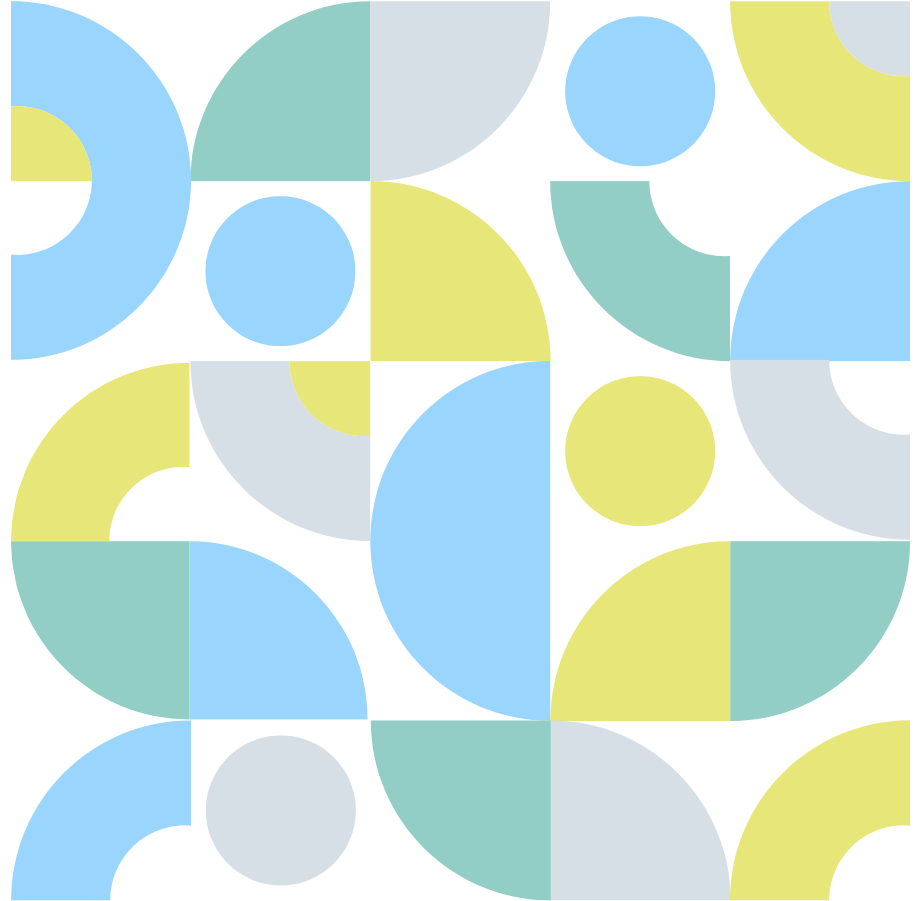
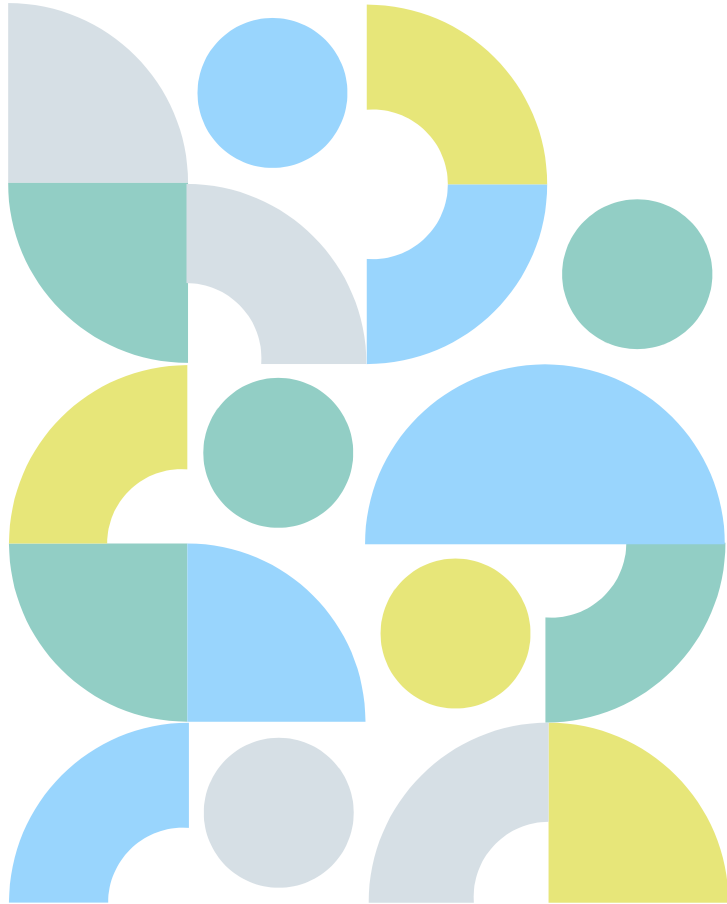


