

# Avoiding Communication Dumpster Fires



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Presented by



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STRONGER TOGETHER. SMARTER TOGETHER.

# Communications PDC

## Mission:

To provide professional development and information for school business officials and staff on public relations, marketing, social media and communications strategies; to engage stakeholders and promote community outreach, recruiting, and school branding activities.



# Avoiding Communication Dumpster Fires

*A CSBO needs to successfully deliver their message to a variety of stakeholders: the community, the school board and internally with district personnel. Join us as we discuss communication strategies around current dumpster fires such as transportation, sub shortages and others.*





# What is a Communication Dumpster Fire?

*Slang. a situation, person, or thing that is disastrous and out of control*



# or as Ted Lasso explains it!





2022 ANNUAL  
CONFERENCE

#iasboAC22

STRONGER TOGETHER. SMARTER TOGETHER.



# Learning Objectives for Today

- ✓ 'Dumpster Fires' happen to CSBOs. Understand that when bad things happen, we can often control the narrative through effective communications
- ✓ Develop appropriate communication skills across different settings, purposes, and audiences to manage and communicate through 'Dumpster Fires'
- ✓ Share experiences and lessons learned in communications

## Learning Objectives



# How do you manage and communicate when dealing with your Dumpster Fires?

## Some strategies to consider

- Communicate the issue relentlessly
- Simplify the message
- Listen and get feedback
- Use stories and analogies
- Respond with action



