

What I Wish I Would Have Known.....



Who we are



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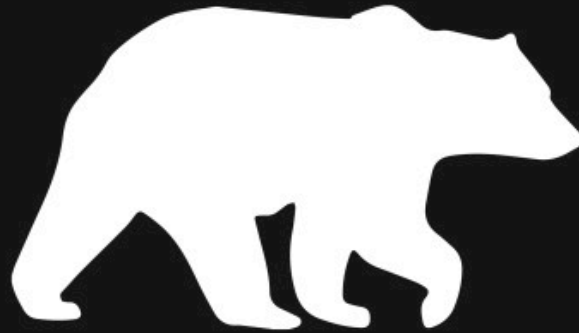


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WHO
ARE
YOU?

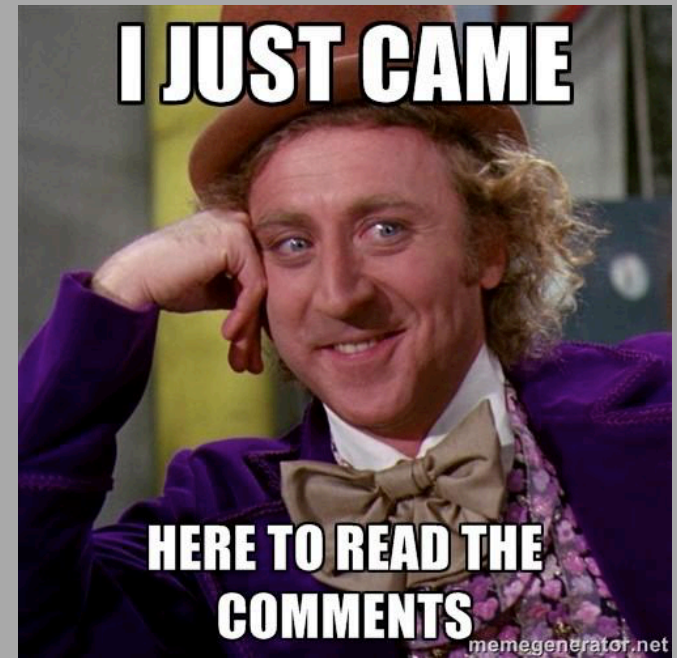
**WHAT DOESN'T
KILL YOU MAKES YOU
STRONGER EXCEPT
BEARS**



BEARS WILL KILL YOU

Social Media

- It is ok to have negative comments
- It's okay not to have social media
- Get engaged with professional PR groups/ chats on social media