How My Communication Plan Changed My Life

MOSPRA and MASA conference
March 2024





Presenting

Bob Satnan

Sedalia School District 200

Marianne Ward

Waynesville R-VI School District

Nicole Kirby

CESO Communications

A Plan for This Presentation

Life Before a Plan

Our work before we had communication plans

Our Plans

Our examples of communications plans



Life After a Plan

How our communication plans changed everything

How to Plan

The strategic, four-step communication plan



Life Before a Plan

Your intelligence and intuition will get you far,
but not far enough.

Bob: The Beat Reporter

Using his skills to cover the
news as it happens.



Marianne: The People Pleaser

Finding it difficult to say “no,” and
ending up with too much to do.



Nicole: The Control Freak

Needing to find some order in the chaos, and wanting to find the “right” way to do things.





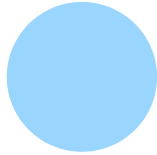
Life After a Plan

“In preparing for battle I have always found that plans are useless, but planning is indispensable.”

~ Dwight Eisenhower

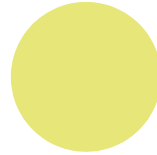


Benefits of Planning



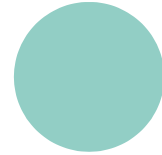
Focus

We can narrow our work to only tasks that move us toward our goals.



Alignment

We can ensure we are doing what our districts and bosses need from us.



Order

We can feel confident, knowing we considered everything we needed to.

How to say “no.”





Our Plans

“Imperfections are not inadequacies; they are reminders that we’re all in this together.”

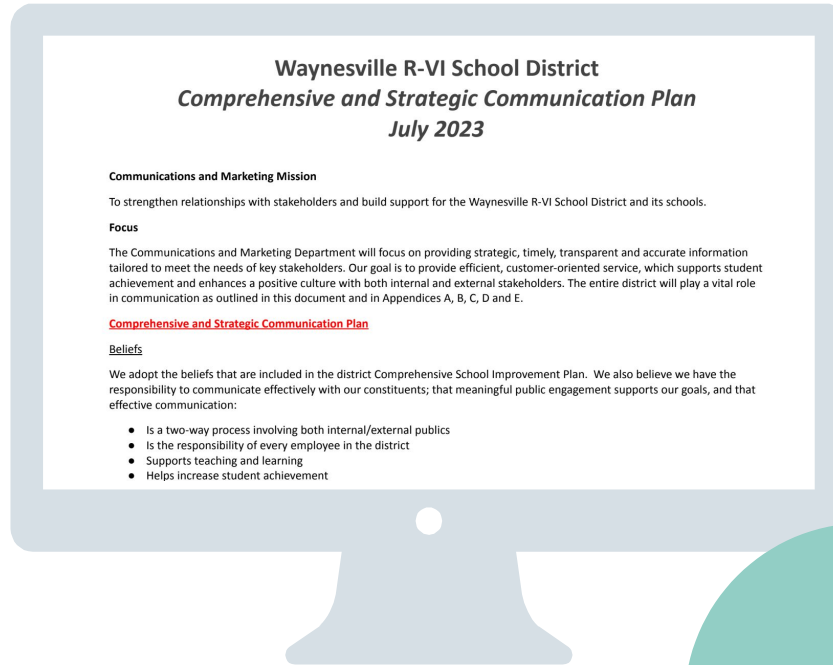
~ Brene Brown

Marianne's Plan

The Waynesville plan is 82 pages long and lays out the district's entire communication program.

It is based largely on the results of the district's Baseline Communications Assessment, following the BCA's do-now, do-soon, do-later format.

It has several appendices with important activities and processes.

