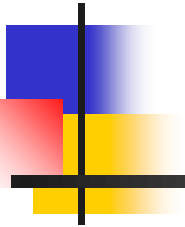


# **Interaction With the Public, Staff and School Board – How to Promote Your Program**



**Wisconsin Association of School Business Officials**

WASBO Facilities Manager Certification Course  
Module 6

# PRESENTERS

**John Stangler** Director of Buildings & Grounds & Safety  
Coordinator, Pewaukee School District

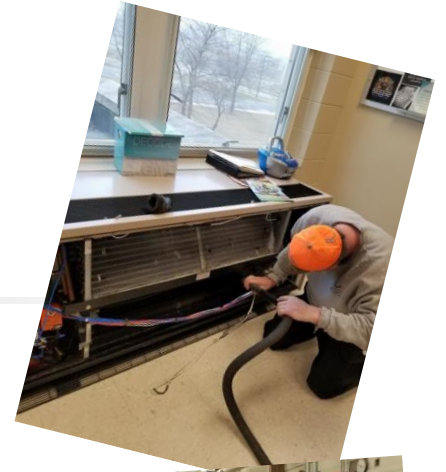


**Tim Graffin**

Building & Grounds Director  
School District of Jefferson

# AGENDA

- Part 1 - Changing Perceptions
- Part 2 - Selling Your Ideas
- Part 3 - Documenting Your Successes





# PART 1 – Changing Perceptions

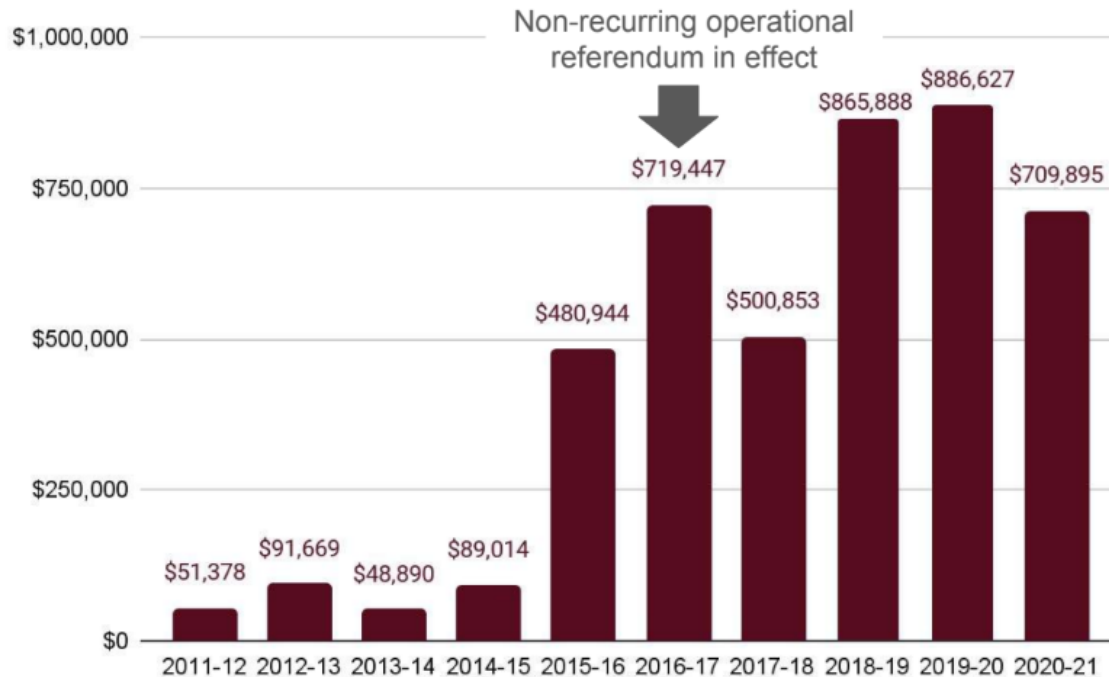
---

PERCEPTION (n) 1. The act, power, product of perceiving. 2. Cognition of fact or truth; appreciation. 3. a Knowledge acquired through the senses. b The process of acquiring knowledge, c The mental product so obtained; percept. 4 Insight or intuitive judgment

**HOW IS YOUR PROGRAM PERCEIVED?**

**DOES PERCEPTION = TRUTH IN YOUR DISTRICT?**

# ANNUAL FACILITIES BUDGET



For perspective, think about maintaining 486,000 SF of space with \$51,000. Thanks to the operating budget in 2016 and in 2018, we were able to substantially increase the amount of repair, maintenance, upkeep.



