

HAVING AN IMPACT ON LEADERSHIP

The PR Professional and the Principal
Kelly Wachel and Matt Wachel



Having an Impact on Learning

The Public Relations Professional
and the Principal

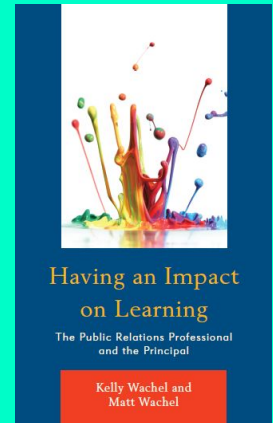
Kelly Wachel and
Matt Wachel

INTRODUCTIONS

Kelly and Matt

@kellywachel

@mattwachel



As a married couple who share a common work environment, we (the authors of this book) often find ourselves talking about and sharing experiences about school. Sometimes we agree and sometimes we disagree—naturally, right? What we always seem to agree on though is the shared belief that all schools can be successful with the right people, systems, vision, hard work, and tools in place.

As a school public relations professional and as a principal, we have a unique perspective on each other's job. Whether we are agreeing on how the superintendent conveyed her message or disagreeing on how to best tell a story to our communities, we both end up somewhere in the vicinity of *how does this impact students and move a district forward?*



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OVERVIEW

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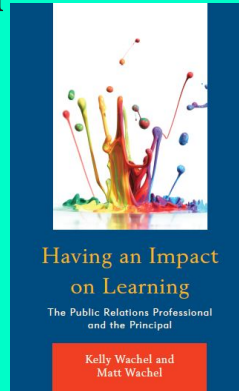
PUBLIC EDUCATION AND PERCEPTION

Public Relations:

- Talking positively about education
- Talking positively about other educators
- Choosing words wisely

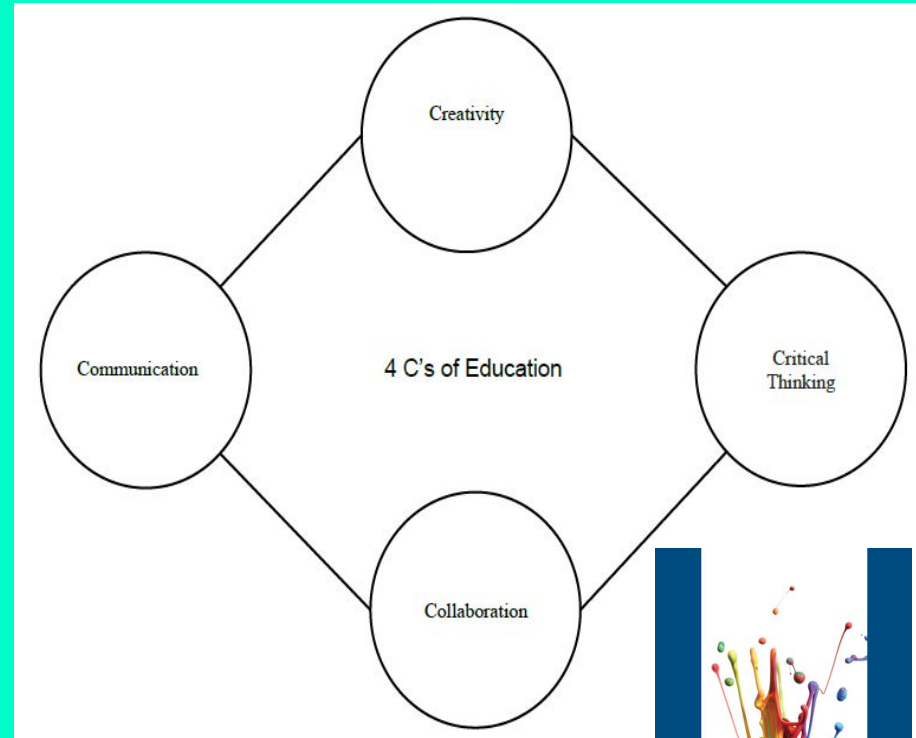
Principal:

- Bolstering public perception
- 4 C's of education
- Project-based learning



WORDS MATTER.
WHAT YOU SAY,
WHEN YOU SAY IT
AND HOW
YOUR MESSAGE IS DELIVERED
DRIVES RESULTS

<http://toddbouldin.com/2015/11/18/dont-say-that-say-this/>



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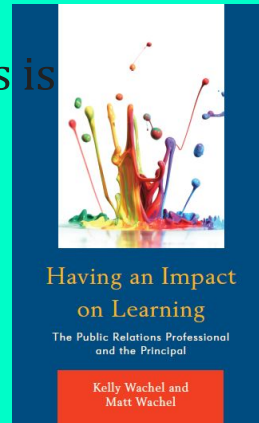
STUDENT ACHIEVEMENT

Public Relations:

- How do schools talk about student achievement
- Importance of communicating student achievement
- Academics ultimately prove how good a school is

Principal:

- Primary function of schools is student learning
- Focus on growth
- Approach the whole child



Center School District bounces back with a culture of achievement and caring

HIGHLIGHTS

The Center School District teenagers know something of the hard-edged moves that turned Center into the Kansas City area's top-performing urban district. But they see the success of their school experience in the softer touches.



By JOE ROBERTSON



The Center School District's teenagers know something of the hard-edged moves that turned Center into the Kansas City area's top-performing urban district.

Now Center stands as a model district — for preparing all students for early algebra, not just selected students; for sustaining growth in state test performance; for its ability to include special-education students in its growth.

It's riding the front edge of an areawide rise in urban district performance, with Grandview and Raytown pushing their achievement higher and Kansas City projecting performance that could return it provisional accreditation this fall.



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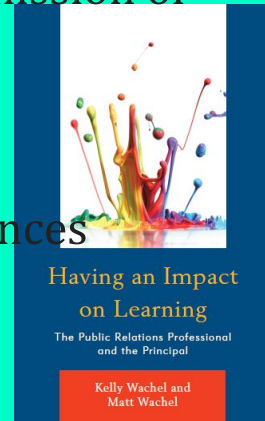
TEACHING AND LEARNING

Public Relations:

- Developing teachers who understand the message of public education
- How public relations fits into a teacher's day
- Why it's important to the mission of our schools

Principal:

- Authentic learning experiences
- Continuous improvement



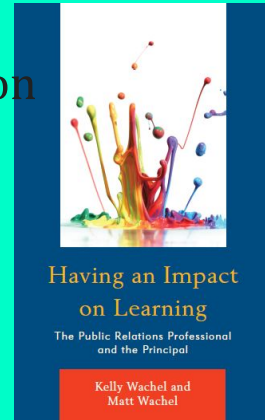
COMMUNICATION

Public Relations:

- How do schools talk?
- Elevating the conversation
- Message embedded in audience's mind

Principal:

- Transparent communication
- My school's examples





For the past 10 years, Center School District has been on an upward swing – from “Distinction in Performance” with a perfect score on our Annual Performance Review (APR) in 2012 to a 92.1% on our APR this year where we rank in the top 4 of school districts in the greater KC region. Center High School earned 100% of their points for academic achievement and 100% of their points for graduation rate this year. Do we have work to do on our ACT and graduation rate among all students? Yes, we do. And we are working on it – paying for the ACT for every student and rewarding students who earn a 22 or higher.

When we see an article like the one in the Kansas City Star today (<http://www.kansascity.com/news/local/article65848252.html>) we long to personally visit with the families who are making school choices for their children. We welcome them to visit our schools and actively explore the options we have available, but we would also tell them this:

- We have a graduate at Vanderbilt University who just earned one of their most prestigious academic awards as a sophomore/junior.
- We have students graduating with over 20 hours of college credit this spring.
- We have a current student interning downtown in Commerce Bank's IT department.
- We have a current student interning at VML Global Marketing and Ad Agency (where the current CEO is also a Center High School graduate and recent distinguished alumni).
- We have a recent graduate featured in Children's Mercy Hospital commercials as a kid who went from disability to featured recording artist.
- We have a recent graduate who attended the University of Nebraska on a full-ride football scholarship who is entering the NFL draft this spring.

