BUILDING TRUST
THROUGH EMPLOYEE COMMUNICATION

MASA/MoSPRA Conference
Jefferson City, Missouri
March 29, 2017
Building Trust: Defining
Building Trust: Messaging
Building Trust: Systems
Building Trust: Value
messaging: use all cylinders

TRUST
- Vision
- Motivation
- Resources
- Action Plan

CONFUSION
- Vision
- Motivation
- Resources
- Action Plan

RESISTANCE
- Vision
- Motivation
- Resources
- Action Plan

FRUSTRATION
- Vision
- Motivation
- Resources
- Action Plan

TREADMILL
- Vision
- Motivation
- Resources
- Action Plan
SKEPTICISM AND DISPERSION REQUIRES REPETITION

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

- 35% THREE TIMES (3)
- 64% THREE TO FIVE TIMES
- 14% TWICE (2)
- 6% SIX TO NINE TIMES (6-9)
- 12% TEN OR MORE TIMES (10+)
- 4% ONCE (1)
- 29% FOUR OR FIVE TIMES (4-5)
communication myths

If you build it, they will come
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?
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
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
communicate: microsites

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.

Rockwood Curriculum Builds Strong Foundation for Students

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.
Staff eNewsletter

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

Hierarchy of Channels

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

If you don’t tell your story, someone else will.
value: two most important things
trust and permission