

LEADERSHIP *for* COMMUNITY ENGAGEMENT

Post-Conference Newsletter



Community Engagement Conference Follow-Up

As a follow-up to AASB's Fall Conference 2020: Leadership for Community Engagement, we are linking you to resources you might be interested in.

It's easy to let the great ideas you hear at conferences and other training slip away. Make time for conversations back home about what you've learned. We encourage you to share information and ideas from this conference with your board-superintendent team as a conversation starter, not as a to-do list.

You can access session handouts by [visiting our website](#) or by clicking the Fall Conference button in our app.

Download the app now:

[For iOS devices](#)

[For Android devices](#)

[View all handouts online](#)



"Changing the Narrative"

Dr. Joe San Felippo, Superintendent, Fall Creek School District (WI)

Check out the way Fall Creek School District (WI) and superintendent Dr. Joe Sanfelippo leverage social media through the hashtag #GoCrickets

[Facebook](#)

[Twitter](#)

[Instagram](#)

Twitter: [@joe_sanfelippo](#)

[Buy Dr. Sanfelippo's books](#)



"Effective PR Tools at a Low Cost"

Dr. Lewis Brooks, Superintendent, & Cindy Warner, Community Ed/PR Supervisor, Shelby County Schools (AL)

Shelby County Schools create videos using staff talent to connect with their stakeholders. Check out their video [Social Emotional Strategies in Shelby County Schools](#).

Twitter: [@shelbyedk12alus](#)

[Visit Shelby County's Facebook page](#)



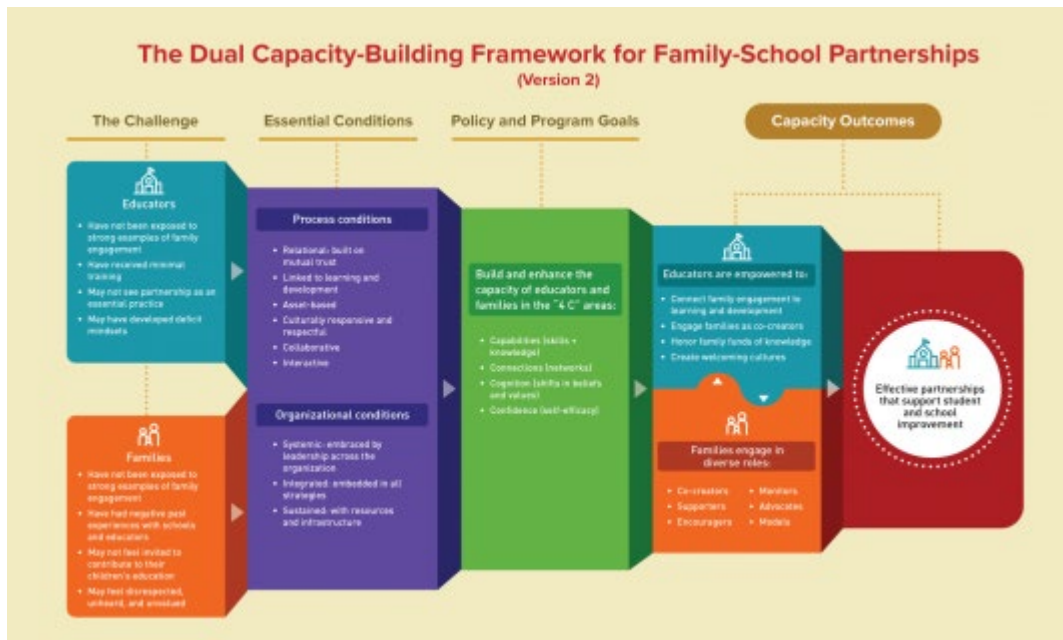
"Proactive Communication Between School Districts, Parents, and the Media"

Cory Uselton, Superintendent, DeSoto County Schools (MS)

DeSoto County (MS) superintendent Cory Uselton's PowerPoint presentation is FULL of useful information for school system leaders to use when deciding how to deliver important messages to stakeholders.

