

Communication

For the School District Professional

Lettie Boggs, CEO

COLBI[™]



Organize your communication

Use graphics to emphasize your message

Do's & Don'ts of style

Using a handout vs a ppt

Practicing

Know your audience

Exude calm competence

Presentations



Tell the story in order

1. Do an introduction with a problem/solution statement

2. Detail the problem/issue

3. Talk about your research/investigation - know enough before you attempt a resolve

4. Walk through the steps of your solution or information - you are building a story or a case for your outcome

5. Provide a way for people to obtain more info if they need it

6. Develop a strong conclusion



Organize your
Communication

**Begin at the
beginning –
not the end**



Summarize complex data in a meaningful format



Too much info is not clarifying!

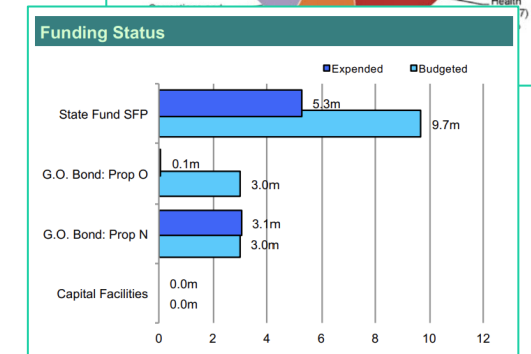
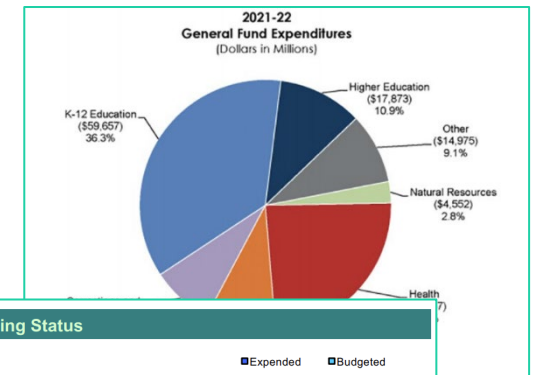
Visuals can be great

Graphs show progress or comparisons

Charts illustrate information

Tables organize info in a comparative list structure

Graphics can convey concepts through art or photography



Follow your branding book

Do's & Don'ts of style

Be consistent in style:

Commas/periods (no periods on bullets!)

Spell out numbers or use numerals

Spell check and grammar check

Have editors

One who does English edit

One who is unfamiliar with your info
for context edit

You work with
educators who
grade things!

Which means that you can't do this last minute!





If you have a lot of information, or when information does not fit on a PPT slide

– Use a handout

Should I have a handout or a ppt?

- ? Will they need to refer to the info later?
- ? Is there info that cannot be read from a slide?
- ? Will a handout provide a more appropriate level of information? Would that be helpful?
- ? Do I want this info in print out in the world?
- ? Would it be better to post it on the website and provide a link?

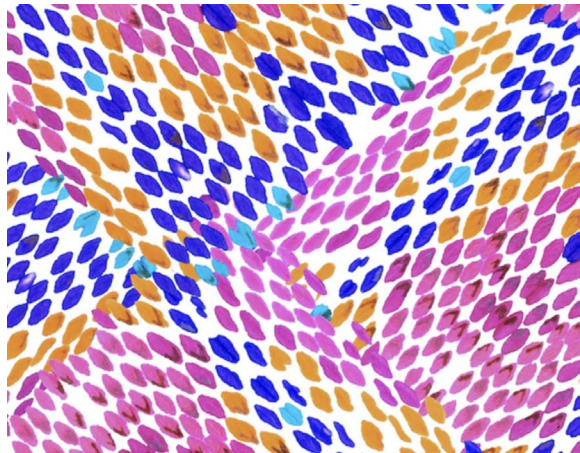
Financial Plan								Status by Fund as of 8/6/2018			
	Prior FY 14-15	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	After FY 19-20	Total Budget	Received to Date	% Received
Beginning Balance	-	5,339,668	22,857,227	43,024,873	29,625,045	5,002,853	12,904,425	15,719,830			
Revenue											
Bond Revenue 22 - Prop N Bond	26,893,524	11,000,000	25,000,000	153,221	17,514,763	335,046	7,000,000	1,351,960	48,045,463	37,893,524	81.0%
Bond Revenue 23 - Prop O Bond	-	-	-	-	-	-	-	-	43,000,000	29,153,221	68.0%
Bond Revenue Total	26,893,524	11,000,000	25,000,000	153,221	17,514,763	335,046	7,000,000	1,351,960	91,045,463	66,946,745	73.6%
Augmenting Revenue Total	15,100,000	31,816,881	24,565,882	15,930,480	17,809,487	11,000,000	-	-	118,824,850	90,815,243	76.4%
Total Revenue	48,793,524	42,816,881	49,565,882	16,083,701	34,924,170	11,335,046	7,000,000	1,351,970	207,870,313	157,761,988	75.9%
Expenditures											
Total Expenditures	40,453,656	24,501,322	29,398,237	29,483,529	59,146,362	3,433,475	4,184,955	17,071,800	207,673,173	170,188,676	82.0%
Ending Balance	5,339,668	22,857,227	43,024,873	29,625,045	5,002,853	12,904,425	15,719,830	(0)			

