



BUILDING TRUST

THROUGH EMPLOYEE COMMUNICATION

MASA/MoSPRA Conference
Jefferson City, Missouri
March 29, 2017



agenda

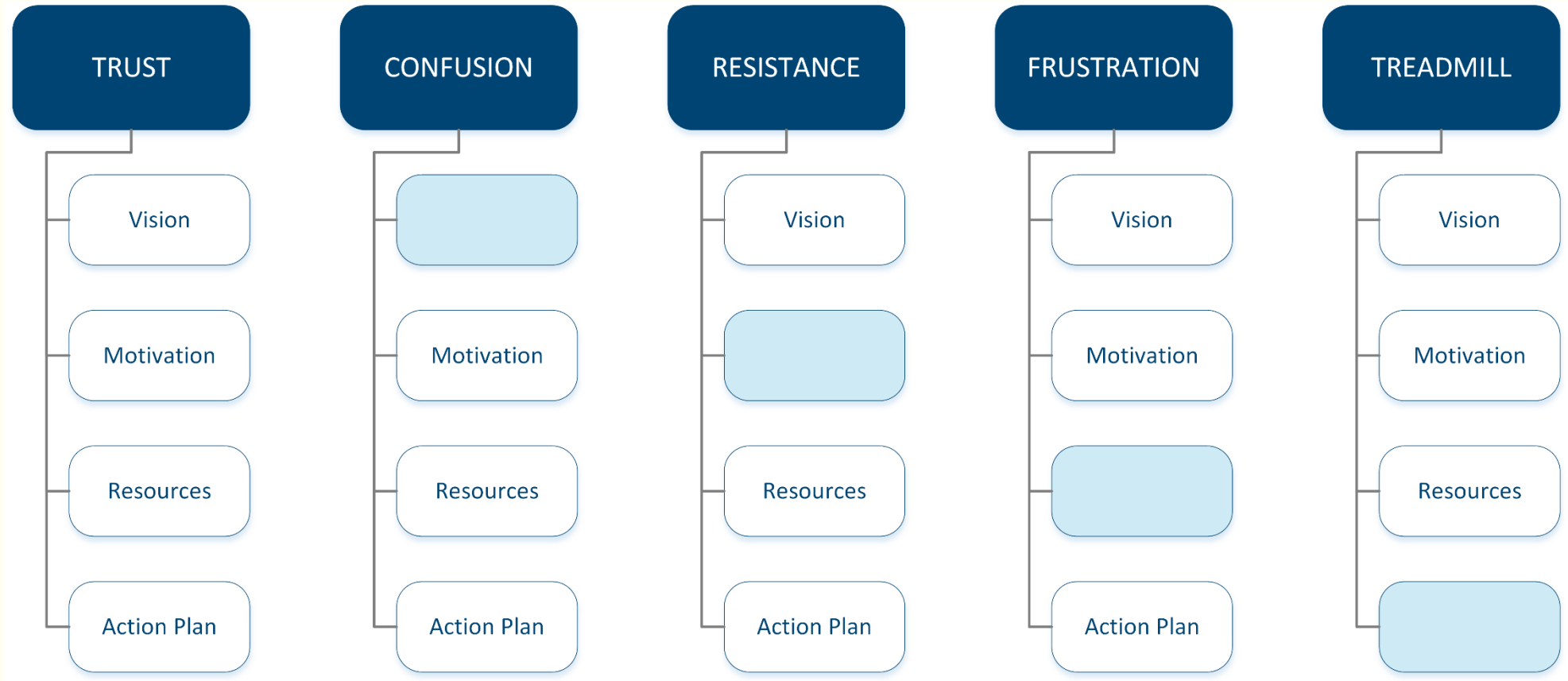
- Building Trust: Defining
- Building Trust: Messaging
- Building Trust: Systems
- Building Trust: Value







