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TRUSTEE COMMUNICATION PLAN



BUILDING LEADERS BY
EMPOWERING MEMBERS WITH
TOOLS, KNOWLEDGE AND
SKILLS TO GOVERN WITH
EXCELLENCE AND ADVOCATE
FOR PUBLIC EDUCATION.

NASB MOTTO

WE ARE GOING TO ANSWER

Why
communication
is important?

What is your
messaging
points?

Who are your
targets?

What is some
specific
language?

How to
communicate?

WHY: RESHAPING PUBLIC PERCEPTION

- Consistent messaging reinforces the same ideas
- Helpful to shift the image of school boards
- Build trust between school boards and the public, policy makers, and administrators

WHAT: MESSAGING

As board members, we serve **Nevada's children** through local level decision making to improve education.

Transparent, honest conversations between members, within districts and to the public are our highest priority.

School board members receive **training** annually to increase knowledge and understanding of the various aspects of their jobs and education to make the best decisions for kids.

- Members of the public: Your constituents, parents & students
- Employees of your district: Teachers, administrators & executive staff
- Legislators (representatives of your district): Senate & assembly members **
- Local government officials: County commission, city council members & staff
- Executive branch: Governor & staff **

** Please communicate with Debb when you are planning to meet with your legislator or have run into the Governor or his staff. Its helpful so we don't overlap efforts on our end.

WHO: TARGETS

MESSAGING: TRANSPARENT DECISION- MAKING

- Our role is to govern the local school districts in an open and transparent manner
- Strive to meet the needs of every student through the policies we set
- Thoughtful votes on budgeting, policy making, and responding to community members,
- Improve the educational needs of all students
- Want our communities, children, parents and stakeholders to feel heard and welcome to all meetings to listen and provide input on our items for decisions

As board members, we serve **Nevada's children** through local governance to improve education. **Transparent**, honest conversations between members, within districts and to the public are our highest priority.

MESSAGING:

TRUSTEE TRAINING

- School board members come from a variety of backgrounds
- NASB provides valuable training
- Topics include: Open Meeting Law, HR practices, public records, education, law, ethics, school violence, labor negotiations and budgeting
- Top priorities: informed decision-making and transparency are top priorities for board members.
- Statute requires trustees to receive at least 6 hrs. of training during the 1st and 3rd years of their 4-year term.

School board members receive **training** annually to increase knowledge and understanding of the various aspects of their jobs and education policy to make the best decisions for kids. We support accountability and want our board members to be held to the highest standard for Nevada's students.

- One-pager handout from NASB
- Elevator speech: 30-sec pitch using messaging points
- Venues:
 - One-on-one: Get coffee with your targets
 - Board meetings: This is your biggest stage to highlight your transparency
 - Community events: Rotaries, business chambers, host an event
 - Social media: Post about what you are doing on behalf of kids to make informed, transparent decisions
 - Press: You are free to make a comment to the press when they ask. Remember your talking points
 - In everyday instances: You live in a fishbowl. Use natural interactions to highlight your board work, stick to your talking points and know your audience

HOW: EXECUTE

WORKSHOP

- Draft your elevator speech:
 - Reference the messaging points we provided
 - Put into own words
 - Highlight your own story
- Fill in your target list
- Brainstorm venues that are a fit for your community