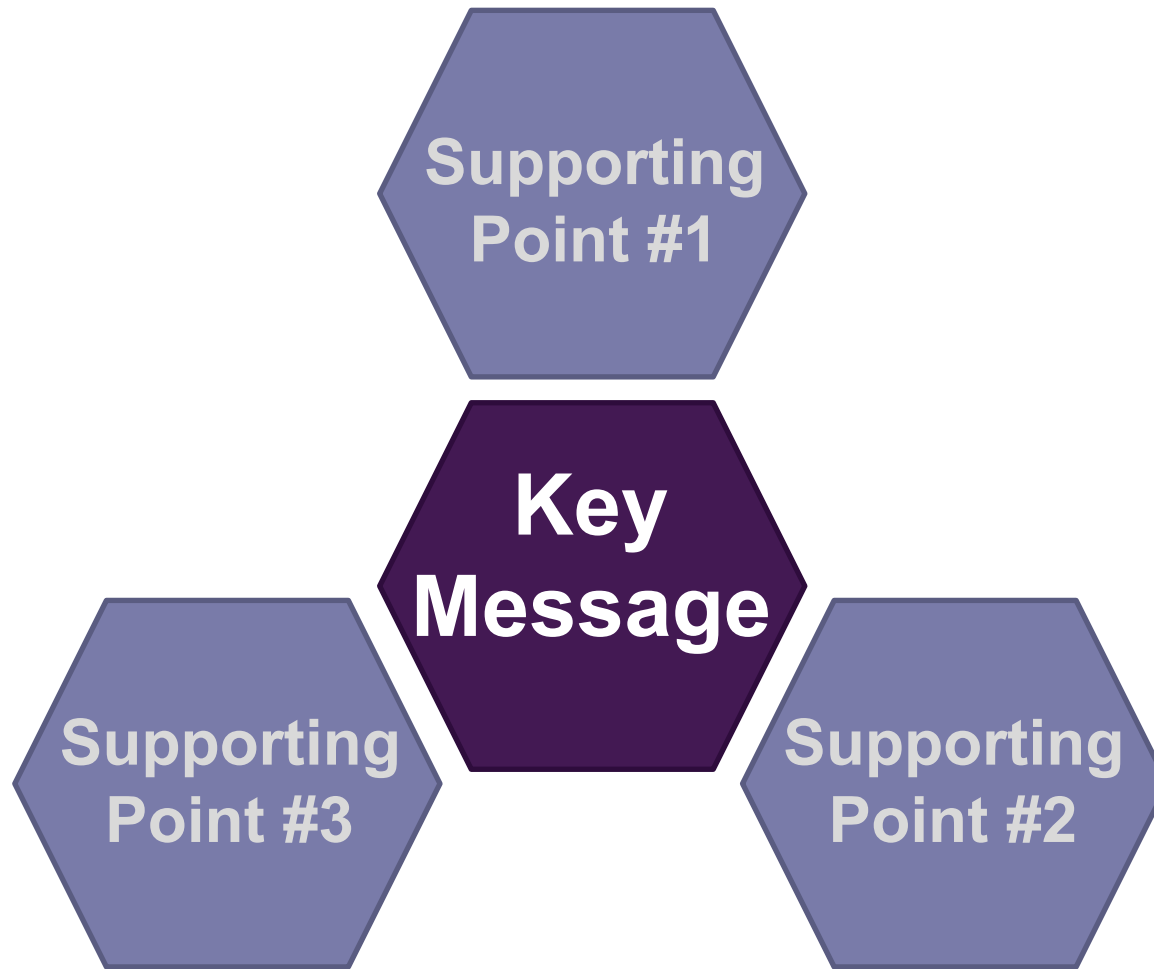


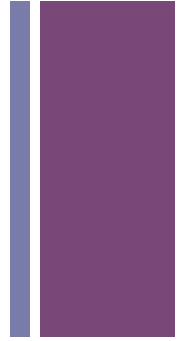
+ Elevator Speech/Home Base



- First 30 words are absorbed by audience
- Main point + 3 supporting points
- Takes 12-15 seconds to say
- About the length of a TV sound bite

