

Building Positive School Culture Through Effective Communication

Elevate Teachers Conference
July 23-24, 2018

Presenters

Cassie Brooks (Corinth SD)

Ginger Tedder (Starkville-Oktibbeha SD)

How energized are you feeling right now? (1 = no energy to 10 = super energized)

What do you expect to get out of this event/workshop?



Introductions w/Starbursts

1. Give your Name, District/School, Role

2. Take and open a mini-pack of Starbursts .

Your color will drive details. (No swapping! 😊)

- Pink - Dream job if you weren't a teacher.
- Red - Something fun you did this summer.
- Orange - Something you can't live without
- Yellow - Funniest moment of last school year.



Introduction of Presentation

- Introductions of Presenters/Session Summary

The single biggest problem in communication is the illusion that it has taken place. -George Bernard Shaw



TV LAND

TEACHERS



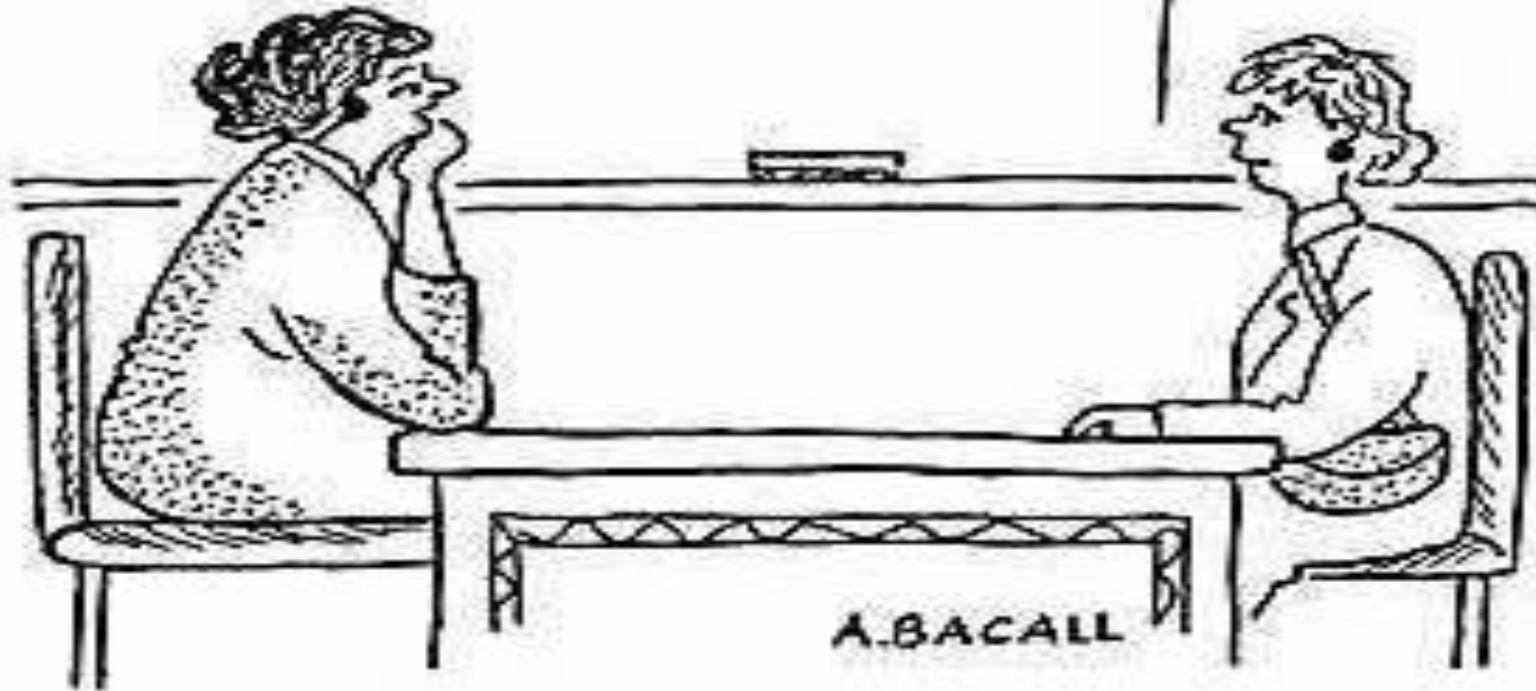
Thoughts on Video Clip

Reflect with your neighbor (minutes)

What do you think about this communication between parents and teacher? (positive or negative perceptions)

- Volunteers to share

OPEN SCHOOL NIGHT
WELCOME PARENTS



"Your son pays attention in class, but only to his iPod and cell phone."