Project Schedules								Status by Project as of 8/6/2018				
	Prior FY 14-15	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	After FY 19-20	Total Budget	Total Commitments	Total Expenditures	% Budget Spent
Projects												
BPMS Phz 1 Total	3,820,545	489,554	489,749	862,817	7,874	0	-	-	5,870,240	2,862,483	2,862,485	48.8%
BPMS Phz 2A Total	3,336,204	4,926,502	596,560	133,429	260,964	-	-	-	9,163,658	9,252,797	8,994,622	97.8%
BPMS Phz 2B Total	391,691	382,929	3,438,958	1,250,848	1,782,164	-	-	-	7,246,490	7,513,554	6,827,293	94.2%
FHS Phz 1 Total	993,397	5,111,956	4,814,263	584,596	183,151	0	-	-	10,996,964	11,023,974	10,802,876	98.2%
FHS Phz 2A Total	2,793,000	334,899	921,875	4,285,436	8,911,816	-	-	-	17,247,020	11,205,623	4,408,975	25.6%
FHS Phz 2B Total	2,706,545	346,165	1,408	33,070	-	-	-	-	3,990,188	3,990,188	3,990,188	100.0%
LHHS Phz 1 Total	4,416,869	599,558	153,293	202,200	1,167,198	(8)	-	-	6,886,247	4,448,455	5,516,075	80.1%
LHHS Phz 2A Total	1,857,262	3,485,748	3,827,131	1,268,256	1,189,150	-	-	-	10,831,557	10,068,859	9,466,680	87.4%
LHHS Phz 2B Total	183,317	621,354	1,949,049	1,548,854	211,530	-	-	-	3,824,095	3,711,677	3,507,956	91.8%
SHHS Phz 1 Total	4,895,999	152,413	39,557	115,529	68	-	-	-	5,063,093	4,996,535	4,999,052	98.8%
SHHS Phz 2A Total	4,372,805	3,817,227	1,167,470	581,911	202,325	-	-	-	10,141,942	10,174,100	9,646,583	95.1%
SHHS Phz 2B Total	471,285	361,544	1,935,533	1,219,880	-	-	-	-	3,967,442	4,098,019	3,887,082	97.9%
SOHS Phz 1 Total	4,287,135	1,154,363	96,864	162,878	6,214	-	-	-	5,708,684	5,791,938	5,676,428	97.8%
SOHS Phz 2A Total	890,088	7,137	589,438	3,101,126	10,684,519	-	-	-	14,972,308	14,123,826	4,040,717	27.0%
THS Phz 1a Total	2,791,954	2,852,507	269,262	117,334	120,340	(116,368)	-	-	5,844,972	5,818,317	5,815,290	99.4%
THS Phz 2A Total	528,673	4,914	4,847,787	6,369,955	2,929,256	-	-	-	14,739,665	13,796,546	11,789,615	80.0%
THS Phz 2B Total	202,151	(52,883)	952,829	2,731,823	55,147	-	-	-	3,889,467	3,960,456	2,511,794	64.6%
THS Phz 2C Total	2,985,946	52,364	482,162	1,723,275	1,630,626	73,714	-	-	6,918,087	6,463,528	5,190,392	74.9%
LVHS Phz 1 Total	14,145	1,895,899	759,500	26,321,713	-	-	-	-	30,993,261	29,868,589	29,346,072	94.7%
LVHS Phz 1b Total	122,127	1,823,634	1,706,862	-	4,749	-	-	-	3,556,872	3,652,313	3,652,124	99.9%
LVHS Phz 1c Total	-	-	289,738	313,546	343,178	-	-	-	937,452	1,291,662	577,473	61.6%
SHHS Seismic Total	-	49,791	204	-	-	-	-	-	49,995	49,995	42,548	85.2%
BPMS Seismic Total	-	42,187	920	-	-	-	-	-	42,877	37,427	36,119	84.6%
BPMS Seismic Total	-	49,962	90,645	568,990	381,190	-	-	-	1,049,897	43,597	42,317	4.0%
FHS Seismic Total	-	64,947	0	0	0	-	-	-	64,947	65,228	64,509	99.3%
LHHS Seismic Total	-	49,537	500	-	-	-	-	-	49,837	42,737	41,292	82.7%
SOHS CBIP Total	-	165,341	951,325	-	-	-	-	-	1,097,666	964,041	97,628	8.9%
SOHS Seismic Total	-	49,482	500	-	-	-	-	-	49,982	42,682	41,237	82.6%
THS Phz 1g Total	-	16,750	200,330	795,625	987,295	-	-	-	2,000,000	2,000,000	1,999,999	99.9%
SHHS NC Total	-	-	-	-	-	-	-	-	22,990,000	22,990,000	22,990,000	100.0%
Grand Total	40,453,656	24,501,322	29,398,236	29,483,529	59,146,362	3,433,475	4,184,955	17,071,800	207,673,174	170,188,676	82.0%	