messaging: use all cylinders

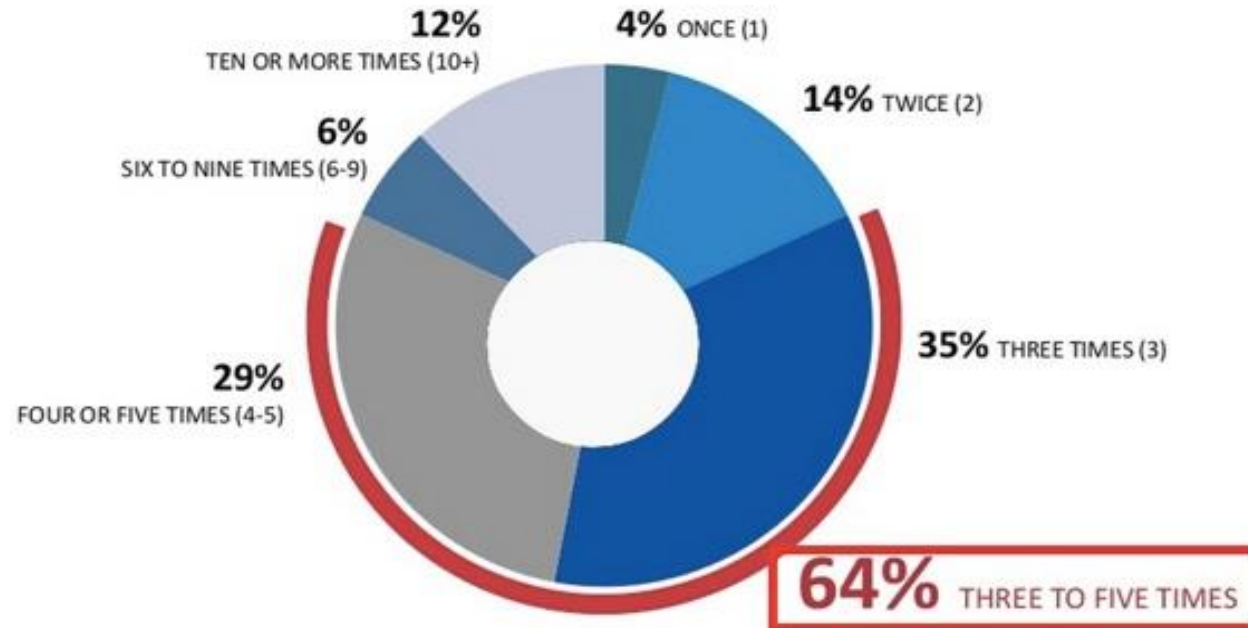




messaging: repetition

SKEPTICISM AND DISPERSION REQUIRES REPETITION

MAJORITY NEEDS TO HEAR COMPANY INFORMATION 3-5 TIMES TO BELIEVE MESSAGES





communication myths





direction from staff

- 1) What's the big picture?**
- 2) How can I do my job even better?**
- 3) What are the benefits of working in the Rockwood family?**



systems: make it work

THE ^{single} *BIGGEST*
problem in
COMMUNICATION
is the *illusion*
that it has taken
place.