What is Effective Communication?

- Eye Contact
- Active Listening/Read Nonverbal Cues
- In the Moment
- Conciseness and Clarity
- Empathy



What other characteristics do YOU value?

What is **IN**effective Communication?

- Lack of attention/distracted
- Excessive emotion
- False assumptions –
Don't shoot the messenger
- Message delivery
- Not listening to both sides



What other characteristics would you add?

Role Playing – Parent/Teacher

Mr. Martin blames everyone else for his son's low academic performance & unacceptable behavior—the system, his ex-wife, the previous school/teachers, & you (the current teacher). In yet another 45 min. phone conversation, he has described everything wrong that his ex-wife does while his son is with her & everything he has to correct. They share custody by the year. He asks you in all seriousness, “Do you have any idea what it is like to have to constantly reteach a child?” To this you reply...

Analyzing for Communication - Scenarios

- Handout to participants. Working in small groups.
- With your group members, discuss the scenario, script an ending w/ solution integrating good effective communication techniques. What obstacles/barriers to effective communication can you identify?

(Discuss in 10 minutes)



**Why is effective communication
important?**

Builds Positive School Culture

Snowball Activity

What is positive school culture?

Give 1 example.



Culture and Climate



Effective Communication/Ideas for Admin & Teacher Leaders

- Building relationship with ALL stakeholders
- Being available/visible in schools - Go to Ts & Ss
- Weekly/Daily Email - News, Vision, Expectations, Inspiration
- Build Capacity & Consistency – Empower to make decisions, spread goals, vision, mission, culture.
- Use collaborative leadership when possible - Creates buy-in, empowers stakeholders, inclusive & informed decision making

Effective Communication/Ideas for Admin and Teacher Leaders

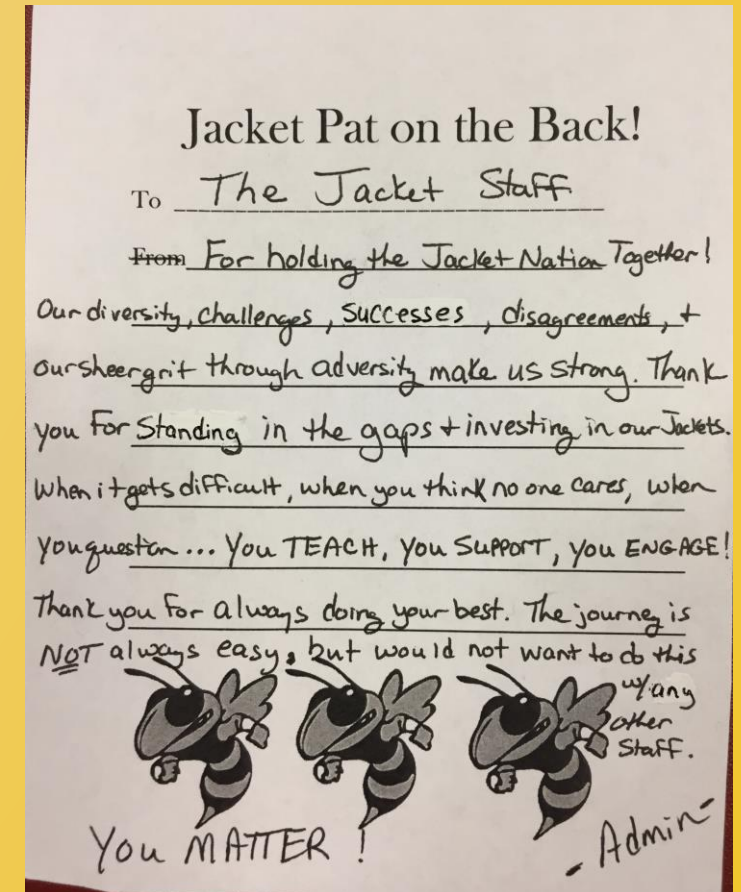
Use Technology & F2F Communication

- Remind
- Email - weekly agenda/calendar, notes from leadership team mtgs/ PLC updates
- Social media - Twitter, Facebook, Instagram (narrate YOUR story, spotlights Ts & Ss activities, inform stakeholders), Build Your Brand
- Hand-written notes to Ts and Ss