The presentation of you

Watch out for tics
and other
annoying things



Practice wearing
what you think
you will wear

Practice in front of a mirror

If you are on camera, wear blue tones

Never wear a geometric print or something tiring

Women: make sure you can attach a lapel mic,
(substantial fabric, no noisy jewelry or scarfs)

Your costume should say “*professional, to be trusted*”

Practice until you only need the PPT as a prompt

Go observe the room if possible





You don't give the same presentation to the Maintenance Staff Mtg and the Republican Women's Club

Tailor your presentation to answer:
What matters most to this group?

Know your audience

If you know your material
you can provide info
specific to the group

- Site specific info?
- Community impact?
- Tax/cost implications?
- Improving education?
- Students ready for careers?
- College prep?



Stay in your message

Exude calm
competence

If you are taking
the show on the
road, take your
own equipment
and know how to
use it



Defer outlier questions to another time/place

Your attitude and demeanor communicate more than your words

Know how to park your face

Focus on three friendly faces in different parts of the room

Be willing to laugh at yourself if needed

Have some humility

Arrogance is unteachable!



Writing

Pick the right structure

The point is clear
communication

Give it enough time for
review



Pick the right structure

A press release: alerts or announces concisely but with details

A brief: one to two paragraphs

A report: several pages, usually single focused

A white paper: like a term paper, detailed with backup

A memo or email: informal, between known parties

A letter: more formal than an email with introductory info, can be sent in an email

A presentation: visual augmentation to a verbal report

A blog: can be written, spoken, or video – used for an ongoing series of information

A manual: explains how to do something



This is the point!

Clear Communication

Use an outline to build your structure

Use paragraph structure

- Topic sentence
- Content
- Closing statement

Write to the audience

- Formal
- Informal



Keep it concise

People who don't know
their material babble

Don't lose your audience

If you have boring info, add visuals

Understand the audience and try not
to lose them

Sheltered English requires you to
state things multiple ways, but to
state the same thing over and over
is boring



Allow enough time for review

Everyone needs
an editor!

