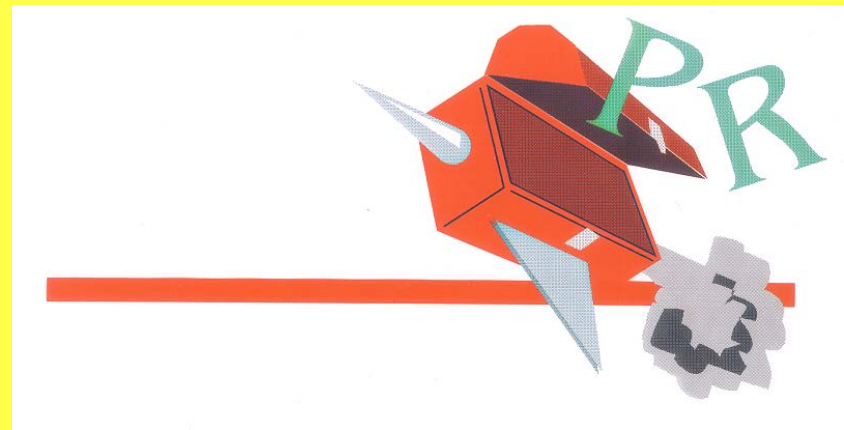


Beyond Image: *Powerful PR Tools to Support Student Success*



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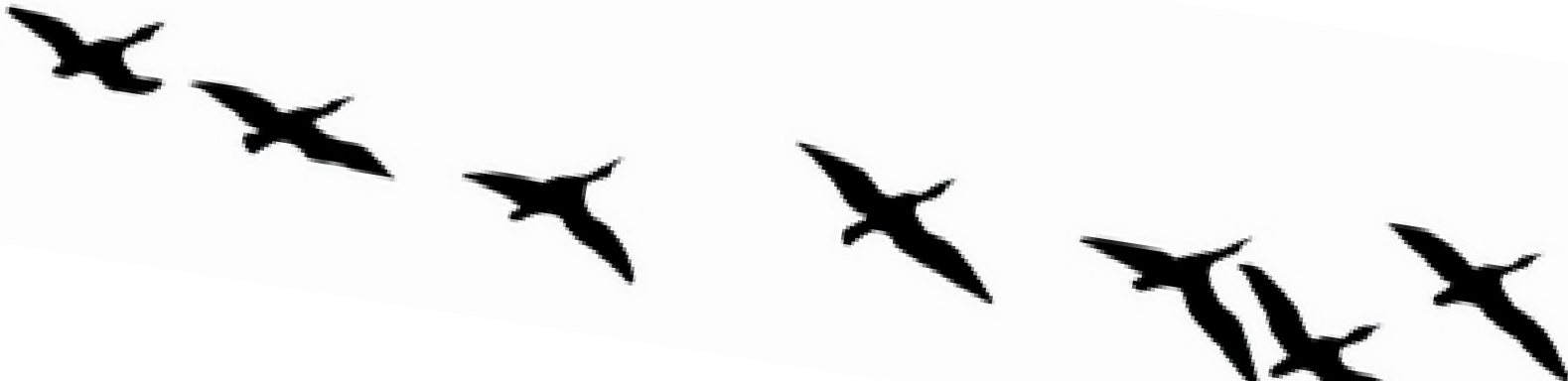
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Learn to work without a net

The problem with scripted responses—they sound **canned and inauthentic**. Plus, customers don't know their lines very well.

*Source: Knock Your Socks Off Service Recovery,
Ron Zemke and Chip Bell*



What's Changed?

- Information explosion/constant radical change
- Skills revolution
- Sophisticated/discerning public
“Where is June Cleaver?”
- Societal issues - violence, funding, demographics
- Personal experience/reality GAP

**“Why should I have
my kid come to your
school?”**

**Learning About Schools: What Parents Need to Know and
How They Can Find Out, Prof. P. Coleman**

The image quiz

- 1. Write down the name of a company you respect and patronize, and why.***
- 2. Write down the name of a company you do not respect and patronize, and why.***

Effective PR is about...

- **reputation management**
- **customer relations**
- **customer service**
- **relationship building and maintenance**
- **quality response**



What is quality response?