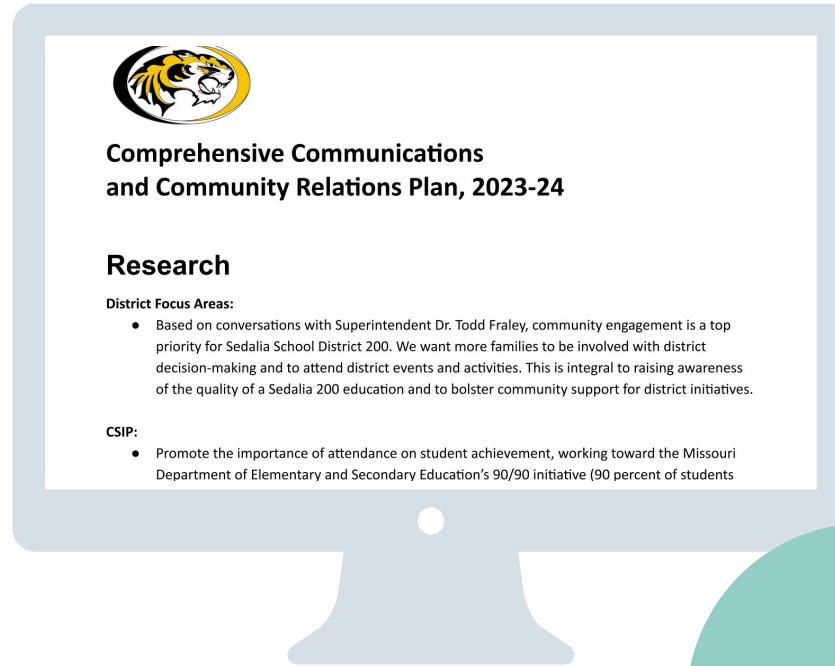


Bob's Plan

The Sedalia plan is 14 pages long and follows the four-step communication planning process.

For research, it relies on the district's CSIP, the superintendent's priorities and the district's BCA feedback.

Bob plans to use survey results for evaluation and for research in future cycles of the plan.

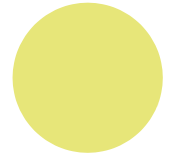
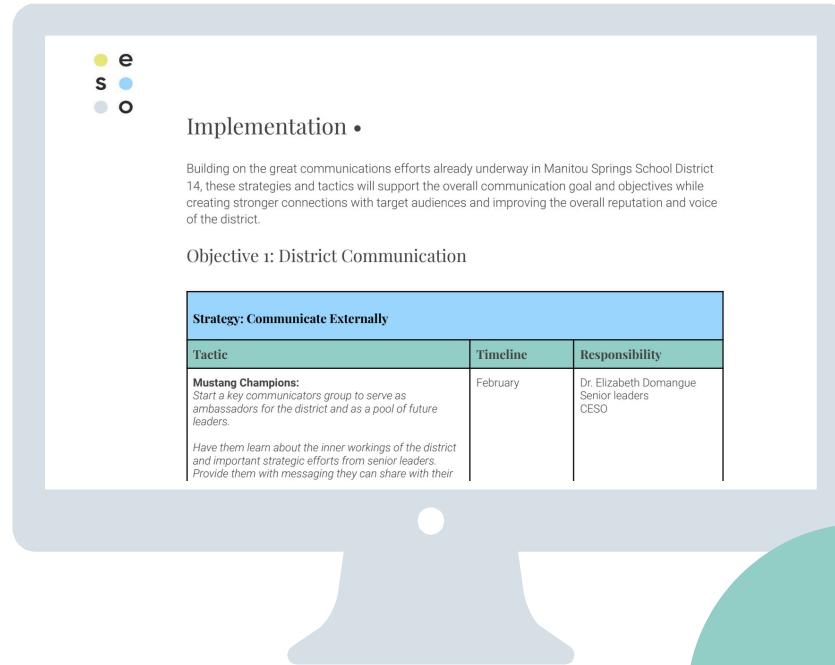


Nicole's Plans

When in Park Hill, Nicole had an annual district communication plan, as well as several communication plans for campaigns, programs and initiatives.

These all followed the four-step planning process.

Now, Nicole consistently writes four-step communications plans for districts, based on their BCAs or on other research.



