

Avoiding Communication Dumpster Fires



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Presented by



Margaret Kyne

Finance Manager

Union Ridge School District 86



Brad Paulsen, AIA

Senior Vice President, PK-12 Education Practice Leader

Wight & Company

&

Board of Education

Wheaton Warrenville CUSD 200



Chris Wildman, CPA CGMA SFO

Assistant Superintendent for Finance /

Chief School Business Official

Grayslake CCSD 46



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Communications PDC

Mission:

To provide professional development and information for school business officials and staff on public relations, marketing, social media and communications strategies; to engage stakeholders and promote community outreach, recruiting, and school branding activities.



Avoiding Communication Dumpster Fires

A CSBO needs to successfully deliver their message to a variety of stakeholders: the community, the school board and internally with district personnel. Join us as we discuss communication strategies around current dumpster fires such as transportation, sub shortages and others.



What is a Communication Dumpster Fire?

Slang. a situation, person, or thing that is disastrous and out of control



or as Ted Lasso explains it!



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Learning Objectives for Today

- ✓ 'Dumpster Fires' happen to CSBOs. Understand that when bad things happen, we can often control the narrative through effective communications
- ✓ Develop appropriate communication skills across different settings, purposes, and audiences to manage and communicate through 'Dumpster Fires'
- ✓ Share experiences and lessons learned in communications

Learning Objectives



How do you manage and communicate when dealing with your Dumpster Fires?

Some strategies to consider

- Communicate the issue relentlessly
- Simplify the message
- Listen and get feedback
- Use stories and analogies
- Respond with action



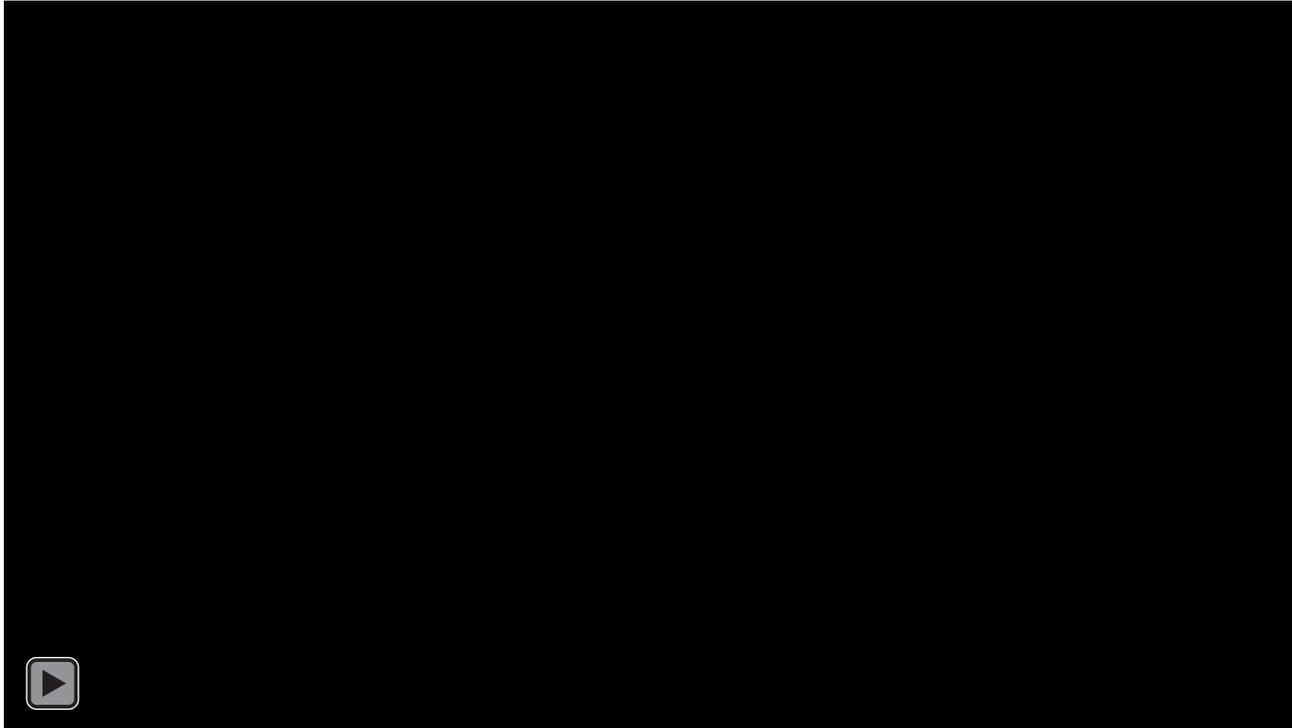
TWITTER POLL QUESTION

What has been your most challenging 'Dumpster Fire' this year?