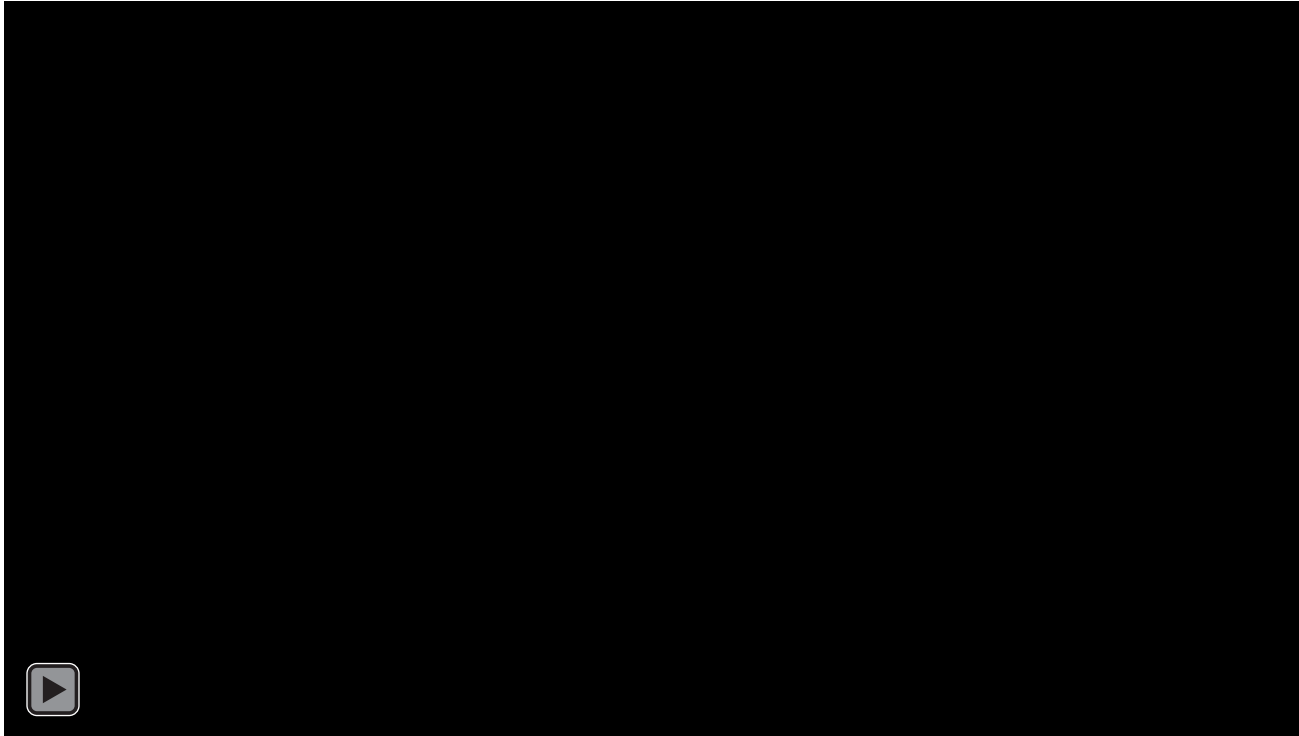
## TWITTER POLL QUESTION

**What has been your most  
challenging 'Dumpster Fire' this  
year?**

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# Call the Fire Department, we have a Communication Dumpster Fire on our hands!

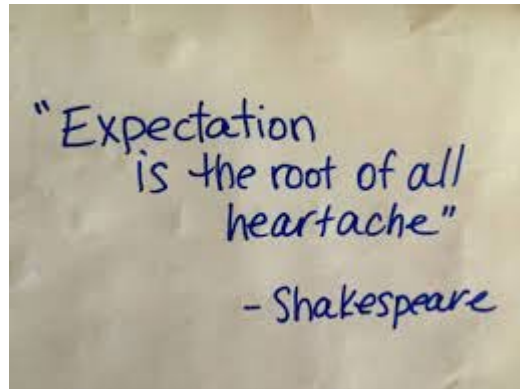




# DUMPSTER FIRE #1 Inflation / Economy / Interest Rates

## CPI at 8.5% / Historic levels of Inflation

- Impact on PTELL districts and expectations of community
- Impact on negotiations and expectations of staff
- Impact on contract renewals
- Impact on referendum / facility planning
- How do we manage and communicate these issues?



# Dumpster Fire #2 Transportation Issues

## Driver Shortage

- Impact on renewals / Bidding / RFP in current economy
- Impact on students
  - Minimize with strategies such as sharing routes
- How do we manage and communicate these issues?



# Dumpster Fire #3 Food Service Issues

## Food and Staffing Shortages

- **Impact on renewals / Bidding / RFP in current economy**
- **Impact on students**
  - **Minimize the impact on menus and be creative**
  - **How do we manage and communicate these issues?**



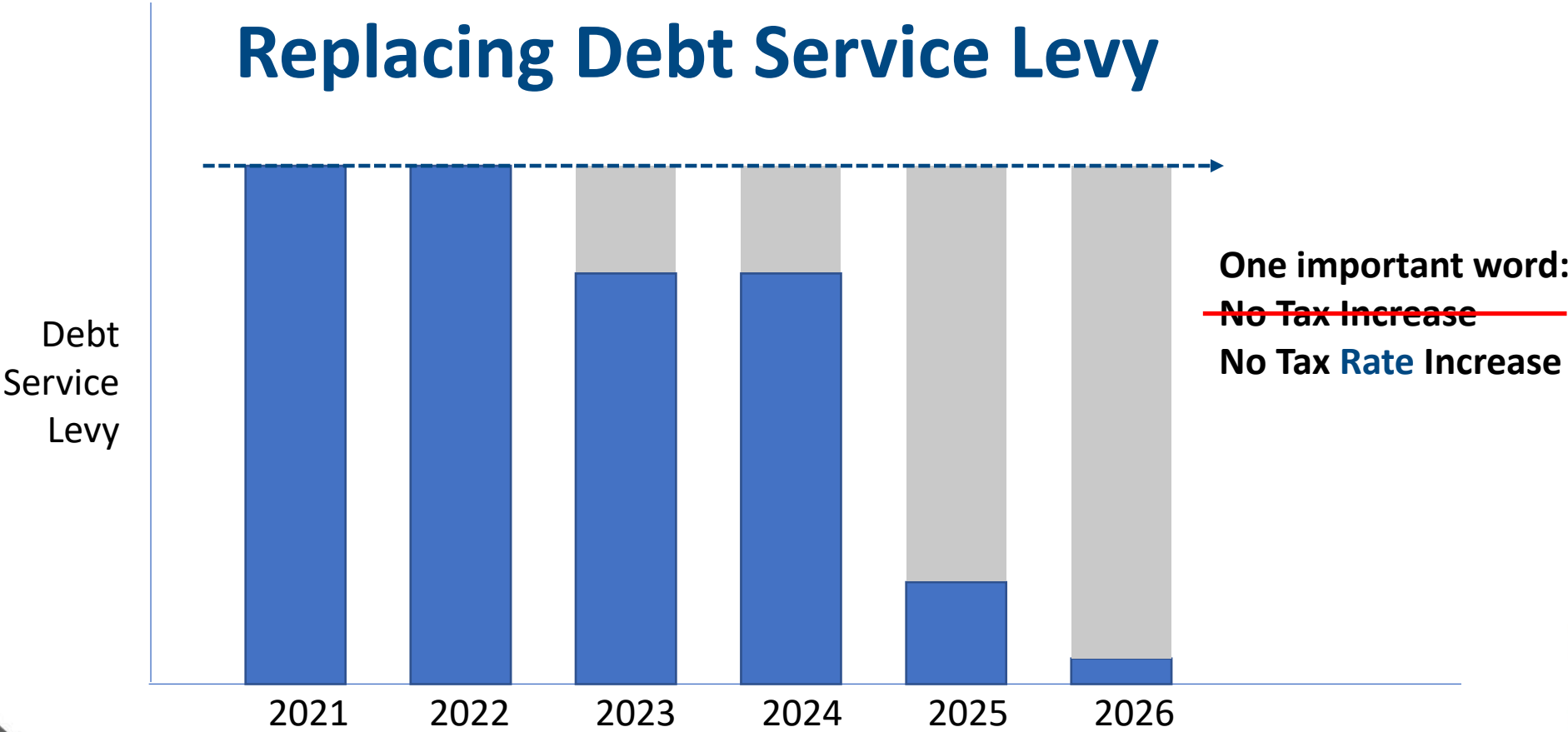
# REMINDER: Not Alone in dealing with these Issues!

