

ENGAGEMENT DURING DIFFICULT TIMES



Building Relationships & Focusing on Students

Dr. Joe Siano, Associate Director

Amber Graham Fitzgerald, Director of Member Engagement



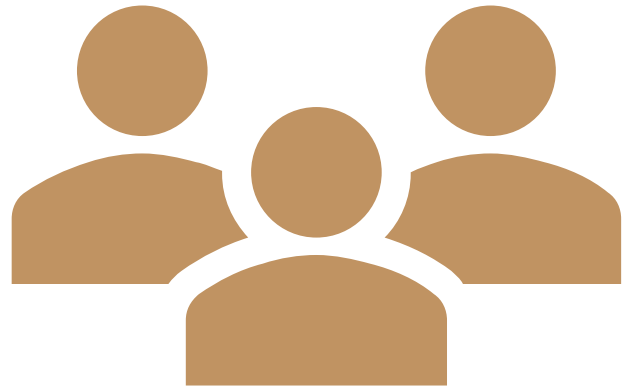


Table Talk

Has your interaction with parents and community members changed over the last 18 months?

If so, how?

A large, stylized, brown opening quotation mark.

*Trust is the ultimate
human currency.*

— **Bill McDermott**

A large, stylized, brown closing quotation mark.

WHICH DESCRIBES YOUR DISTRICT?



OR



IS YOUR SCHOOL FILLING ITS BUCKET?