George Bernard Shaw



RESEARCH

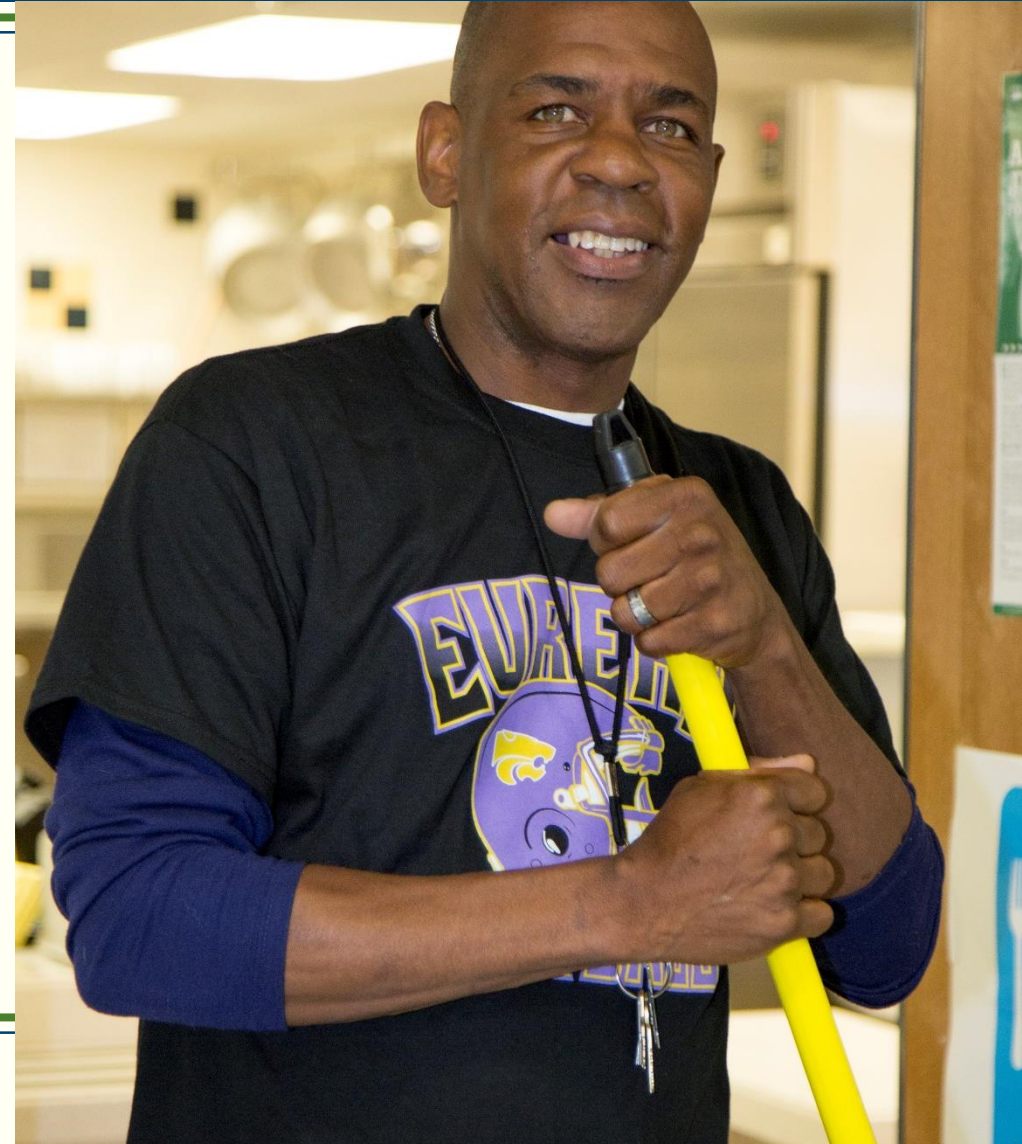
- Conducted Staff Surveys
- Site Analytics on Intranet
- Staff Enewsletter
- Staff Focus Groups
- Industry Best Practice





ANALYSIS

- Personalized Message: Lean and Local
- Quick Bites: Compress the message
- WIIFM: My Own Radio Station
- Intranet: Navigation





communicate: intranet

one  rockwood

DISTRICT ▾ CLASSROOM ▾ DEPARTMENTS ▾ HELP ▾ FEEDBACK ▾ Q ▾



#WEareROCKWOOD

On April 4, Rockwood voters will consider Proposition T (Thrive) to address enrollment issues and our continued support for STEM and innovative learning.

According to Rockwood Superintendent Dr. Eric Knost about 2,300 homes are expected to be built in the district in the next five years. "The timing and reasons for this bond issue are driven primarily by the compromise to our recent class size efforts, especially in our elementary grades. The growth that is coming has the potential to ripple a redistricting effort district-wide, while also sending class sizes in the wrong direction," shares Dr. Knost. "Overall, the main focus is our need for additional space and continued support for our STEM/Innovation efforts.

Please take a moment to [review the electioneering guidelines](#), and view the "[Frequently Asked Questions](#)" section of our Prop T site.