Effective Communication/Ideas for Admin & Teacher Leaders

- Drops in a Bucket, Jacket Pat on the Back-
Communicate Your Support
and Appreciation
- Shout Out Boards &
RAP (Recognize & Praise Boards)

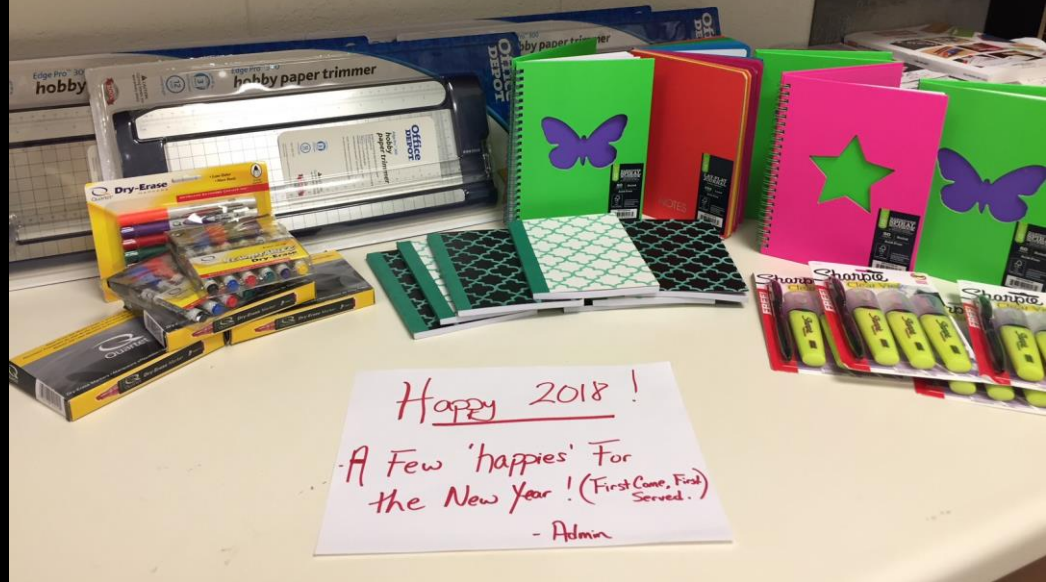


Effective Communication/Ideas for

Admin & Teacher Leaders

- Give Time/Make a Plan - Coffee Fridays w/Admin
Other Community Building





Teacher/student recognition - Formal & Informal

Tireless Teacher



Examples of Excellence



- Elevate and Recognize TLs & students. Positive school culture

Effective Communication/Ideas for Admin & Teacher Leaders

Blogging/Writing for Publication

- WordPress, Weebly, Blogger, SeeSaw.me, local outlets, education magazines (Like EL (ASCD), EdWeek, etc)

Technology

- Google Drive - Resource Sharing, Office 365 – Notebooks

Teacher Leadership

- Join Taskforces/Committees, Ed. Orgs (MAE, MPE, etc)
- Networking – social media, F2F, local, state, district
- Blended learning/co-teaching
- Business Cards

Effective Communication/Ideas to Engage Parents and Community

- **Parent University** - Lunch Programs & Access to District Leaders
- **Social Media** – Source on info, highlights accomplishments/needs for the school.
- **Educator for a Day** events – Nov. 12-16, 2018
- **Online/paper newsletters** - Smore.com
- **Websites** – User friendly, Regular updates.
(wix.com, Weebly)



Effective Communication/Ideas to Engage

Parents and Community

Parent Information/Family Nights/Open House

- Meet the Teachers, Showcase Work, PTO Mtgs, Speakers, College Nights, Testing Info, Community Forums on issues, Senior Signing Day