Write

Rewrite

Rewrite

(It should be getting shorter)

Have it edited

For Content + For English Edit



District Image/PR

Build relationships

The best advertisement

Brand your bond or program

Build your credibility

Campaigns

Use multiple methods

Find several voices

Empower the educated to share

Strategy





**What do you want to
be known for?**

How to build your reputation

Feed good info to the Press

They are always hungry for a story, especially one with pictures

If you don't feed it to them, they come hunting

If you provide positive stories when you have them, they appreciate it

Build Press Relations



Present as a competent professional

Prepare

For newspaper or blogs, you can draft your points
Some accept a draft of the story and/or pictures

Practice

For local cable, zoom, or TV
Do the interview at an interesting location
Practice in front of a mirror wearing what you will wear
Know how to wear a mic

**Build
Press
Relations**



Know your talking points

Know your material and don't go astray

Ahead of time, think about the questions that may be asked and rehearse your (diplomatic) answers

Recognize loaded questions, return to your points
(don't be spontaneous!)

Loaded questions contain a presupposition that you likely disagree with

Choose the answer that is right for you and the situation

Be honest and genuine, but don't overshare
Filling silence is a trap – be ok with silence

Never make up an answer!

EAST BAY TIMES

Los Angeles Times

THE PRESS-ENTERPRISE

Recordnet.com

The San Diego Union-Tribune



The best advertisement is a job well done!

You are always in a PR campaign

You will need another bond someday and the quality of the current work will help or hurt you

Your board are always running for office and your work can become their issue

A well run program gives you a lot of positive information to share

Let the community know when you have done well



Brand your bond or program

Create a visible brand for your program

Use it on your signs, communications, website

Be sure you and your staff follow brand guidelines for consistency

Your department brand and your program brand can be different



Branding



*You can't get integrity when you need it,
you have to have it all along!*

When you are a person of your word and
provide follow up as promised – you stand
out from the crowd

