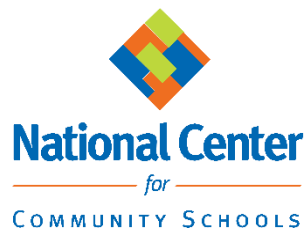


# Community Schools Messaging



*Monique R. Fletcher, M.S.W.  
Project Director*

# AGENDA



- **What is a brand?**
- **Why is this important?**
- **Framing**
- **Developing effective messages**
- **Case studies**

# Got To Get To Know You!



- ◆ Name
- ◆ Where are you from
- ◆ 5-10 words that describes what you have enjoyed so far at Fundamental

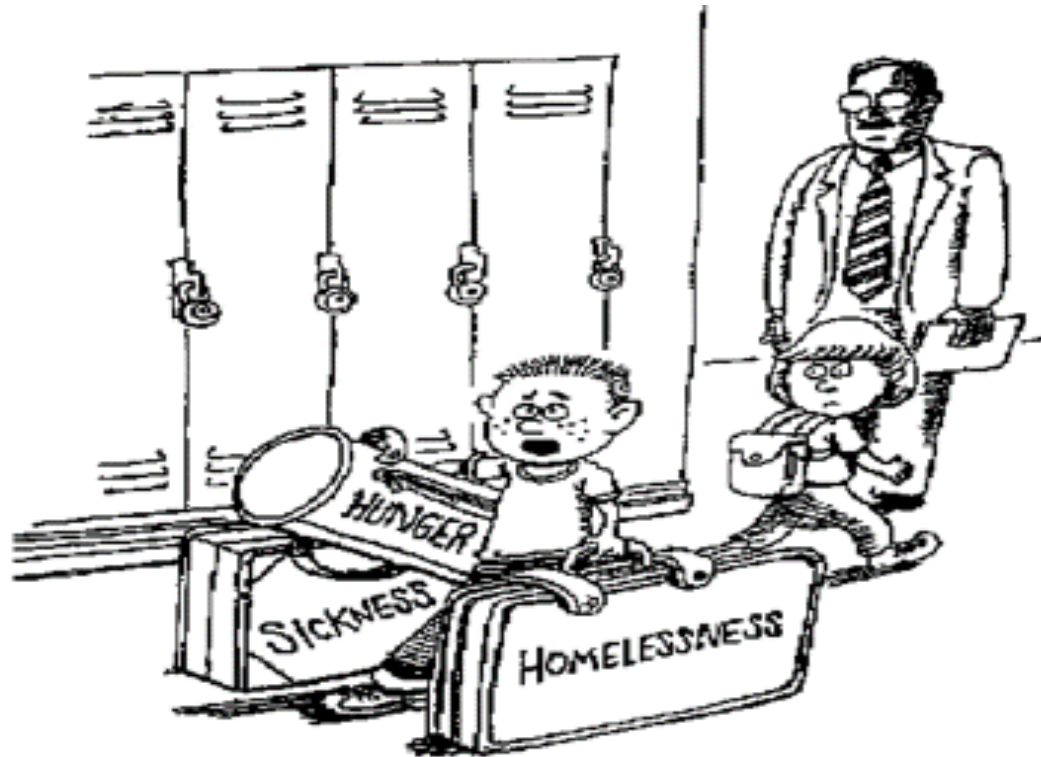
**How do you communicate  
community schools in your  
community?**

# What is a community school?



- ◆ Full service community school is a learning environment in which all stakeholders work in close collaboration to remove barriers that stand in the way of our children being able to develop their full potential

# Have you seen this?



***“Could someone help me with these?  
I’m late for math class.”***

*Scott Spencer*

# What is Deficit Based??



## Asset based

- ◆ Strengths driven
- ◆ Opportunity focus
- ◆ What is present that we can build on?
- ◆ May lead to new, unexpected responses to community wishes

## Deficit based

- ◆ Needs driven
- ◆ Problem focused
- ◆ What is missing that we must go find?
- ◆ May lead to downward spiral of burnout, depression or dysfunction

University of Memphis, Asset Based  
Community Engagement

<https://www.memphis.edu/ess/module4/page3.php>

**Who are we talking to?**  
**Who do we need to talk to?**



# Framing



- ◆ Shared Framing strategy amplifies your message
- ◆ What are families saying about community schools?
- ◆ What are teachers saying about community schools?

# WHAT IS A BRAND?



- ◆ BRAND = Image, Messaging, Experience
- Image: Visual identity
- **Messaging: Positioning and key messages**
- Experience: Personality of the brand

# Effective Messaging



## Overview

- ◆ What's your main message?
- ◆ What are your supporting messages?
- ◆ What's your strategy?

# What is a Message Strategy?



Combines slogans, sound bites, mission statements, factual data, research, organization policy, operating procedures, etc. and **the articulation of values, beliefs and vision.**

Successful message strategies are organized around a theme.

# Check this out!!



- ◆ What do you hear?
- ◆ Main message?
- ◆ Supporting messages?
- ◆ Who is the audience?
- ◆ Any values, beliefs and/or vision?



# 5 TIPS FOR EFFECTIVE COMMUNICATION



1. COMMUNICATE RELENTLESSLY.
2. SIMPLIFY AND BE DIRECT.
3. LISTEN AND ENCOURAGE INPUT.
4. ILLUSTRATE THROUGH STORIES.
5. AFFIRM WITH ACTIONS



Center for Creative Leadership



Children's Aid

**A talent for speaking differently,  
rather than arguing well, is the  
chief instrument of cultural  
change.**

**-Richard Rorty**

# Table Talk



- ◆ Who is your prioritized audience(s)?
- ◆ Why?
- ◆ What do you want them to know?
- ◆ Opportunities to receive cultural input/influence?





# Children's Aid

Every step of the way



# National Center

*for*

COMMUNITY SCHOOLS

**Consultation ♦ Advocacy ♦ Innovation**

**[nccs.org](http://nccs.org)**

# Videos



- ◆ <https://www.youtube.com/watch?v=3WXpqqyQVSQ>
- ◆ <https://www.youtube.com/watch?v=0bDiO1DfdDM#action=share>