- **When things go wrong—what do we do at school and education centre?**
- **If not our fault we are still judged**
- **It is at the core of reputation management**
- **Not just the “big bad” but also the “little bad”**
- **Judged on process and product – watch...**



Phi Delta Kappa says schools with high confidence ratings:

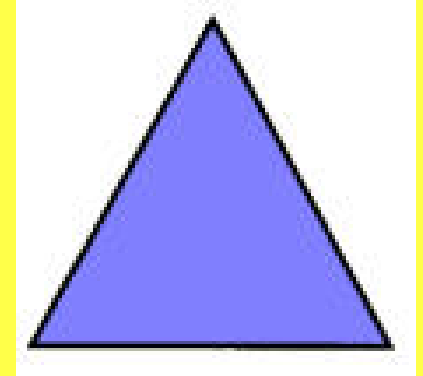
- have clear goals, and they communicate these goals clearly within the school and to the community
- have high quality curriculum and extracurricular programs - they are seen to have “extras” over and above what the “average” school offers
- are safe and orderly
- have significant parent and community involvement
- exhibit openness, warmth and caring
- systematically do “need sensing” to find out what parents and others in the community want from schools
- work hard at building and retaining public confidence

The big news is that news isn't big!

- **Media is least influential information source about schools**
- **School employees rank first as sources of impressions about the schools and those impressions are the most influential**
- **Good teacher attitudes are the most important in causing people to gain confidence in schools; poor attitudes are the most important in causing people to lose confidence.**
- **Administrator attitudes rank second in gain and loss.**

Hierarchy of Effective Communications

1. One-to-one, face-to-face
2. Small group discussion/meeting
3. Speaking before a large group
4. Phone conversation
5. Handwritten, personal note
6. Typewritten, personal letter not generated by computer
7. Computer generated or word-processing-generated “personal letter”
8. Mass-produced, non-personal letter
9. Brochure or pamphlet sent out as a “direct mail” piece
10. Article in organizational newsletter, magazine, tabloid
11. News carried in popular press
12. Advertising in newspapers, radio, TV, magazines, posters
13. Other less effective forms of communication (billboards, skywriters, etc.)



The voice checklist

- Do you speak with one clear voice?
- Do you have the information you need to tell the story?
- Is the one clear voice **cranky? Negative? Hostile?**
- What could help?

Question of the Day

“What have I done here today to serve students?”



The **BIG** picture

What public relations can't do--NSPRA

The 90-7-3 rule

- **90%** of reputation is based on quality service
- **7%** on listening
- **3%** on telling

Your Attitude

Communicated three ways:

- 7% by words
- 38% by tone of voice
- 55% in non-verbal ways

Silent Messages, Dr. Albert Mehrabian

Your reputation will self-destruct in 5 seconds...

Get the first five seconds right—our genes train us to distinguish between safe opportunities and dangerous situations—these sensing devices are at full stretch when customers move toward a potential service encounter.



The Buzz, David Freemantle

Education Public Relations

**A planned and systematic two-way
communication process to encourage public
involvement and earn public
understanding and support.**

source: N.S.P.R.A.

Benefits of Good Public Relations

builds stronger links between schools, parents, staff and the community;

encourages parent involvement in the education process, thereby supporting student achievement;

increases support and recognition of staff accomplishments to encourage teamwork, innovation and educational excellence;

closes the gap between parent and public school experience and education today;

increases student and staff pride in educational endeavours;

increases public understanding of Board programs; available resources and services; objectives; and accomplishments of students and staff;

develops effective and cost-efficient public relations/communication channels.

Survey says

-When it is left for parents to initiate contacts with the school, those contacts are likely to be antagonistic or unpleasant

-A common problem or crisis can cause parents to organize for action

-when parents get together for one purpose they continue to stay together and find other issues

Report on parent involvement, Office of Educational Research and Improvement, U.S. Department of Education (1991)



Characteristics of effective parent resources

- ***plain language***
- ***concise***
- ***many 'entry points' for reading***
- ***focus on a stated need***
- ***avoid 'selling' the district***
- ***strong design to support the written message***

90-7-3

90 per cent of readers—30 seconds

7 per cent—3 minutes

3 per cent—30 minutes



Make sure parents hear bad news first from the school

- **use effective quality response**
- **call first**
- **give the news before it is news**
- **use template letters**
- **be open--even when it hurts**

Each customer interaction can be
either magic or tragic

How to Talk to Customers

Diane Berenbaum & Tom Larkin





More not-so-great news

It is most often the employee's response to negative incidents, not the incidents themselves, that lead to customer dissatisfaction.

Moving to WOW

Give a corporate example for:

Pathetic

Adequate

WOW!

Moving to WOW

*Give a **personal** example for:*

Pathetic

Adequate

WOW!