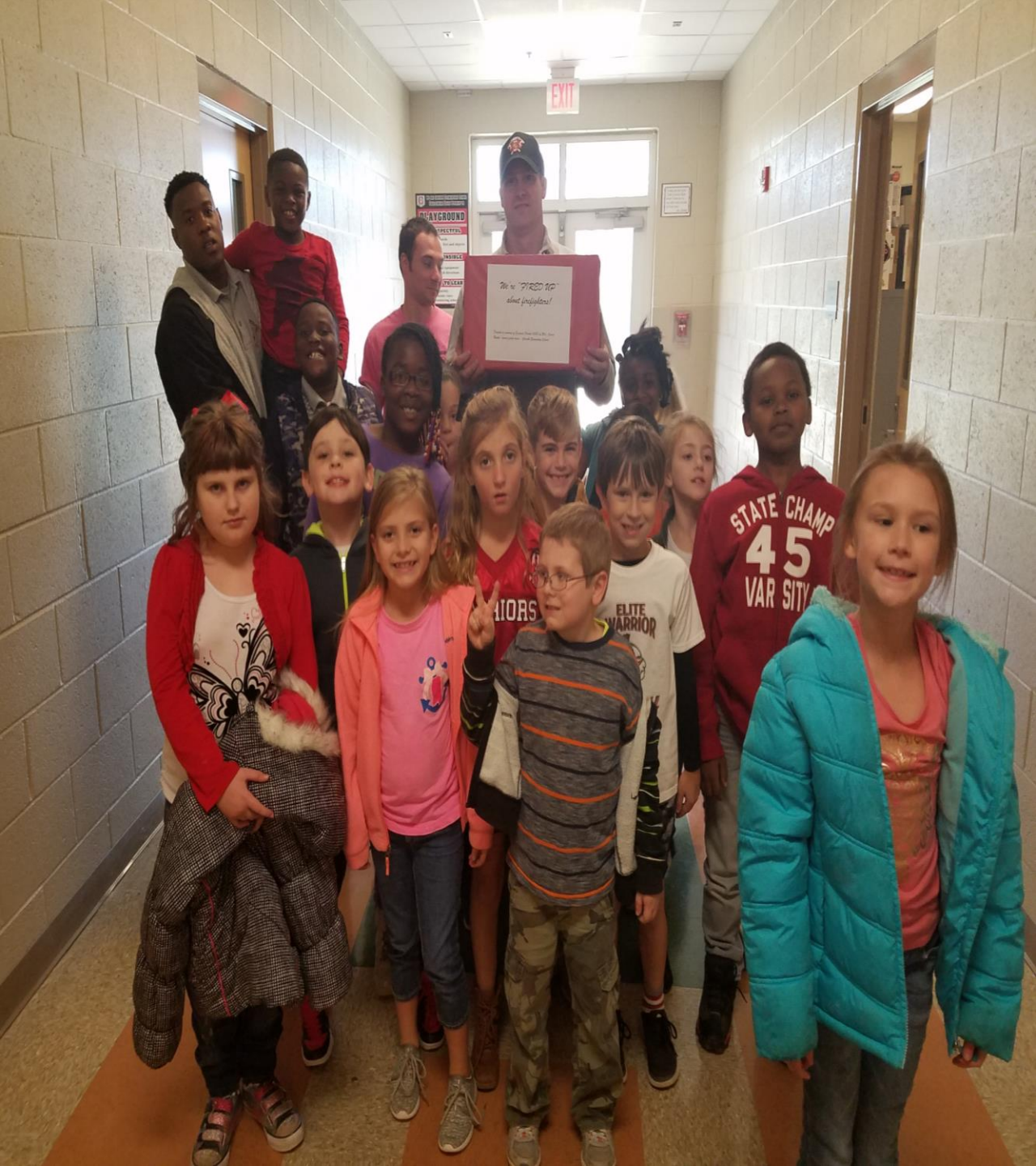
Coffee with the Supe/ Community Events