+ Use Home Base to Map Your Message



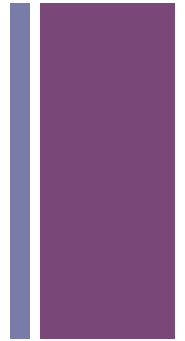


Sample Home Base

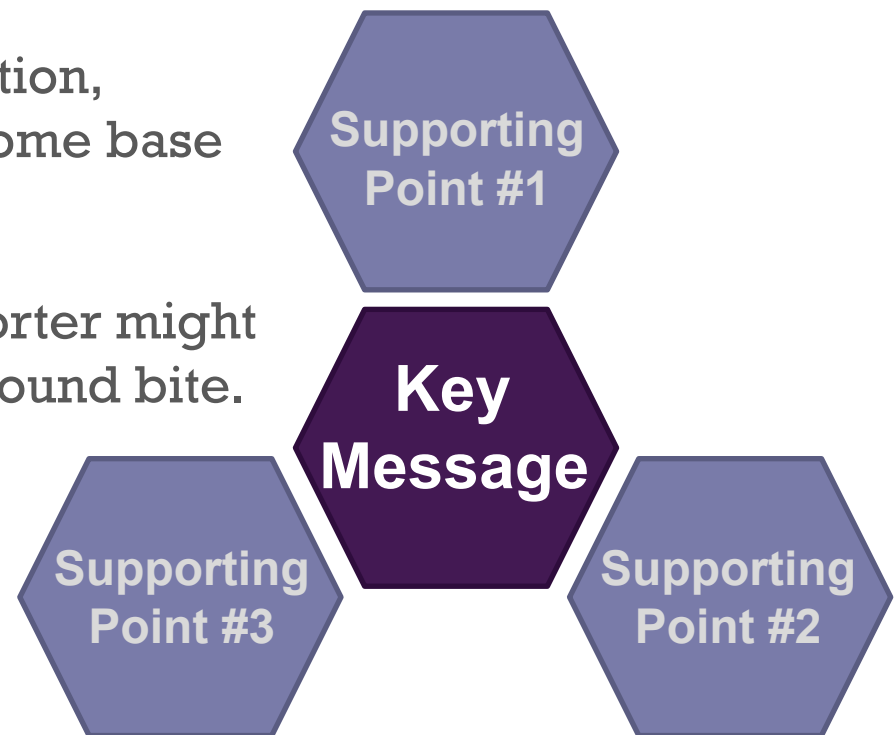
Silver Dollar City creates memories worth repeating by providing fun family activities in a clean, friendly environment led by a caring staff.



Back to Home Before Next Point

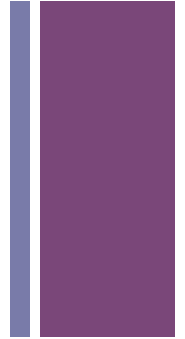


- Work out to proof point then back to home.
- Do not jump from one point to next without hitting home base message.
- By end of presentation/conversation, audience will have heard your home base multiple times.
- In an interview, best chance reporter might actually use your home base in sound bite.





Provide Transformative Learning Opportunities Through Technology



■ Infrastructure

- WiFi upgrades in all buildings (Spring 2017)
- Faster Internet Bandwidth District-wide

■ Student Devices

- Three-Year Rollout (Spring 2017, 17/18 and 18/19)
- Moving from Desktops to laptops/tablets; from fixed locations to mobile carts
- Additional Chromebooks and iPads PK-8
- 1:1 Chromebooks at CHS for 18/19

■ Student Account Security

- Changing Naming Conventions for Student Accounts (8/17)
 - New conventions to be a combo of first /last name and 2-digit random numbers
 - No loss of data - account is same, just re-named