Building Relationships

Get Engaged Immediately

- State/National Organizations
- Local groups
- Mentors
- Conferences
- Twitter



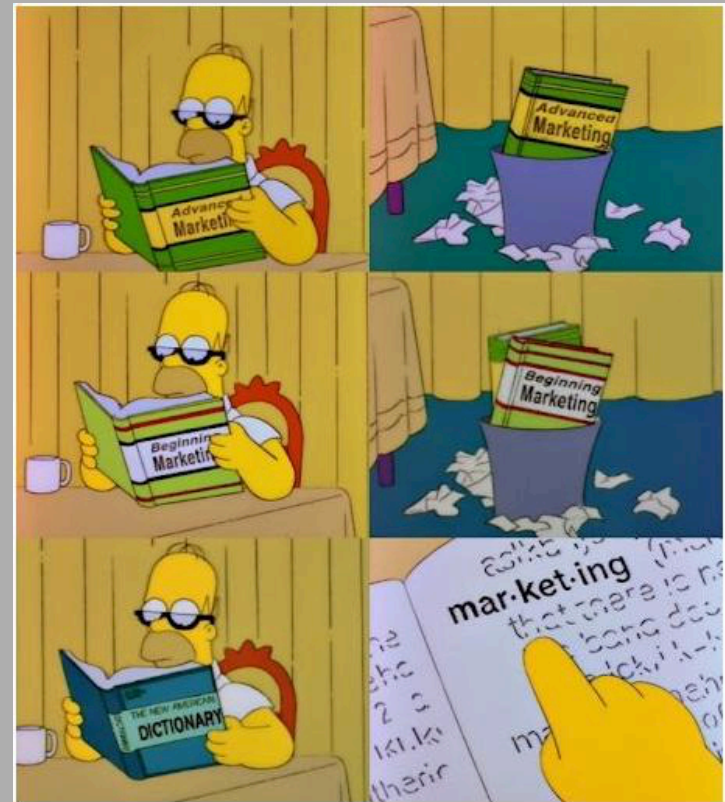
Balance is Key

- It's ok to not be on call 24/7
- Make time for family and friends
- Put technology away
- Be present
- Focus on the task at hand
- Get out in the common work area
- Have fun at work too



Marketing

- Advertising is an opening for additional revenue
- People don't understand your reach until you tell them
- There are “sacred cows” that you need to watch for
- Playing in people's sandbox might reveal red flags



Learn to Say No and Here's why

- Will it benefit kids?
- Does it fit with your strategic plan?
- Have you done a swot analysis?
- Does the data support it?
- What's the purpose?

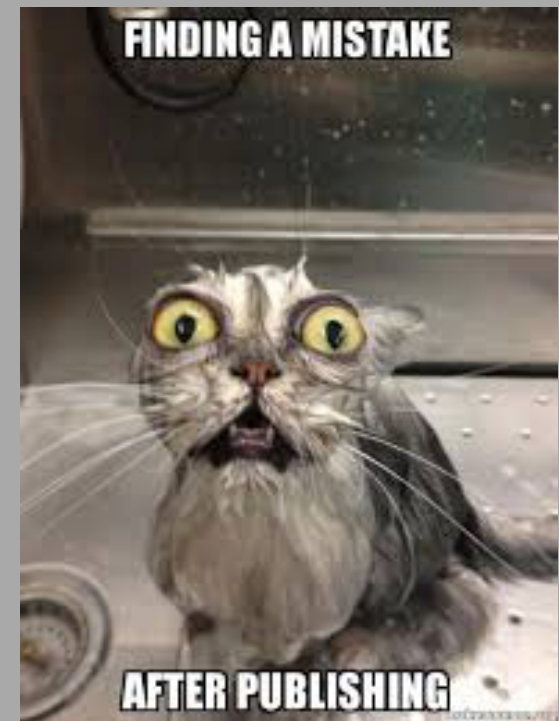
Don't be a yes person

- Challenge ideas
- Confidence in your abilities - you are the professional communicator/educator
- Encourage others to see different perspectives
- Be the “devil’s advocate”



Own up to Mistakes

- When you leave the “I” out of public or the “r” out of shirt
- Print a graduation newsletter without a ¼ of the class included
- People will respect you more if you say “I messed up and I’m sorry.”



Make time to interact with kids

- Engage with students...don't just do walk-throughs
- Work with student journalists
- Present lessons on marketing and communication to classes
- How can supt interact with kids?
 - Eat lunch in cafeteria
 - Admin as Lunch Buddies
 - Day in the Life - Student for a Day
- Keep your office mobile on some days



Life Lessons Learned Along the Way

- Know how to use 500 toaster strudel
- Don't go to the store on snow days
- If you think it can't happen it will: creepy clowns and ebola
- Dress like your co-presenter
- Take your friends in stairwells and a phone
- Have your phone in case you get locked out on your balcony
- When your flight gets canceled 9 times in the same day...aka...always pack a pair of undies in your carry on

More Life Lessons Learned Along the Way

- Have a change of clothes at the office and in your car
- Write down (with pen and paper) what you really want to say but can't
- Always take your computer with you
- Always have a backup plan
- Don't ask to if they know who you are

**DON'T
LET THE
HUMOR
ESCAPE
YOU**

Questions and Answers