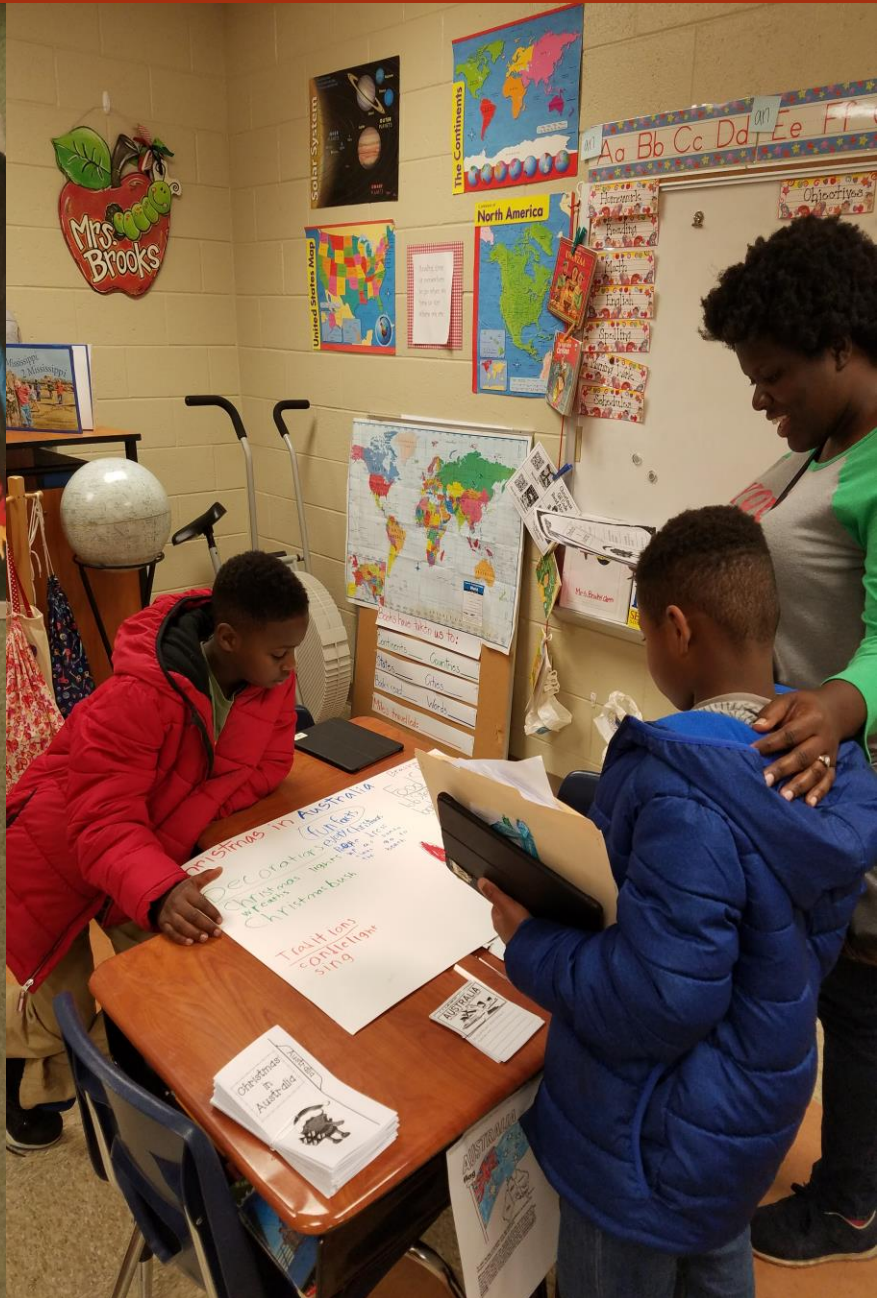
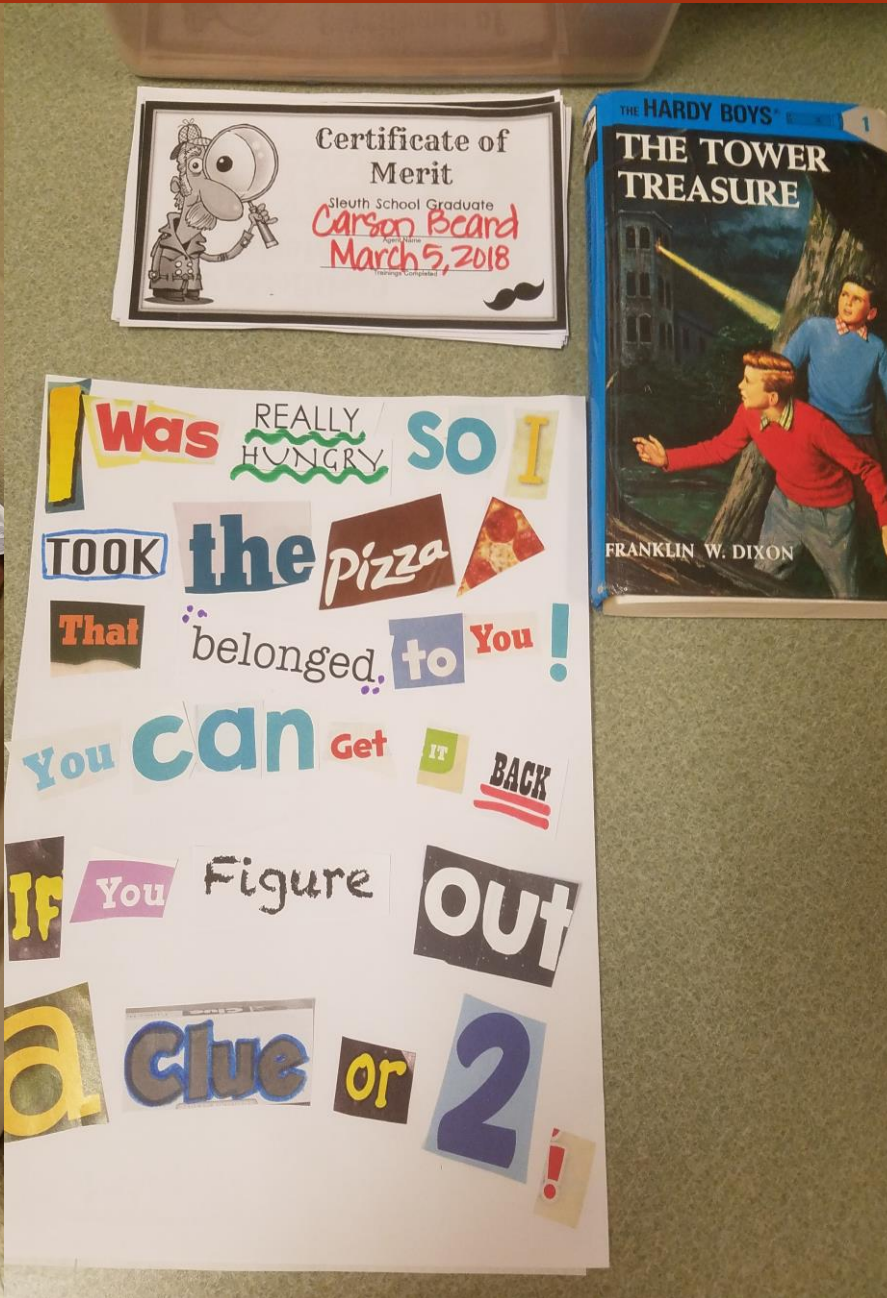
