

Nashoba Regional School Committee

Strategic Communication

Informing and engaging families, staff, and the community



Christopher Horan



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Subcommittee: Key Areas of Focus

- Rebuilding and Sustaining Trust in Our Communities
- Ensuring and Sustaining Communication during Fluid Times
- Modeling Effective Communication

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Subcommittee: Communication Strengths

- District / schools share information regularly
- Most effective with “managerial” communication
- Recent improvements to Superintendent’s memos
- School Committee Listening Sessions
- Becoming more data-driven, e.g. surveys

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Subcommittee: Communication Challenges

- Constituents have different needs / preferences
- Information being available vs. synthesized
- Communicating about “bad news” / controversial issues
- Need to rebuild community trust
- Insufficient capacity for communications in district office

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Other Communication Strengths / Challenges?

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Considerations for Effective Communication



**Alignment between School Committee
and Administration**

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Considerations for Effective Communication

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Two-way communication:
Authentic Engagement

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Considerations for Effective Communication

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Clear, concise messaging
delivered in various forms

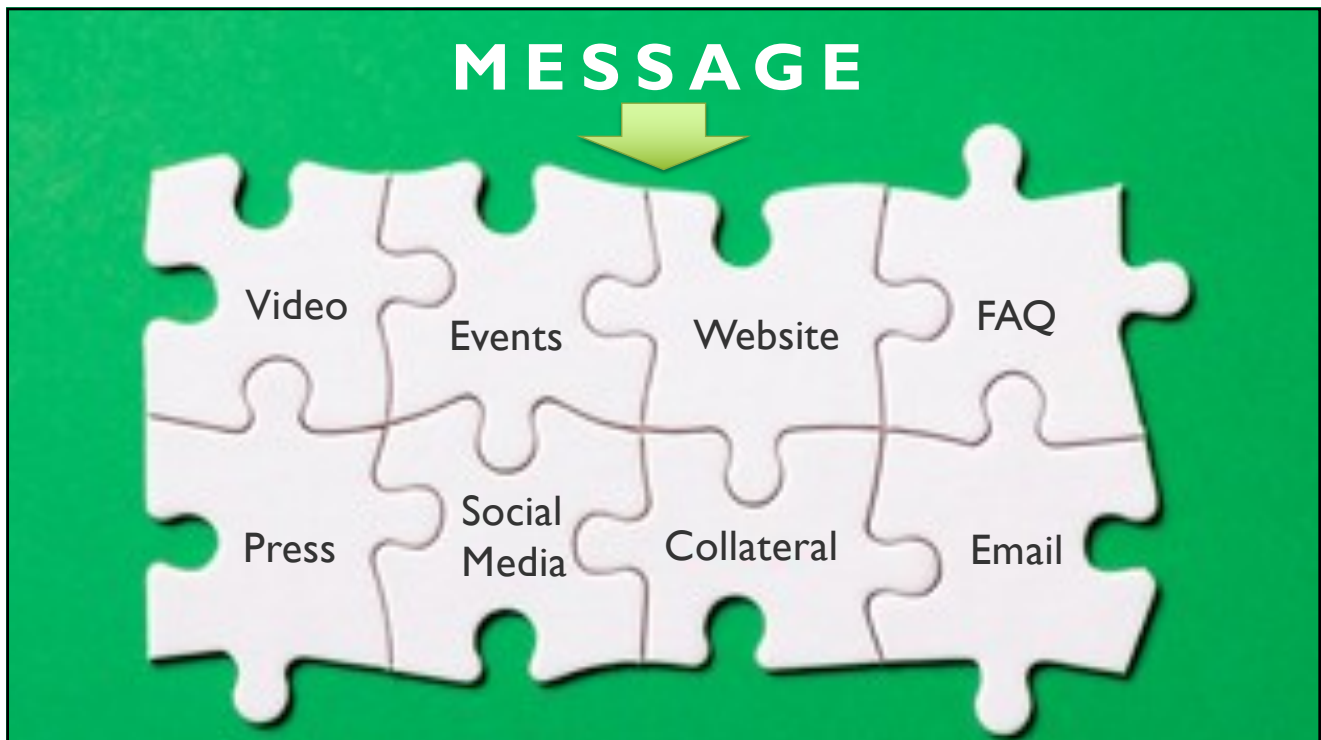
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Considerations for Effective Communication

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Use of multiple tools
and channels

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Considerations for Effective Communication

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Transparency about
“the good, the bad, and the ugly”

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Considerations for Effective Communication

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Building communications
capacity at all levels

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Reflection / Discussion

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Considerations for Effective Communication

- 1 Alignment between School Committee and Administration
- 2 Two-way communication: authentic engagement
- 3 Clear, concise messaging delivered in various forms
- 4 Use of multiple tools and channels
- 5 Transparency about “the good, the bad, and the ugly”
- 6 Building communications capacity at all levels

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Opportunities for Continued Support

- Executive coaching and PD for school and central office leaders
- Issue-specific communication support: e.g., budget, building projects
- Strengthening district message / brand
- Strategies to leverage communication channels effectively

Shifting to
STRATEGIC
Communication

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