



***Heart Here!***

**THE MISSING PIECE IN YOUR  
SCHOOL BOARD'S  
COMMUNICATION STRATEGY**

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We partner with school leaders to champion the good in education through strategic communication so they can inspire trust, engage the community and navigate conflict.

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*Celebrate*  
**STUDENTS, TEACHERS  
& SUPPORT STAFF**  
*Daily*





# WHY ENGAGE THE COMMUNITY?



- Improved student outcomes
- Increased resources and support
- Stronger sense of community ownership
- More informed decision-making



# SIGNS OF DISENGAGEMENT



- Low attendance at board meetings
- Negative media coverage
- Public outcry at decisions
- Difficulty recruiting volunteers



# COMMON PITFALLS TO AVOID



- Dismissive attitudes towards community concerns
- Limited communication channels (e.g., only board meetings)
- Lack of transparency in decision-making processes



# STRATEGIES FOR OPEN DIALOGUE



- Active listening
- Respectful communication
- Clear & concise explanations
- Multiple communication channels



# ENGAGING STAKEHOLDERS



- Host meetings in accessible locations
- Ensure information is posted online in an accessible format
- Offer childcare during meetings
- Translate materials into multiple languages
- Provide opportunities for diverse voices to be heard



# ENGAGING ACTIVITIES



- Community conversations (town halls, focus groups)
- Student voice committees
- Social media town halls
- School board member office hours



# STRENGTHENING CONNECTIONS



- Regular school visits (games, plays)
- Community partnerships (businesses, organizations)
- Board member profiles biographies and contact information easily accessible online



# OPEN COMMUNICATION BUILDS TRUST



- Clearly communicate board decisions and rationale
- Explain how community input factored into decisions
- Regularly update the community on progress and challenges
- Be transparent with the decision-making process and background information used to support it



# LISTEN, LEARN, AND ACT



- Utilize survey results and community feedback to inform decisions
- Track progress on community-driven initiatives
- Share data and outcomes with the community





# KEEPING YOUR PROMISES



- Respond to public comments and inquiries
- Explain delays or changes in plans
- Hold yourselves accountable to commitments made



# COLLABORATION IS KEY



- View the community as a partner, not just an audience
- Work together to identify solutions and create a shared vision



# BUILDING A COLLABORATIVE CULTURE



- Be an active listeners
- Foster an environment of respectful debate and discussion
- Celebrate successes achieved through collaboration



# GET INVOLVED!



- Share these strategies with your colleagues
- Identify opportunities for community engagement in your district
- Start building stronger relationships today!





*Let's Connect!*



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