It builds your personal credibility

Which reflects on the department and district
credibility

Clarity also builds credibility

You want to have the reputation that you clearly
communicate, no double speak

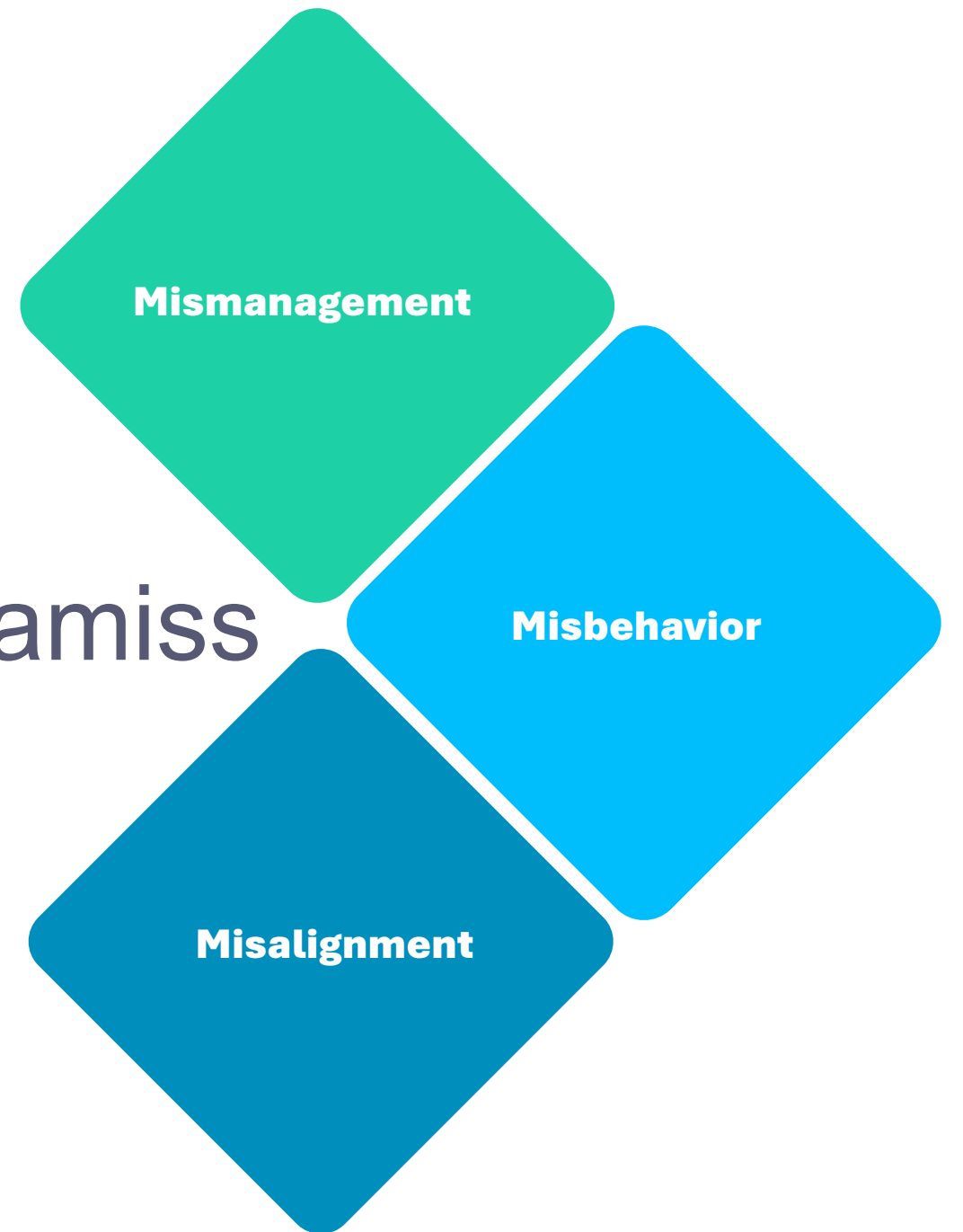
**Build
Credibility**





**When might you need a
campaign other than a
bond campaign?**

When things have gone amiss



Campaigns

Mismanagement

Misbehavior

Misalignment



San Dieguito probe finds school board trustee did not bully superintendent based on gender, district says

GOVERNMENT
Stockton Unified facilities director told staffers he's under investigation by FBI, state auditor
Ben Irwin The Record

Use multiple methods to respond

Build a campaign that reaches people through print and visual

Press Release
Blog (written, visual, verbal)
Website

When is it best to go silent?

Your job is probably to supply the factual data

Others will run the campaign



Campaigns

Mismanagement

Misbehavior

Misalignment

Find Several Voices

The district voice may not be trusted

Supt, Asst Supt, Principals,
Parent Groups , Business Leaders,
Citizens Oversight Committee

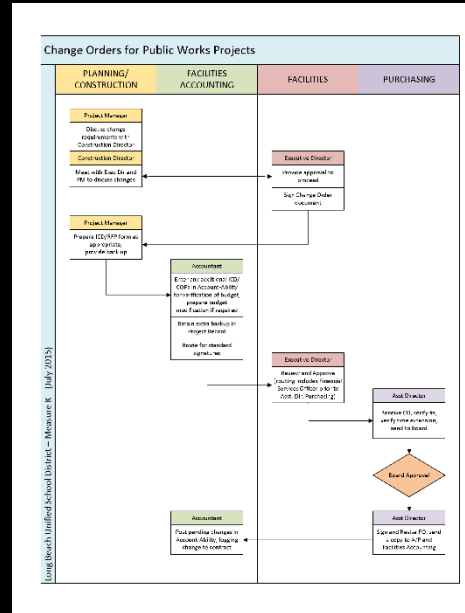
Empower the Educated to Share

Those who know what and how to share should do so,
a collective silence is suspicious

Educate and prep your translators



Campaigns



Accountability
Good Process
Controls

Differentiate then and now

Draw a line in the sand
That was then - this is the improved way we do it now

Focus on good process and documented policy

Processes should contain appropriate redundancy
without sacrificing efficiency

Never hide bad news – go to your boss right away!



To access a copy of today's presentation please follow the link...





Capital Building Program Solutions
Software - Service - Training - Controls

Today's Presenter



Lettie Boggs, CEO
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Lettie Boggs held both Director of Facilities and Assistant Superintendent positions before starting **COLBI** in 2002. As CEO of **COLBI** she works with over 250 school districts statewide in managing their building programs and bidding environments.

She has served on the board of the Coalition for Adequate School Housing and was one of the founding faculty of the CASH School Facilities Leadership Academy. She also served as Chair of the CASBO School Facilities Professional Council. She served as Chair of Californians for School Facilities, now known as CASH Federal Network. She is President Elect of Assn for Learning Environments SoCal Chapter.

Please feel free to call if you have any questions about today's presentation!

OUR SERVICE LINES