- Share strategies with peers / support each other
- IASBO Peer 2 Peer
- CSBO Group Hugs are OK!



# Dumpster Fire #4 Leveraging DSEB

## Communicating Tax Impact when Replacing Debt Service Levy





# Dumpster Fire #5 Construction Issues



- ✓ Update estimates before Referendum
  - even after ballot question approved by BOE)
- ✓ Understand supply & labor challenges
- ✓ Consider phasing and pre-purchasing
  - explore early receipt/storage of material)
- ✓ Get ahead of normal bidding season
  - target award in late fall/early winter)
- ✓ Develop your communication strategy
- ✓ Prepare your BOE in advance

# Dumpster Fire #6 Phishing Email Scam

- **Example: Employee has been hit with a phishing email / scam.**
- **Example: Members of PTO thought they were buying gift cards but had money stolen**
  - **Impact on the teacher / staff (victim)**
  - **Impact on your school community / PTO (victim)**
    - **How do we manage and communicate these issues?**





# Dumpster Fire #7 Cybersecurity

- Example: District has suffered a data breach – student / finance system
  - Impact on your school community?
    - How do we manage and communicate these issues?



# Dumpster Fire #8 Payroll Issues

Nobody got paid!!!!

- Impact on your school community?
  - How do we manage and communicate these issues?



WHAT  
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FICA?!

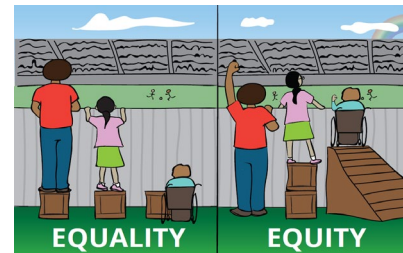
# Dumpster Fire #9 Board Level / Governance Issues

## Controversial Issues

- Impact on your school community?
- How do we manage and communicate these issues?