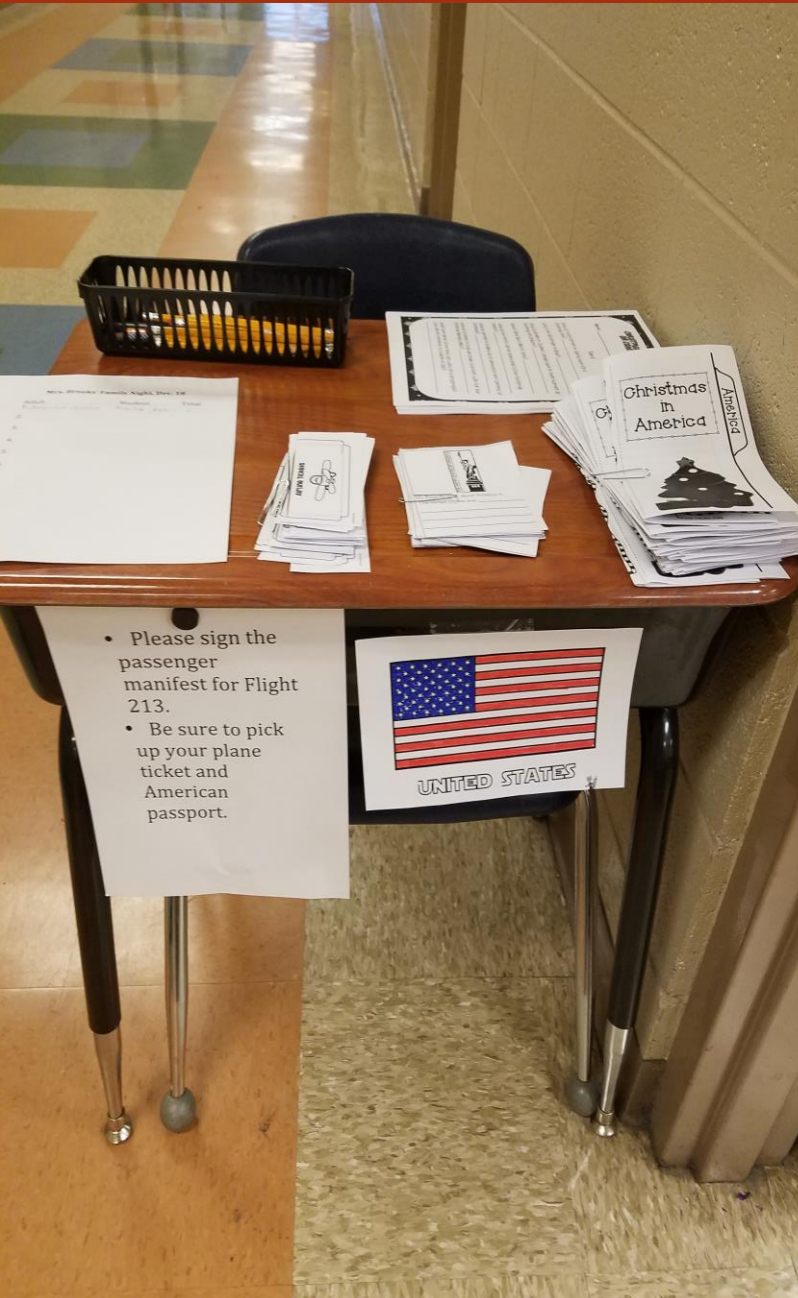
- Planned events in the community to engage, assess needs.