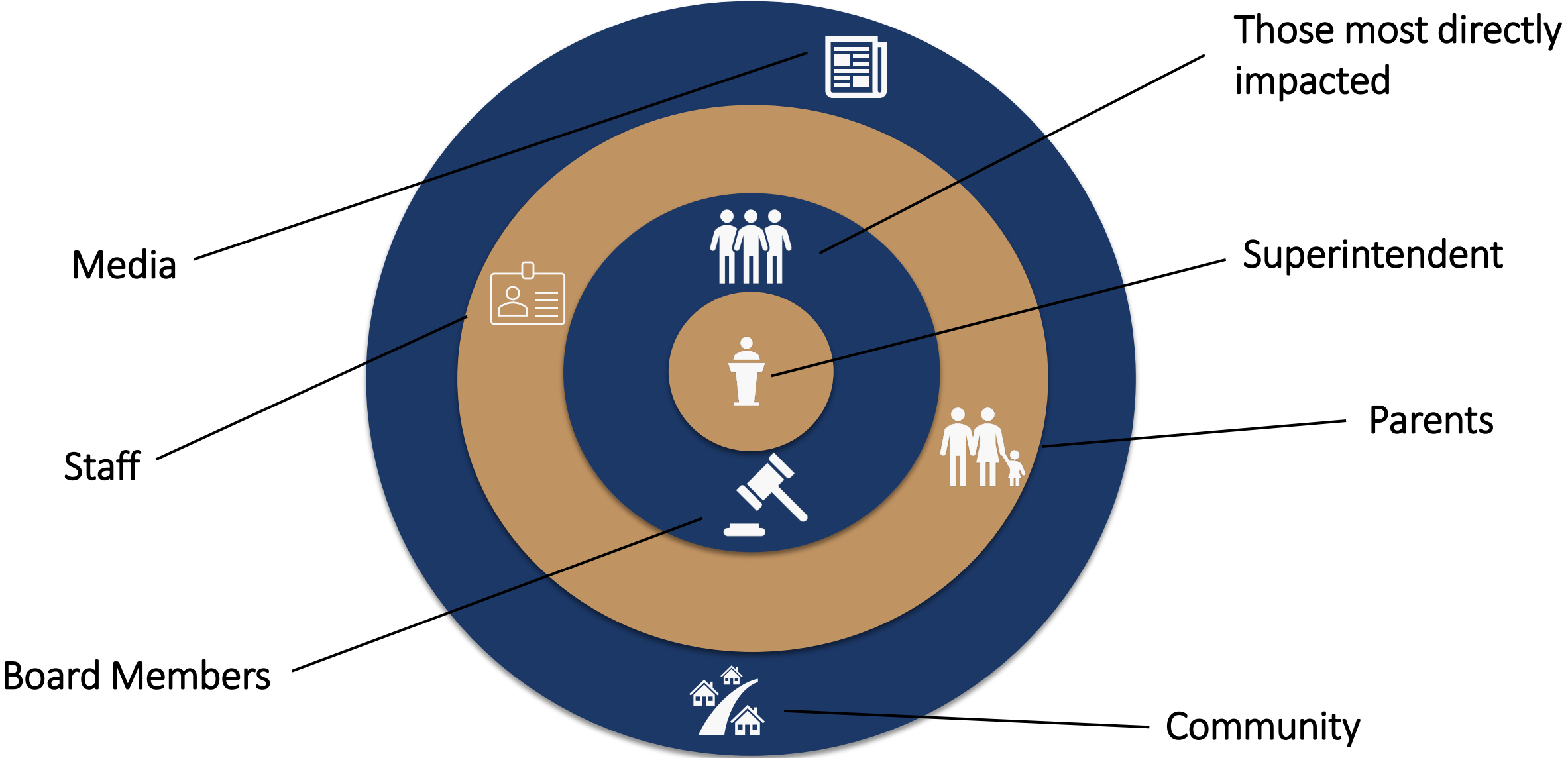


Positive News Stories
Good Communication
Quality Customer Service
Favorable Results



~~Lockdowns~~
~~Poor Decisions~~
~~Bad Customer Service~~
~~Negative News Stories~~

DOES YOUR DISTRICT MAKE YOUR INTERNAL AUDIENCE A PRIORITY?



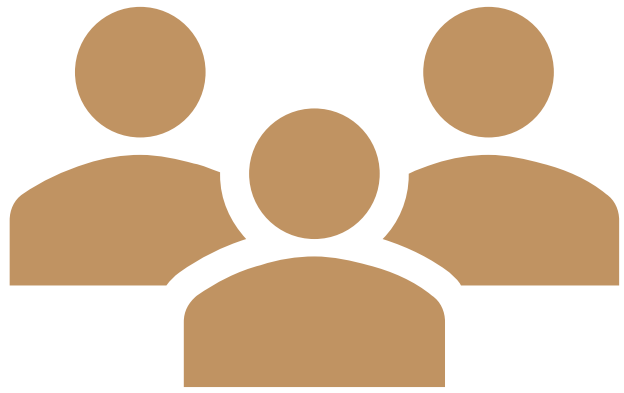


Table Talk

Think about a
person you trust.
Why? Be specific.

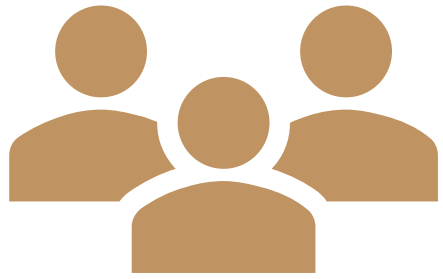


Table Talk

Describe a school-related attitude you have or an action you might take that demonstrates each of these qualities:

Trustworthiness

Authenticity

Respectfulness

Forgiveness

Credit: Elaine K. McEwan



It is important to refer concerns to school administrators, but it is also important to listen.



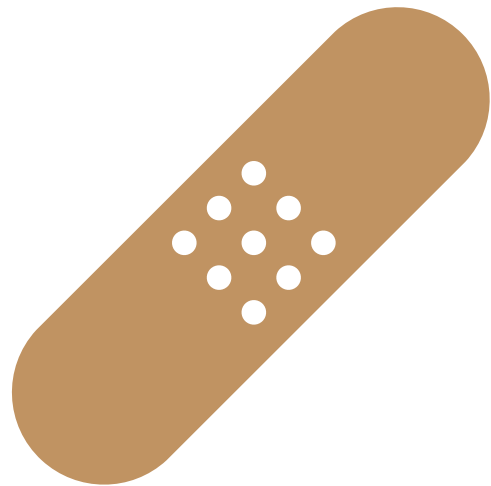
*First seek to
understand then to
be understood.*

— **Stephen R. Covey**



Please Remember: These may be actions taken by the administration after the situation is referred to them.