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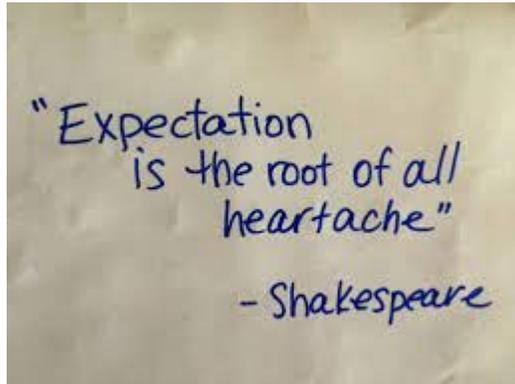
Call the Fire Department, we have a Communication Dumpster Fire on our hands!



DUMPSTER FIRE #1 Inflation / Economy / Interest Rates

CPI at 8.5% / Historic levels of Inflation

- Impact on PTELL districts and expectations of community
- Impact on negotiations and expectations of staff
- Impact on contract renewals
- Impact on referendum / facility planning
- How do we manage and communicate these issues?



Dumpster Fire #2 Transportation Issues

Driver Shortage

- Impact on renewals / Bidding / RFP in current economy
- Impact on students
 - Minimize with strategies such as sharing routes
- How do we manage and communicate these issues?



Dumpster Fire #3 Food Service Issues

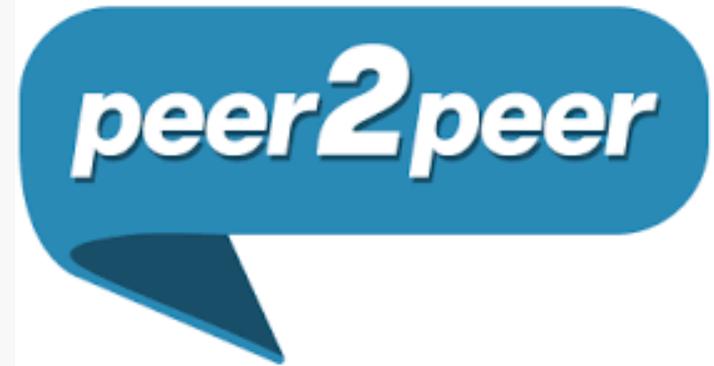
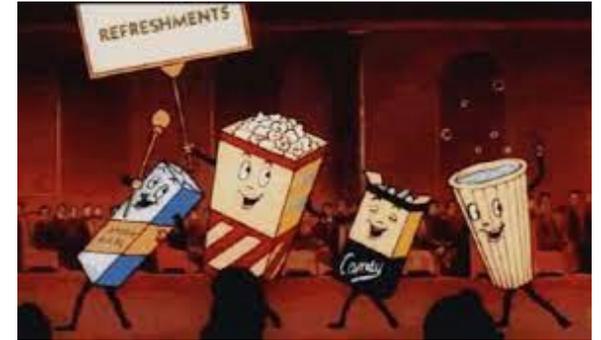
Food and Staffing Shortages

- Impact on renewals / Bidding / RFP in current economy
- Impact on students
 - Minimize the impact on menus and be creative
 - How do we manage and communicate these issues?