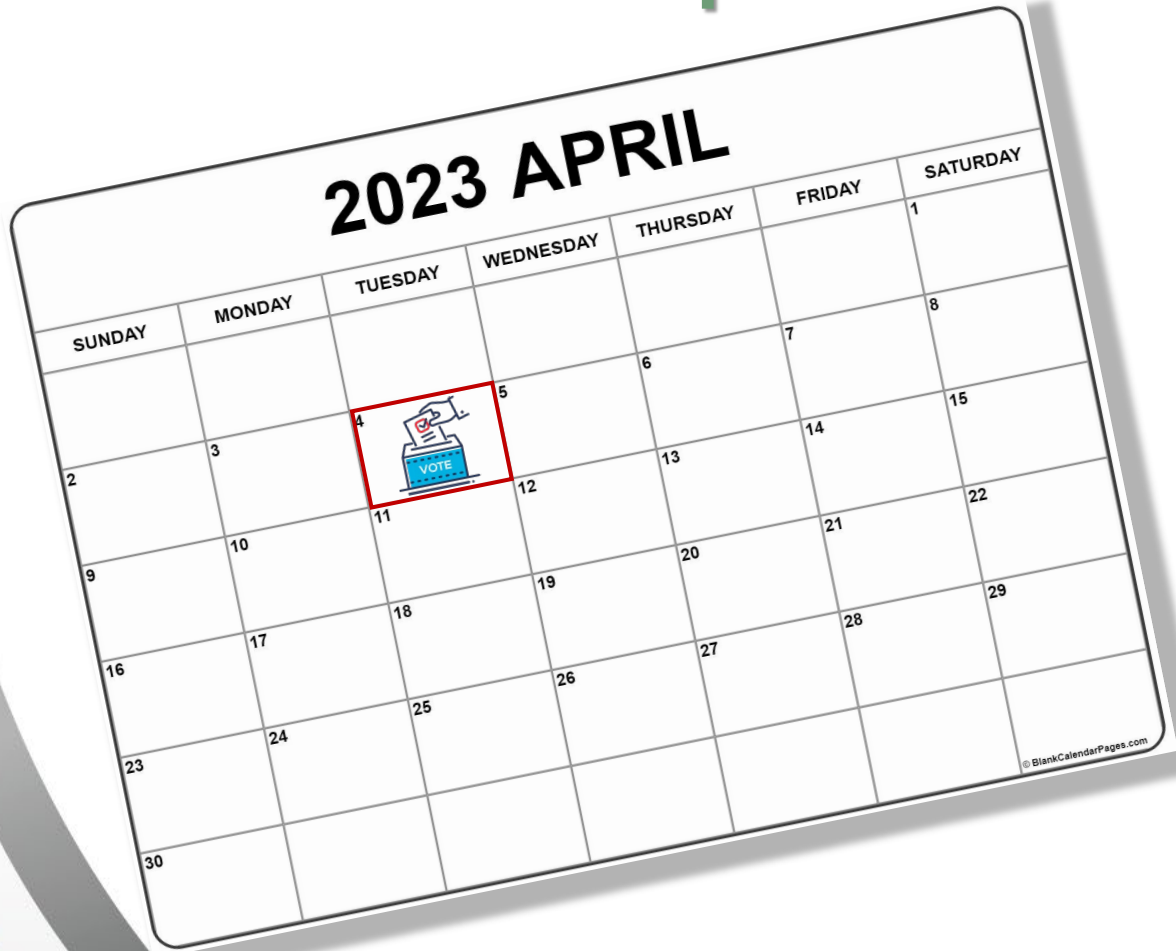


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# Potential Dumpster Fire #10 Next Spring's BOE Election

*Be cautious about  
creating campaign fodder*





# Potential Dumpster Fire #10 Next Spring's BOE Election



## *Learn about new candidates running for school board*

- ✓ Watch campaign more closely
- ✓ Understand politically-driven agendas
- ✓ Who gets behind candidates from community
- ✓ Will Board's "voice & votes" flip



# Potential Dumpster Fire #10

## Next Spring's BOE Election *after new BOE seated in Spring '23*



***Will new members stay on the balcony  
or create fire on the dance floor***

# TWITTER POLL RESULTS

**What has been your most  
challenging 'Dumpster Fire' this  
year?**

**#iasboAC2022**





# Final Thoughts...

FORGET THE  
MISTAKE  
REMEMBER THE  
LESSON

# Questions and Answers

*We thank you for your time!*

# Presenters:

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