Welcome to Prairie Point Elementary School

Three ways to help you connect with Prairie Point Elementary School

1. Follow us on Twitter

@PrairiePtElem
and use #PioneerPride

2. Check our website for information, events and school happenings

<http://prairiepoint.parkhill.k12.mo.us/>

3. Save the date!

Join us for coffee and our new family orientation
Thursday, August 13th in the Prairie Point Library



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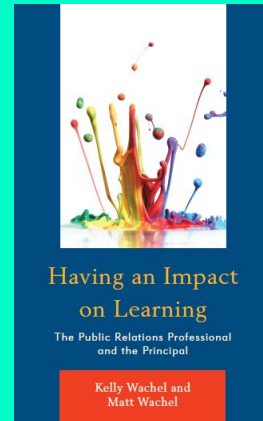
SOCIAL MEDIA

Public Relations:

- How do we use it
- How does it fit into the bigger picture
- It's about the message

Principal:

- Flattening the walls
- Professional development





Center School District

November 5, 2015 · 🌐

An Open Letter to Kansas City

By: Tyler Osborn, Center High School Band Director

There are no appropriately descriptive adjectives to express our awe at the 2015 Kansas City Royals World Championship Celebration and Parade. Both students and adults are still processing the entire adventure, now understanding that we performed for as many as 800,000 people on a truly historic day in the life of our beloved Kansas City. ...

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18,767 people reached

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Channy Falk Gotfredson, John Tancredi and 359 others

Chronological ▾

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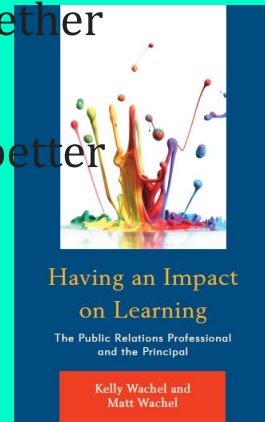
EVENTS AND ACTIVITIES

Public Relations:

- What purpose do they serve?
- Do your events usher in a sense of belonging and connectedness?

Principal:

- School and community together
- Focused on school's goals
- Will this make our school better



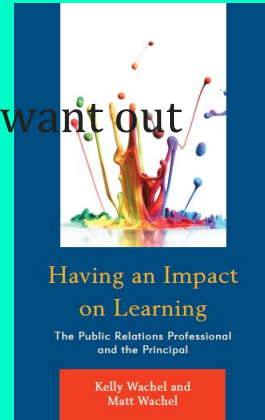
THE COMMUNITY

Public Relations:

- Schools are foundations of community
- Schools and community are codependent
- How does PR support the cause

Principal:

- Use community resources
- What does the community want out of graduates?



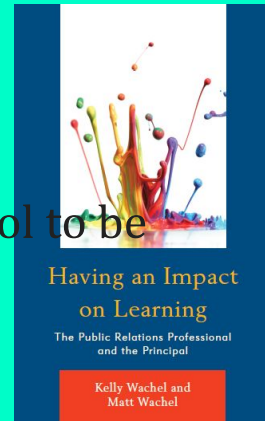
YOUR BRAND

Public Relations:

- People are the brand
- PR paints the picture of schools and their people
- Brand = snapshot of your school
- Small moments add up to a large picture in our catalog of thoughts about schools.

Principal:

- We must tell our story
- What do we want our school to be known for?
- Message vs. method



QUICK TIPS

Principals are one of the most important people in a school district

Keep them in the loop

Find a principal confidant

Write for them

Review hot button letters to parents

Build relationship with them

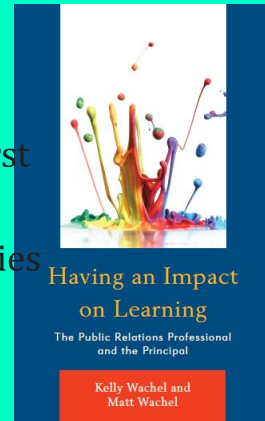
Meet with them often

Ask them their needs

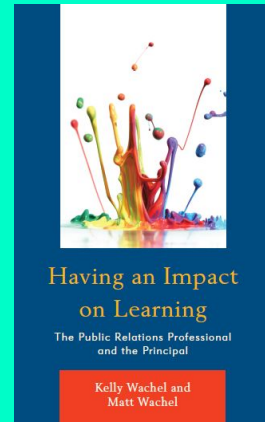
Get to a place where they call you first

Updates from all departments

Work together on school media stories



VIDEO



WHAT'S YOUR IMPACT ON LEARNING?

