


MASA/MASE 2011 Spring Conference
*Differentiated Communication
Strategies For Community Members &
Essential Groups*



Orientation

- **Introductions**
 - **Session participants**
 - **Bruce Miles**

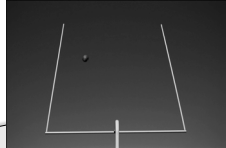


Goals for this session



Goals

- Understand why targeted marketing is the most effective strategy
- Consider the concept of "Fundraising"
- Review the use of the "My Job, Your Job" Worksheet for identifying specific communication targets & methods
- Answer questions in an ongoing format
- Evaluate this session



Operational Definition: Targeted Marketing

- Definition & concept
- Application




Why "Fundraising" Works for School Districts

- Raise More Money Models
 - SCTCC example
 - Theater Department example
- Discussion



Use of the My Job, Your Job Worksheet

- Blank Worksheet
- Uses



Use of the My Job, Your Job Worksheet

Chainsaw Planning® **My Job, Your Job Worksheet**


Worksheet: My Job, Your Job Organizational Leaders

(Company)	(1)	(2)	(3)	(4)	(5)	(6) Other
(Start & End Dates)						
Priority 1:						
Goal 1:						
Priority 2:						
Goal 2:						
Priority 3:						
Goal 3:						
Priority 4:						
Goal 4:						
Priority 5:						
Goal 5:						
Priority 6:						
Goal 6:						
Project Notes:						
(1)						
(2)						
(3)						
(4)						
(5)						

©2008 The River Group, LLC Page 1

Use of the My Job, Your Job Worksheet

- District Communication Tools
 - Communication around new strategic plan
 - Targeted Communication Respor



Communication around new strategic plan

Worksheet: My Job, Your Job
6/22/10

	Board	Supt.	Principals	Teachers and Staff	Others
Communicate This Plan	Encourage community participation	Encourage district level participation	Link our plan to day-to-day activities	Explain to parents and students why we have this plan and these goals	Get us in front of community groups
	Review plan at each meeting	Communicate through the media	Make our plan a priority in day-to-day activities	Link our plan to day-to-day activities for students and parents	Community Ed: identify role in delivery
	Link vision and goals in all discussions	Monthly report to Board	Listen to feedback and challenges for each goal	Identify where we are going	ECCE: identify role in delivery
	Explain why we want each goal	Communicate to staff	Ask for feedback on the plan	Provide feedback and identify challenges	Chamber: identify role in delivery
		Measure accomplishment and progress to Board and	Encourage and seek out involvement		Booster Club: identify role in delivery
		Explain why we want each goal to staff and community	Explain why we want these goals to staff and community		

Page 2

Targeted Communication Responsibilities

(District) Planning Session
Communication Worksheet

Group	Methods						
	Face 2 Face	Tech & or e-mail	Written	Two-Way: Focus Groups	Media	Grapevine	Interest Circles Clubs Events
Alumni		X	X	Surveys?	Newspaper		X
Sr. Citizens							
Preschool Parents							
Citizens - no kids in school							
Businesses - in Chamber	X			Work Study Focus Groups			
Businesses - Not in Chamber							
Significant land owners		X				X	
Parents w/ kids in school		X		Two-Way	Newspaper		
Non-supporters of levy	X			Two-Way			
Disenfranchised citizens							
Staff							
Non-Certified employees							
Spouses / significant others							
Volunteers							
PTA members							
Community Ed users							
Snowbird Sr. Citizens							
Parents that support activities							
Home school parents							
Retired staff members							
Mainstream church groups							
Media							
Arts Associations							
Other							
1)							
2)							
3)							
4)							
5)							

Page 3

Closure

- Thank you for the opportunity to work with you
- Please fill out the attached evaluation
- Please contact me if I may be of assistance:
 - Phone (800)500-7017
 - Email bruce@bigrivergroup.com
 - Website www.bigrivergroup.com