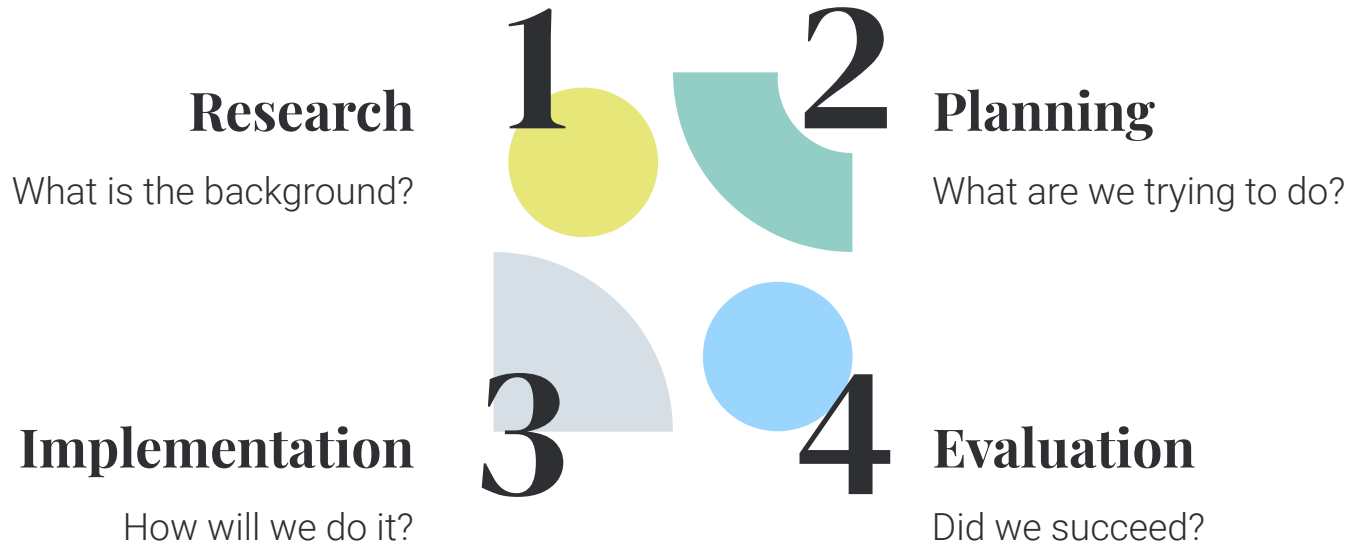


How to Plan

“Have a bias toward action - let's see something happen now. You can break that big plan into small steps and take the first step right away.”

~ Indira Gandhi

Components:



Drive-Through Communications

I'll have a video and a brochure with
a side of fries, please.



1

Research

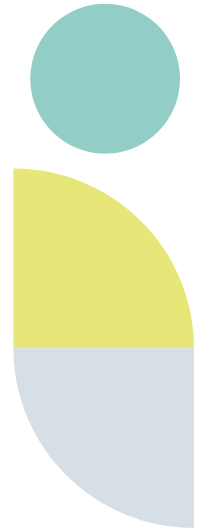
Define the problem, analyze the situation and get the background





“There’s a world of difference between truth and facts. Facts can obscure the truth.”

— **Maya Angelou**



2

Planning

Based on what we've learned,
what should we do?



Planning

- Goals
- Objectives
- Key Publics
- Messaging



3

Implementation

What should we do, and when,
where and how should we do it?



Implementation

- Strategies
- Tactics
- Activities



3

Evaluation

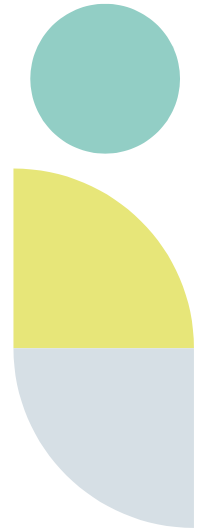
Did we meet our measurable objectives?
What can we do better next time?

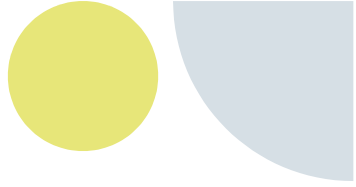




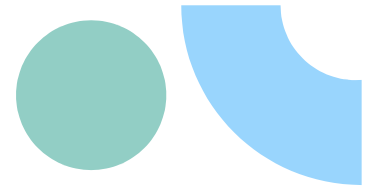
“The lessons of yesterday's loss become the fuel
for tomorrow's win.”

— **Abby Wambach**





Questions?





Thank you !

Bob Satnan

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