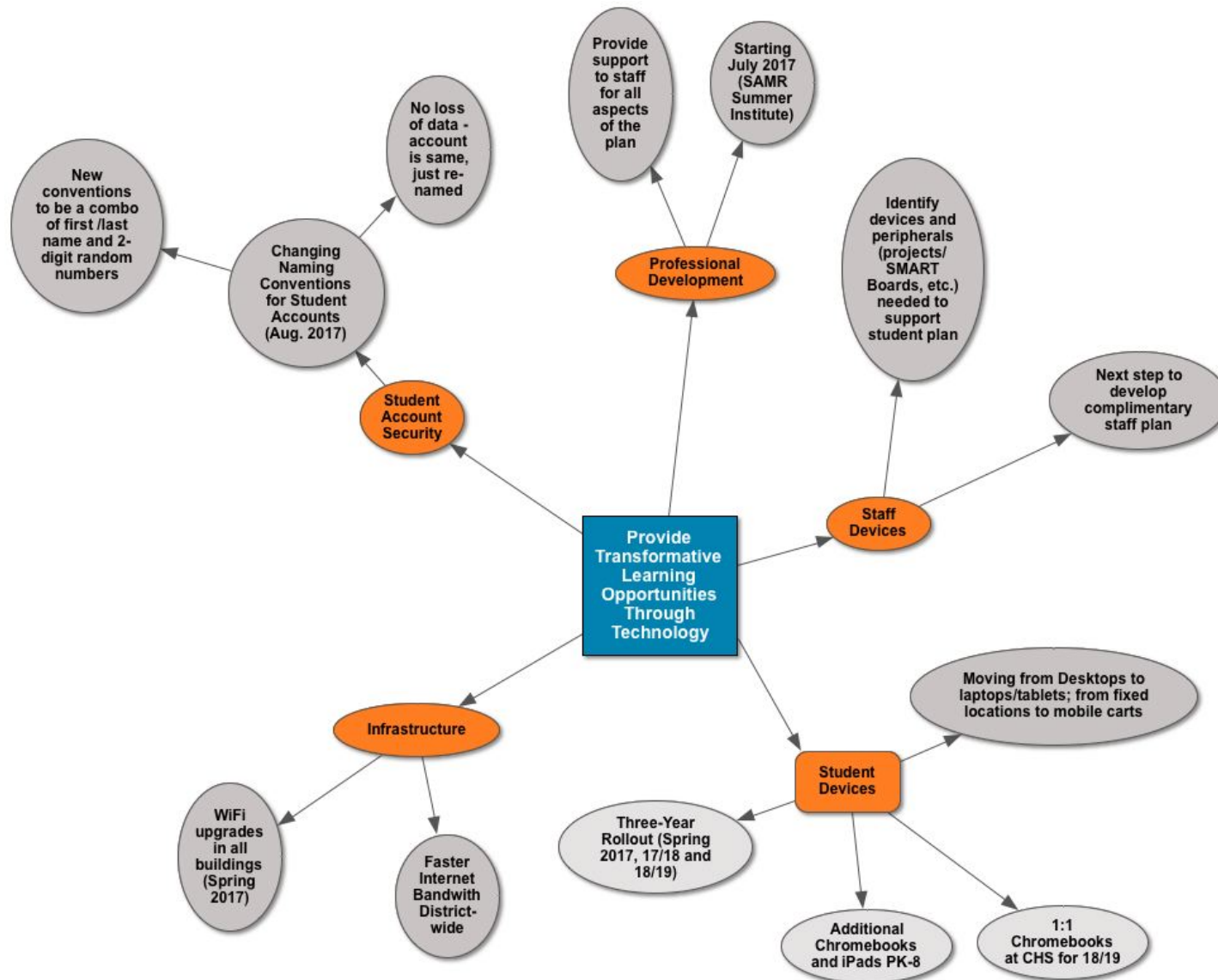
■ Professional Development

- Provide support to staff for all aspects of the plan
- Starting July 2017 (SAMR Summer Institute)

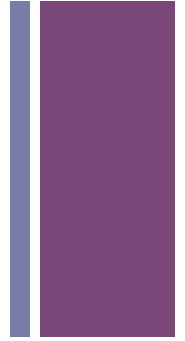
■ Staff Devices

- Next step to develop complimentary staff plan
- Identify devices and peripherals (projects/SMART Boards, etc.) needed to support student plan

+ T.I.P. Message Map

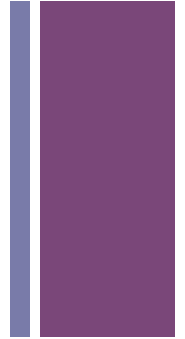


+ Biggest Message Mistakes



- Use of technical terms and jargon
- Lack of clear meaning
- Cannot be fully supported by facts
- Lack of key point – too many messages
- Audience is not paying attention
- Lack of emotional appeal
- Aimed at wrong audience
- Environment too cluttered
- Poor delivery of message
- Lack of repetition
- Does not motivate action or change in behavior

+ Activity Instructions



- Break into groups of 8ish and review the scenario
- *Identify target audiences and key messages:*
 - Who should craft and deliver the message?
 - What additional information is needed?
 - Is there a greater context (i.e. district message)?
 - Who are the audiences (primary and secondary)?
 - What is the desired outcome?
 - What are the key messages and delivery strategies?
- Brainstorm/agree ideas for your key messages
- Appoint a spokesperson and share your work



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