Twitter: [@cory_uselton](#)

[View PowerPoint here](#)



"Authentic Community Engagement"

Dr. Karen Mapp, Senior Lecturer, Harvard Graduate School of Education

Dr. Karen Mapp, senior lecturer at the Harvard Graduate School of Education, defined family engagement as “a full, equal, and equitable partnership among families, educators and community partners to promote children’s learning and development from birth through college and career” and challenged us to examine whether we’re truly inviting families to collaborate.

Read more about Dr. Mapp's research [here](#), then [click here](#) to access a copy of her family and community engagement assessment tool.

Dr. Mapp's recommended readings: “[The Schools Teachers Leave](#)” (article) and [Organizing Schools for Improvement](#) (book).

Twitter: [@karen_mapp](#)

Learn about the Dual Capacity Framework

Hacks to Remember

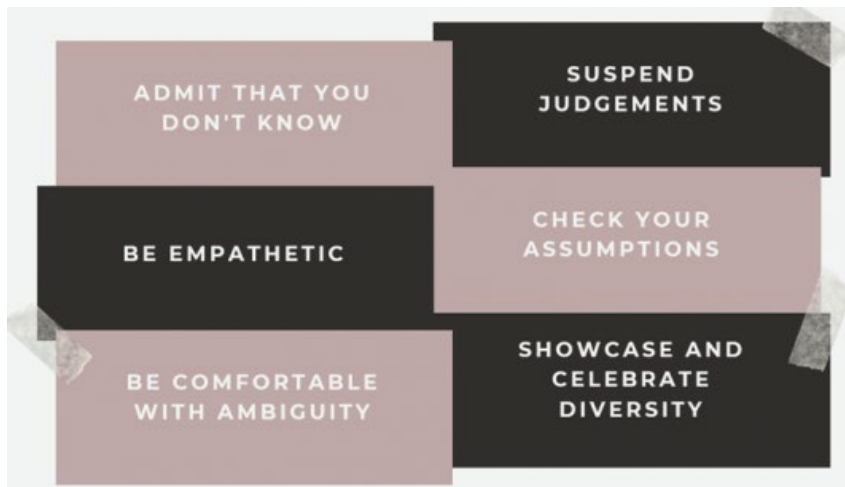
- Smells are important.
- Curb appeal is critical
- Make sure you have a strong message/story and drive it home by repeating it, but don't hound people with it.
- Look for opportunities to set yourself apart from the competition by being creative.
- Have a recognizable spokesperson.
- Perception is everything
- Don't assume, ask.

"Does Your School Smell Like Cookies?"

Tom Salter, retired Senior Communications Officer for Montgomery Public Schools (AL)

Tom Salter, retired school communications professional, gave us a great list of "hacks" (shortcuts) to guide us as we interact with our communities.

[View PowerPoint here](#)



"Cultural Awareness Through Communication"

Shayla Cannady, Senior Manager of Public Relations, Orange County Public Schools (FL)

Want to re-watch the videos Shayla Cannady, senior manager of public relations for Orange County Public Schools (FL), shared in her session? This one explains implicit bias and this one explores how individuals can work to overcome their implicit biases.

Twitter: @shayofalltrades

[Explore PBS's classroom resource, "Confronting Bias"](#)

Things to keep in mind at **work** **stryker**

- Use positive language
- Ask one more question
- Don't join the bashing
- Be willing to do for others
- Be an example
- Don't join the pity party
- Get the problematic person involved
- Quit whining
- Don't join the revolt
- Solve rather than complain



“Change Your Mindset, Engage Your Community”

Mark Sims, Director of Sales Development, Stryker, and Trussville City school board member

[View PowerPoint here](#)

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AASB's mission is to develop excellent school board leaders through quality training, advocacy and services.