HOW TO CORRECT MISTAKES



Apologize.

Listen.

Fix the problem or explain why you can't.

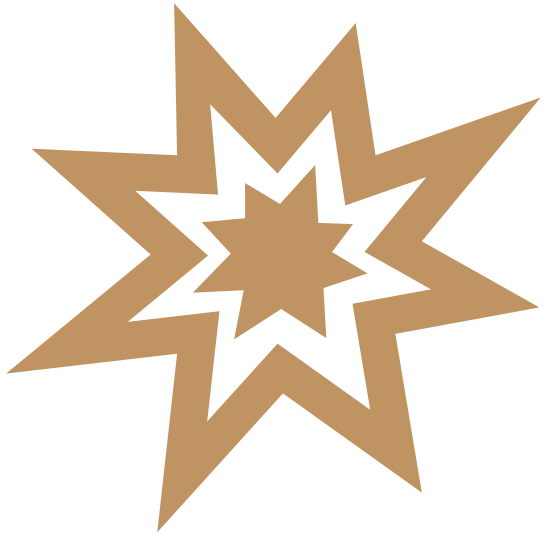
Give options.

Follow through.

Remember the Golden Rule.

Please Remember: These may be actions taken by the administration after the situation is referred to them.

HOW TO RESOLVE CONFLICT



Listen with empathy.

Separate your personal feelings.

Ask clarifying questions.

Refer to others, when appropriate.

Put yourself in their shoes.

Think win-win.

Please Remember: These may be actions taken by the administration after the situation is referred to them.

HOW TO AVOID TOUGH SITUATIONS



Anticipate and predict problems.

Survey and listen to others.

Confirm information before sharing it.

Give stakeholders ways to contribute.

Communicate!

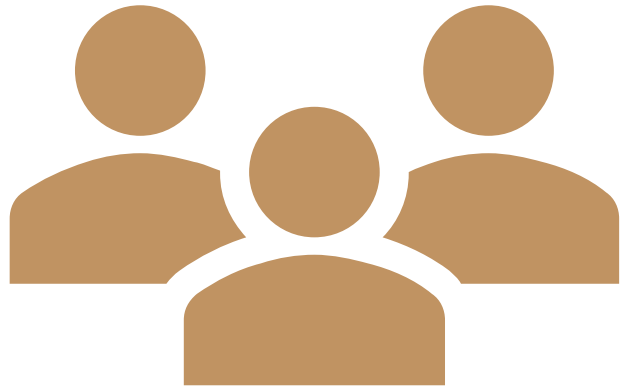


Table Talk

Let's discuss
these scenarios.

While shopping one day, a parent stops you in the store. She proceeds to ask why educators in the district have been instructed to teach Critical Race Theory and what – as a board member – you intend to do about it.

You know the district is not teaching CRT. How do you de-escalate the situation and help her see this truth?

Over the summer, your district is waiting for additional guidance from health officials to complete your return-to-learn plan.

Several citizens consistently contact you and other school leaders with questions and concerns (and tag you in social media posts). Feeling unheard, they create a Facebook group and accuse the district of not being ready for the school year. More than 150 people join the group in three hours.

How could this situation have been avoided? What do you do now?

QUESTIONS & SHARING



ENGAGEMENT DURING DIFFICULT TIMES



Building Relationships & Focusing on Students

Dr. Joe Siano, Associate Director

Amber Graham Fitzgerald, Director of Member Engagement