#RSDPropT

Like, Share and Follow Rockwood on:     



communicate: intranet

My Job



Transfer Application
2017 Summer Academy Jobs
Knowledge Base
Technology Help Desk

Communication Tip: Gmail Photos

It's time to brush up your communication with some tips about adding your profile picture to your Gmail account. [read more >](#)

Math Coach in the Equation for Rockwood Teachers

Rockwood teachers were recently introduced to a new approach to mathematics. [read more >](#)

Composing an Email: Communicating Effectively

One way to improve your communication is to add your signature. [read more >](#)

My Benefits



Retirement
Payroll
Health & Wellness
Insurance

Plan R: Learn About Retiree Benefits

Do you have questions about your insurance after retirement? Find the answers and learn about the sick leave award. [read more >](#)

Plan S: Standard Insurance for Full-Time Employees

In September, Rockwood employees will enroll for insurance for the upcoming plan year. Find out when the benefits roadshow begins. [read more >](#)

Plan D: New District Essential Plan

Rockwood created a new medical plan for staff in response to the Affordable Care Act. [read more >](#)

My Rockwood



Who To Call For What
District Forms
Calendars

Updated Staff Directory

The Who to Call for What system will help Rockwood employees find out who they need to connect with when they have a question or concern. [read more >](#)

Navigating One Rockwood

Take a quick tour of the new One Rockwood. Find out where you can find your RSD news and information. [read more >](#)

Tell Us What You Think

The Insider is gone, replaced by the new One Rockwood. We want to hear from you! Tell us what you like and how we can improve! [read more >](#)



communicate: microsites

[About](#) [Content Areas](#) [Grades K-5](#) [Grades 6-12](#) [Grading & Reporting](#) [Just for Teachers](#)

Search...



Rockwood Website



Rockwood Schools



Infinite Campus



Website Help

The Rockwood School District is dedicated to high levels of student achievement. Our Curriculum Department is focused on student learning, teaching and instruction, and providing a strong academic foundation.

Learn: Our curriculum and academic programs are designed to give students the skills they need in order to prepare them for college and the workplace. Our goal is to provide a quality education that ensures all students realize their potential.

Teach: Rockwood Curriculum provides a strong framework for our teachers to use in classroom instruction. No matter what school or classroom our students attend, they will be taught the same curriculum for grade-level expectations.

Provide: Our work increases the effectiveness of our educational leaders who ensure Rockwood's curriculum and instructional practices equip students to thrive in a global society.

Contact Rockwood Curriculum and our content facilitators for more information about the essential skills being taught in Rockwood classrooms.



Announcements

Rockwood Curriculum Builds Strong Foundation for Students 3/14/2017 5:04 PM

NEW

by Cathy Orta

Welcome to the new Rockwood Curriculum page! Did you know Rockwood owns its curriculum? The district believes it is important to our school community in many ways.

Learn more about Rockwood Curriculum and see how it is helping build a strong foundation...



communicate: 5 Things

Staff eNewsletter

- 5 Things You Need To Know
- Every Monday!
- Submission process
- Hit all three research-based messages

5 THINGS YOU NEED TO KNOW

for the week of January 23, 2017



5

Rockwood Approves Bond Issue; Look for Prop T on the April ballot

Recently, the Rockwood Board of Education approved a bond issue for the April 4 ballot. Prop T would not raise the current Rockwood tax rate. [Read more on how the proposition would support our students and community.](#)

4

Jan. 22-28: School Board Recognition Week

Our elected Board of Education members devote countless hours to making important decisions that benefit the Rockwood School District, and we would like to recognize the vital role they play in our community. [Take a minute to watch our Rockwood students show their gratitude to their Board of Education.](#)

3

Fitness Challenge for Rockwood Employees

Get ready for the HealthyWage \$10,000 weight loss challenge. This nationwide challenge begins this Friday, Jan. 27. Create a team of five co-workers. At least one participant on each team needs to be a Rockwood employee. The team who loses the most weight will win \$10,000! [Read the details, and register for this exciting opportunity!](#)

2

Green Pines 30th Celebration

This year marks the 30th anniversary of Green Pines Elementary. Join the Gators community this Friday, Jan. 27, for an afternoon full of stories, slide shows and dancing. The celebration begins at 2 p.m. in the gymnasium. To RSVP, contact [Debbie Swafford](#).