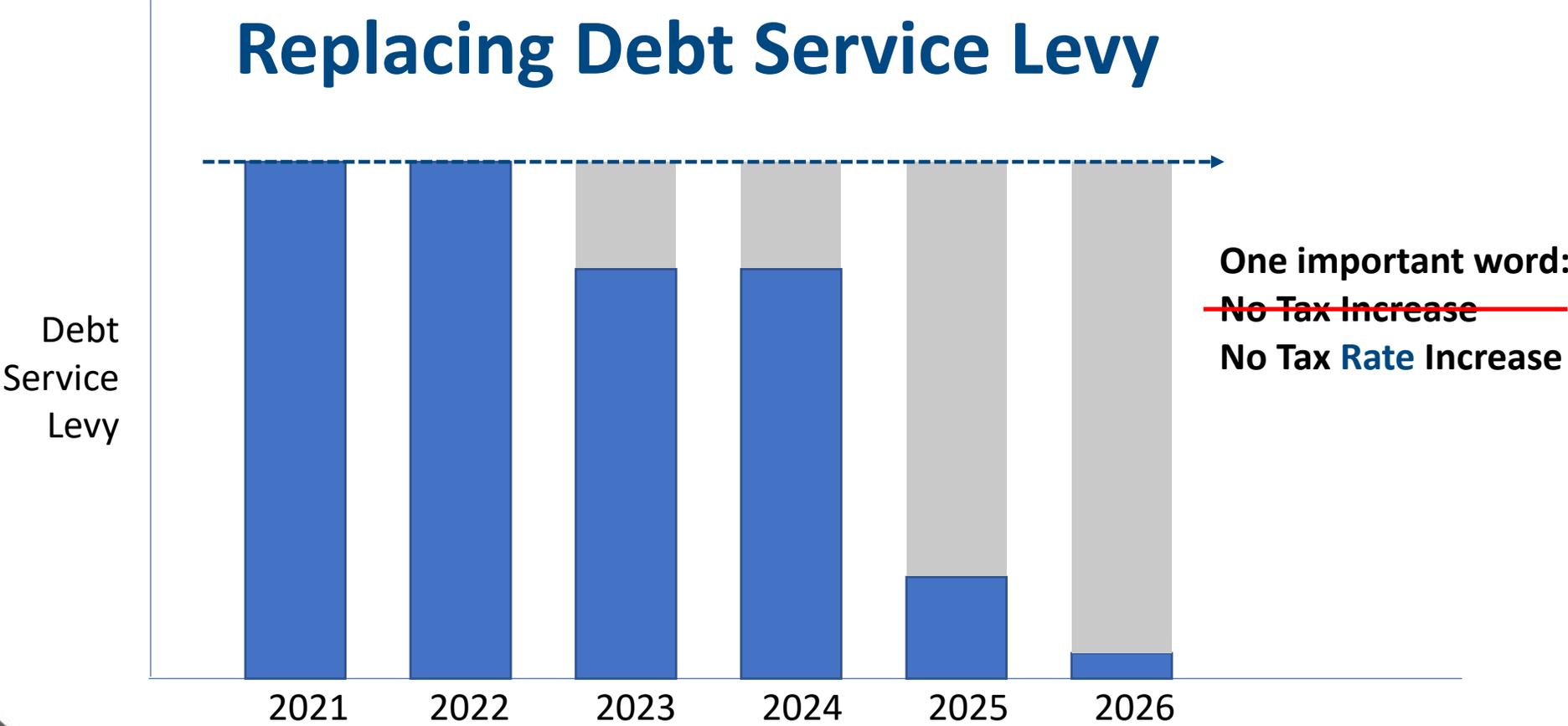
REMINDER: Not Alone in dealing with these Issues!

- Share strategies with peers / support each other
- IASBO Peer 2 Peer
- CSBO Group Hugs are OK!



Dumpster Fire #4 Leveraging DSEB

Communicating Tax Impact when Replacing Debt Service Levy



Dumpster Fire #5 Construction Issues



- ✓ Update estimates before Referendum
→ even after ballot question approved by BOE)
- ✓ Understand supply & labor challenges
- ✓ Consider phasing and pre-purchasing
→ explore early receipt/storage of material)
- ✓ Get ahead of normal bidding season
→ target award in late fall/early winter)
- ✓ Develop your communication strategy
- ✓ Prepare your BOE in advance

Dumpster Fire #6 Phishing Email Scam

- **Example: Employee has been hit with a phishing email / scam.**
- **Example: Members of PTO thought they were buying gift cards but had money stolen**
 - **Impact on the teacher / staff (victim)**
 - **Impact on your school community / PTO (victim)**
 - **How do we manage and communicate these issues?**



Dumpster Fire #7 Cybersecurity

- **Example: District has suffered a data breach – student / finance system**
 - **Impact on your school community?**
 - **How do we manage and communicate these issues?**



Dumpster Fire #8 Payroll Issues

Nobody got paid!!!!

- Impact on your school community?
 - How do we manage and communicate these issues?



WHAT
THE
FICA?!

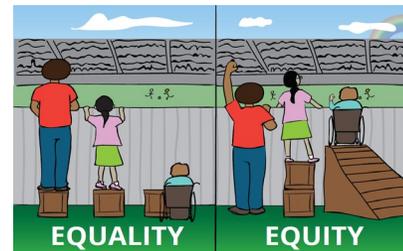
Dumpster Fire #9 Board Level / Governance Issues

Controversial Issues

- Impact on your school community?
- How do we manage and communicate these issues?