Attend Community Events

- Board Mtgs., Chamber Mtgs., etc.









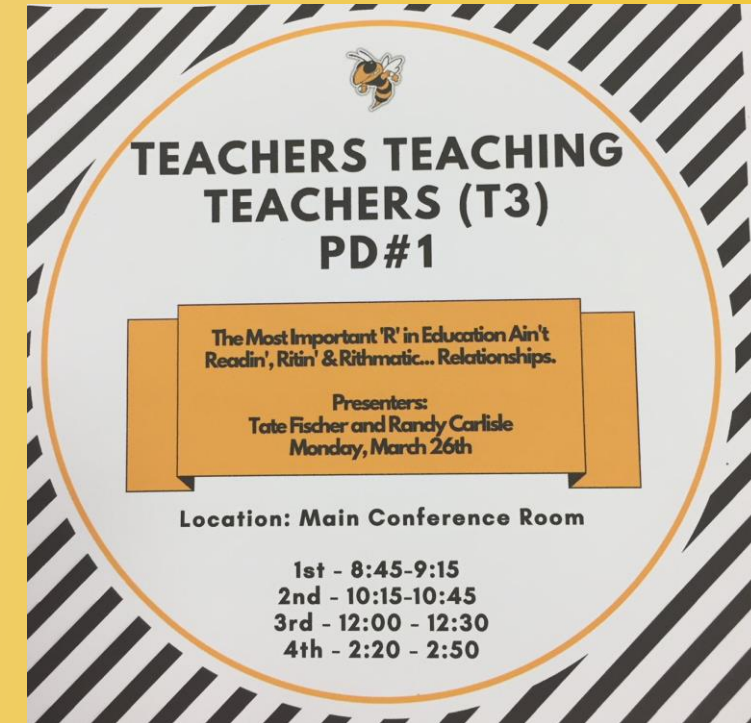
Senior Signing Day – Class of 2018

Senor Signing Day –
Class of 2018

Opportunities to GROW

Professional Development

- Teacher-led PD (Teachers Teaching Teachers – T3 Tuesdays)
- Engage & Lead PLCs
- Fellowships/Opportunities for teachers:
 - Fund for Teachers – <http://www.fundforteachers.org/>
 - Fulbright Distinguished Awards in Teaching Program – <https://www.fulbrightteacherexchange.org/>
 - School Ambassador Fellowship (Department of ED) - <https://www2.ed.gov/programs/schoolfellowship/index.html>
 - Teach to Lead - <http://teachtolead.org/what-we-do/summits/>



Make a Commitment to Action

Engage now on Twitter, Facebook, or Instagram.

- ***What will you do to build positive school culture in your school?***

Use hashtags:

#Elevate2018 #TeachMS #LeadMS

Connect with Us



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