1

Watch for your W-2 Tax Forms

The Finance Department is preparing the W-2 tax form for all Rockwood employees as required by the IRS. The W-2 details the employees' compensation and tax withholding amounts for the year. Employees have the option of receiving their W-2 form either electronically or on paper. [Learn more about when you should expect your W-2 tax form.](#)



communicate: motivation

Hierarchy of Channels

- Face-to-face
- Phone Calls/ Text
- Letters/Email Message
- Social Media
- E-newsletters
- Mass media





evaluation: making a difference

One Rockwood: 41.8 percent increase in visitors

5Things Enews: 52 percent increase in open rate

Microsites:

- Benefits: 81 percent increase in visitors
- Curriculum: 78 percent increase in visitors

Coming Soon: 2017 Staff Survey



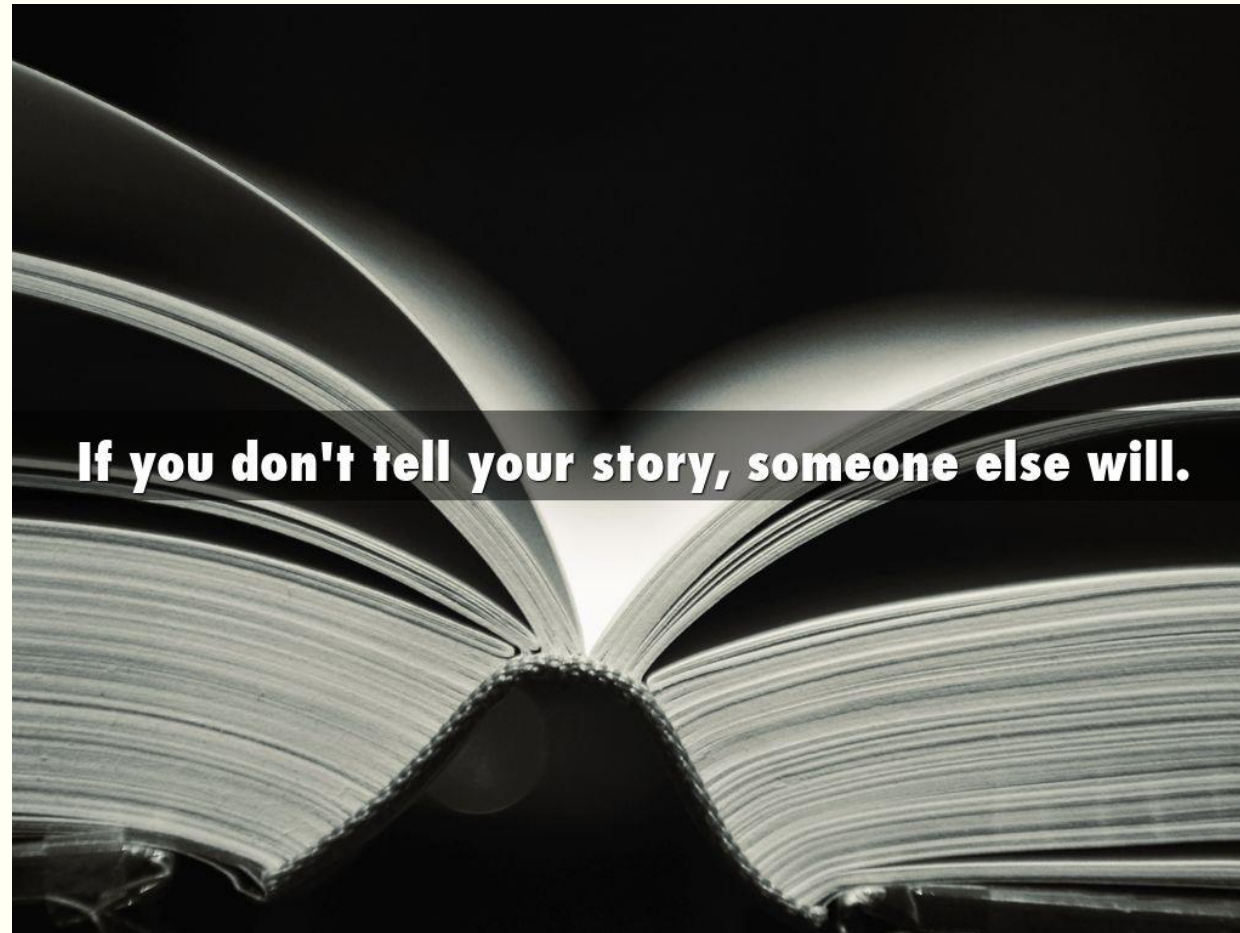


Check-in and Challenges?





value: owner of the message has more control





value: two most important things





trust and permission

