

**Decades of Wisdom: 37 Years &  
37 Essential Communication  
Strategies**

**Presenters:**

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Lana Snodgras  
@LanaSnodgras



Fort Osage  
R-1 SCHOOL DISTRICT  
INDEPENDENCE, MISSOURI



Stephanie Smith  
@SmithSteph



WHO  
ARE  
YOU?



Get to know your  
superintendent.  
Become a trusted  
advisor.





Connect with your  
board.



Don't give away all  
your goodies at  
once.



Don't overload your  
calendar - Make a plan  
and stick to it

## Why Bother Joining a Professional Association?




Organizations that match our interests and goals help us grow and develop professionally, and to perform better for those we serve.

Find Your People.  
Immediately.





Build Community

A stack of three white sticky notes is centered on a background split horizontally into red (top) and grey (bottom). The top sticky note is slightly offset to the right and down, showing the edges of the two notes beneath it. The text "Use your network." is printed in a black, sans-serif font on the top note.

Use your  
network.

A stack of three white sticky notes is centered on a light grey, textured background. The top note is slightly offset to the right and down, revealing the edges of the two notes underneath. The text 'Communications Planning.' is written in a simple, black, sans-serif font on the top note. The background is split horizontally: the top half is solid black, and the bottom half is the light grey textured surface.

Communications  
Planning.


A stack of three white sticky notes is centered on a background split horizontally into red (top) and grey (bottom). The top note is slightly offset to the right and down, showing the edges of the two notes beneath it. The text 'Change is Constant.' is written in a black, sans-serif font on the top note.

Change is  
Constant.



**GET  
INVOLVED**



A stack of three white sticky notes is centered on a background split horizontally into red (top) and grey (bottom). The top note is slightly offset to the right and down, showing the edges of the two notes beneath it. The text 'Admit Your Mistakes' is written in a simple, black, sans-serif font on the top note.

Admit Your  
Mistakes



Ask questions inside  
the house.



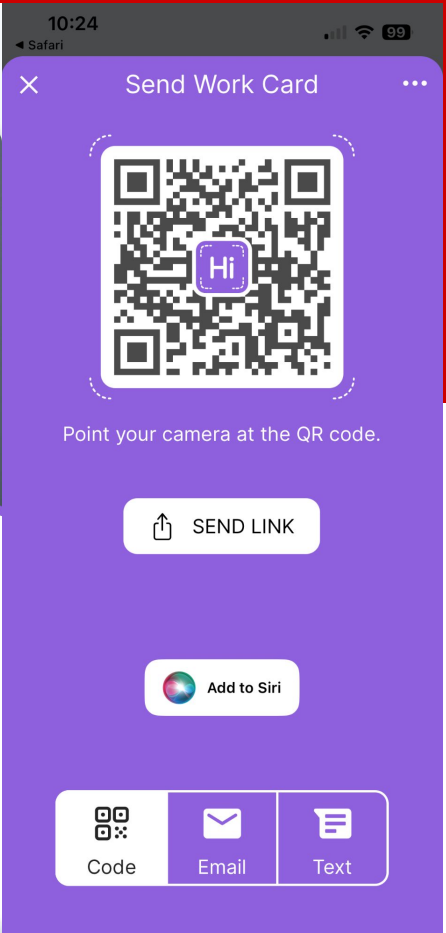
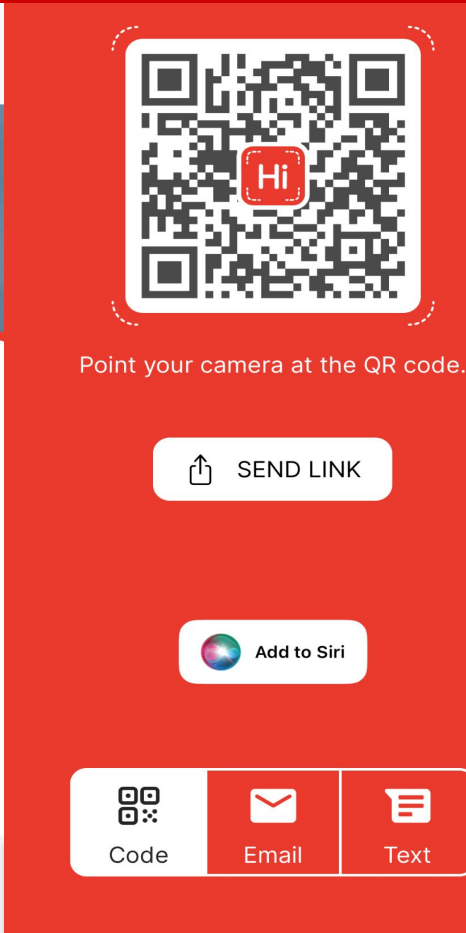
# General Policies

Get to know general  
policies





Customer Service - Put on a  
happy face.





Media - Refrain from  
saying no comment or  
off the record

Crisis  
Communication.



Parent/Staff  
communication is public  
communication.

Be Transparent



Communicate  
without  
Jargon and  
acronyms



Social Media Etiquette

Delegate



Take care of yourself



Have a plan for  
when you are  
gone.

Always Tell  
Your  
District's  
Positive  
Stories

@LanaSnodgras

@StephSmith

