

Communicating *for Student Success*

A Series of Seminars and Resources to Build Support for Your Public Schools Specially Designed for:

Superintendents
School Board Members
District and School-Based Administrators
Budget Directors
Teacher Leaders and Trainers
Community & Family Relations/Volunteer Coordinators
Security and School Resource Officers
Foundation Board Members and Directors
Education Association and Service Agency Employees



SCHEDULE OF SEMINARS:

Communications is a powerful tool to increase student success because it builds public support and resources, increases family and community involvement, helps create safe schools, improves internal efficiency and attracts both students and staff. Wisconsin districts may choose from a menu of topical, convenient, low-cost seminars, all with a proven track record of effectiveness from our expert trainer.

All sessions are half day and include active participation and practical take-home tools. Sessions will be scheduled from 9-12 and 1-4. Participants can choose the morning or afternoon session only or take in two topics in one full day.

SCHEDULE: CESA #2 will host eight seminars on four consecutive weekdays at its headquarters in Whitewater. Customized seminars in regions or school districts are available upon request.

August 8

9-12: Power Behind the Podium: Learn to Present with Confidence and Power

1-4: FLIP* It Around: (*Financial Language Interpreted for the Public)

August 9

9-12: Social (Media) Studies: Learning to Communicate Where They Are

1-4: Winning at the Polls: Passing a Referendum in Today's Political Climate

August 12

9-12: Creating Buy-In for Common Core and Educator Effectiveness

1-4: What's Your School or District ID? A Branding & Marketing Primer

August 13

9-12: MediaTalk -- Control the Message and Get Positive News Out

1-4: News in a FLASH: Control Crisis Communication with Powerful Tools

ALL SESSIONS ARE HALF DAY AND INCLUDE ACTIVE PARTICIPATION AND TAKE-HOME RESULTS.
You may schedule 9 am to noon or 1 pm to 4 pm or both in one day to cover two topics.

Creating Buy-In for Common Core and Educator Effectiveness

Overcome fear and anxiety about education reform through powerful messages and meaningful engagement. Common Core and Educator Effectiveness require staff and community acceptance and understanding for full implementation. You'll receive easy-to-customize template materials to explain the changes plus proven techniques and role modeling to gain staff and community support.

What's Your School or District ID? A Branding & Marketing Primer

In this day and age of school vouchers, open enrollment and public school bashing, branding and marketing has become a necessity for schools and districts, whether rural or urban. We help you determine what makes your school or district special, how you want the public to view you and how to communicate the message to build community support. You'll come away with a clear understanding of how to create, revise or build your brand, develop a logo and slogan to support it and market your assets to strengthen your school or district image.

MediaTalk – Control the Message and Get Positive News Out

Learn the secrets to pro-active media preparedness. This seminar takes you from the “fundamentals” to the “extreme.” The trademark “MediaTalk” method – more than 25 years in the making – teaches you how to encounter an interview without crumbling and to be ever prepared to say the right thing at the right time to the right people. It teaches you how to pitch success stories so they actually get published or aired. This session includes instruction, interaction and role-playing scenarios.

Power Behind the Podium: Learn to Present with Confidence and Power

Learn a new approach to speechwriting, specifically on today's hot education topics. Learn how to create powerful visual aids (no more “Death by Power Point”), use the right words, and how to deliver them. Leave with an exclusive Measurement Tool to evaluate speeches so you and your colleagues receive meaningful feedback for continuous improvement. As a speaker, you will not only be heard . . . you will be remembered.

FLIP* It Around:

(*Financial Language Interpreted for the Public)

Take your budget woes and turn them into powerful tools to build community support. Learn how to translate budget information into emotional stories and digestible numbers so people remember and understand. Learn how to explain complex educational reform issues to gain internal and external buy-in. This session covers survey instruments, dynamic presentations and community engagement to “flip” your financial challenges around. Take home a sample presentation and resources.

News in a FLASH: Control Crisis Communication with Powerful Tools

Are you ready for a crisis situation? Learn how to use today's technology and traditional media to your advantage as we practice real-life situations—before, during and after the crisis—whether it's a false alarm or a major disaster. The training focuses specifically on school and education issues. You'll be better prepared when the inevitable takes place. Take our model District Crisis Communications Plan home with you as an added bonus.

Social (Media) Studies: Learning to Communicate Where They Are

Learn the basics of various social media channels, how to properly and efficiently use them and why it will play a crucial role in your future communications. Understand the special legal and social circumstances that educators face. Attendees will receive a sample social media policy and guideline to take home. This session also includes advice on how to take full advantage of phone notification systems without overloading parents with calls.

Winning at the Polls: Passing a Referendum in Today's Political Climate

It's what you do the year before a referendum that is most important. Take simple measures to ensure passage by pro-actively communicating your achievements and needs to key stakeholders now. Build support from community and business leaders so they can take the lead in a political campaign. This session takes you through that process and provides case studies on how districts overcame challenges in demographics, divisive politics and lack of funding to support referendum campaigns.

BONUS

Bonus Lunch Session: Increase Family Involvement by Asking Parents to "Be There"

All participants, whether you go to the morning, afternoon or both sessions, are invited to join CESA #2 staff for lunch at no additional charge and hear about a multimedia campaign that inspires families to become more involved in their children's education. Discover research results on the impact of these inspirational messages on family involvement and student achievement. Overcome cultural differences, lack of trust or not feeling welcome through customer service tips. Learn how to reach disengaged parents and convert the national "Be There" movement into a local campaign for your district.



PRICING:

Cost is **\$150** per person per seminar, or **\$250** for two seminars on the same day. Districts that send four or more pay **\$125** per person for each seminar, or **\$225** for two seminars on the same day. Lunch is included if they attend the Be There presentation.

Special package pricing is available if districts also want CESA #2 to conduct a Communications Audit and develop a Strategic Communications Plan for your district. Call for details.

Register online at cesa2.org,
Communicating for Student Success.



Visit us at:
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TRAINER:
David Voss
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David R. Voss, President and Founder of Voss & Associates, has more than 25 years' experience in communicating education. He knows the field from more than one perspective: as a journalist and broadcaster, as a Governor's press secretary, as Director of Communications for the Florida Department of Education, and as a corporate marketing director for Apple Computer's Education Division. His client list includes dozens of school districts and education associations, his seminars consistently receive excellent evaluations and he has created several award-winning multimedia campaigns. He has been a member of the National School Public Relations Association for 24 years and recently opened offices in Milwaukee.

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COMMUNICATING EDUCATION

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