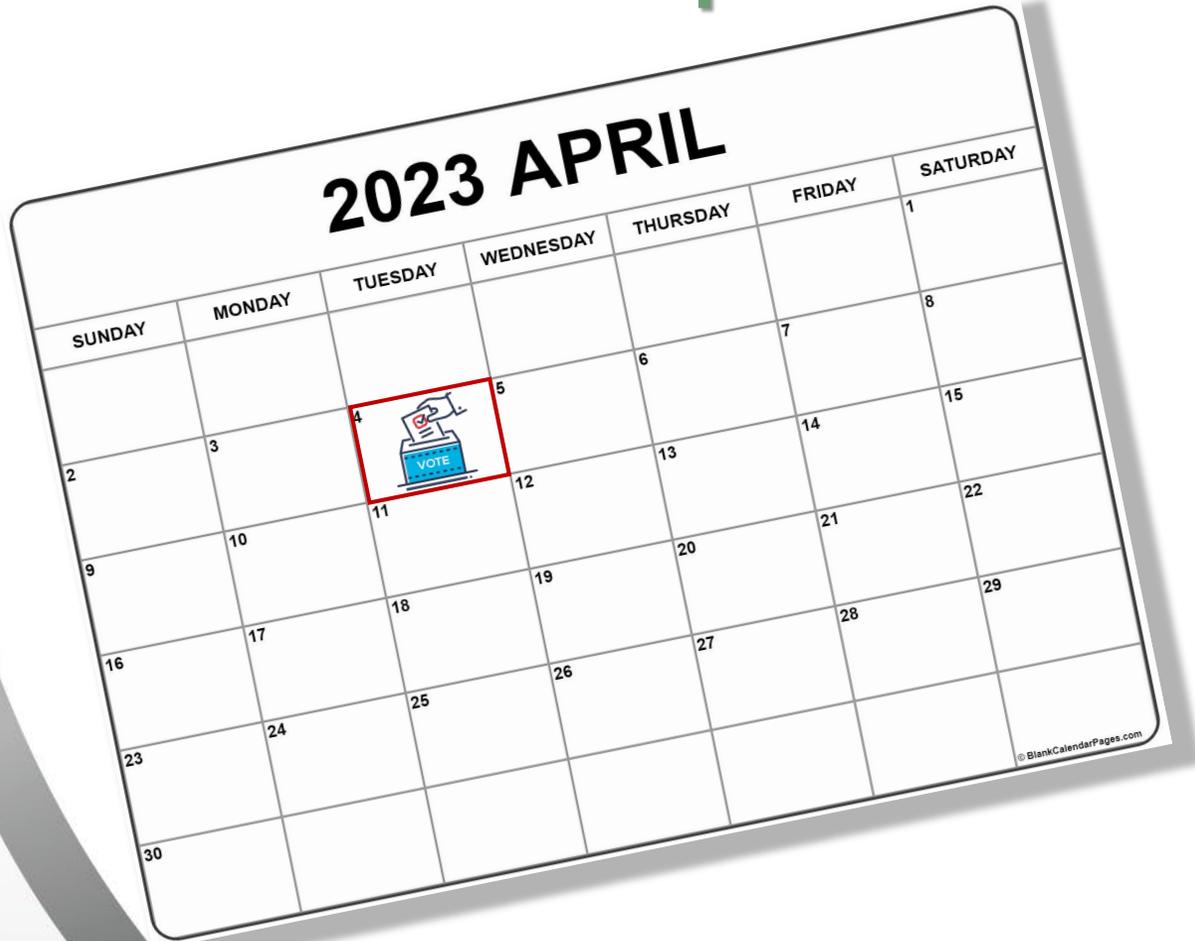
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2022 ANNUAL CONFERENCE

Potential Dumpster Fire #10 Next Spring's BOE Election

Be cautious about creating campaign fodder



Potential Dumpster Fire #10 Next Spring's BOE Election



Learn about new candidates running for school board

- ✓ Watch campaign more closely
- ✓ Understand politically-driven agendas
- ✓ Who gets behind candidates from community
- ✓ Will Board's "voice & votes" flip



Potential Dumpster Fire #10

Next Spring's BOE Election *after new BOE seated in Spring '23*



***Will new members stay on the balcony
or create fire on the dance floor***

TWITTER POLL RESULTS

What has been your most challenging 'Dumpster Fire' this year?

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Final Thoughts...

FORGET THE
MISTAKE
REMEMBER THE
LESSON

Questions and Answers

We thank you for your time!

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Presenters:

MODERATOR INFO:

LeeAnn Taylor, Asst Superintendent of Finance and Business Operations; Hawthorne District 73

taylorl@hawthorn73.org

PANELISTS INFO:

Margaret Kyne, Finance Manager; Union Ridge School District 86
(708) 867-5822; mkyne@urs.org

Brad Paulsen AIA, Senior Vice President;
Wight & Company 630.739.6705 BPaulsen@wightco.com

Chris Wildman, Assistant Superintendent of Finance;
Community Consolidated School District 46
(847) 543-5323 wildman.chris@d46.org