## Develop a Strategy for Your Program (based on fact/perception)

---

- If you're new in your position, meet with/interview everyone involved in your area.
- If you are a seasoned veteran, take time to go back to survey your audience, re-connect if needed.



# Develop a Strategy for Your Program (based on fact/perception)

---

- Many times the people who say nothing or very little have much to add to the overall success of your program or department.
- Perception is very hard to change, If unchecked, a poor perception can take a department or even a District many years to turn around.



# The Effect of a Positive Spin!

---

- When working with the School Board, or one of its Committees, show the most positive reasons for the project. Try not to dictate “Disaster”
- Be factual - don’t pull punches but keep the glass half full for as long as possible.
- Say “yes” for consideration, before “no” we can’t!





# The Effect of a Positive Spin!

---

- Try to avoid “We have never done it that way”!
- Follow through as quickly as possible.
- Accomplish the small items right away.
- Empower your people to take action quickly.



# The Effect of a Positive Spin!

---

**UNDER PROMISE**

**OVER ACHIEVE!**





# Changing Perception

---

- Always, Always stay with the **POSITIVE** Reasons (Be a Cheerleader)
- If possible, take the time to educate your audience on the “How's and Why's”
- Be open to change if perception is reality!



# Get Your Message Out!

---

- School Board
- Parents
- Teachers
- Building staffs (secretaries, paraprofessionals)
- PTO/PTA
- Administration and Principals
- Recreation Department
- Local Government
- Citizens w/o kids in the District
- Senior Citizens
- Chamber of Commerce / Business Leaders

**Customize your list to your District.**

# PIRATE

# PRIDE



**TOP WORK PLACES 2022**

2011  
2012  
2013  
2014  
2016  
2017  
2018  
2019  
2020  
2021

2022 BEST SCHOOLS




NICHE

**BEST HIGH SCHOOLS**

U.S. News

NATIONAL

TITLE I Schools of Recognition

Herb Kohl  
Educational Foundation, Inc.

WISCONSIN

**FORWARD**

A W A R D

Melvin Bellus National Quality Award



2013 Recipient

**#10 BEST**

SCHOOL DISTRICTS IN WISCONSIN OF 367 DISTRICTS



NICHE

**top**

AMERICA'S MOST CHALLENGING HIGH SCHOOLS

POWAHEE HIGH SCHOOL

**#2 BEST**

SCHOOL DISTRICTS IN WAUKESHA COUNTY



NICHE

**24.0**

AVERAGE ACT COMPOSITE SCORE WITH 100% OF STUDENTS TESTED

(STATE: 20.3 / NATIONAL: 20.8)

AP



**DIGITAL SCHOOL DISTRICTS**

**#25 BEST**

TEACHERS IN WISCONSIN OF 343 DISTRICTS



NICHE



**Career & Technical Ed.**  
Empowering Students & Empowering Futures

Students can get a jumpstart on their college careers with credit, ASE Certified Auto Classes and Youth Apprenticeship Opportunities at JHS

**CONSTRUCTION**  
**CULTURE CO-OP**  
**BUSINESS CO-OP**  
**S.T.E.M.**

Jefferson is the only NATEF Certified Automotive Program in the county and 1 of ONLY 14 in the state!

**JHS AP Outperforms the Competition**

PERCENT OF TOTAL AP STUDENTS WITH SCORES OF 3+ EARNING COLLEGE CREDIT

With 15 Offerings JHS has more AP classes than other area schools

DEVELOP COLLEGE-LEVEL ACADEMIC SKILLS  
EARN COLLEGE CREDITS  
GRADUATE ON TIME

**BEST HIGH SCHOOLS**

**U.S. News & World Report**

**SILVER 2016**

JHS offers over 30 opportunities for enrichment through clubs

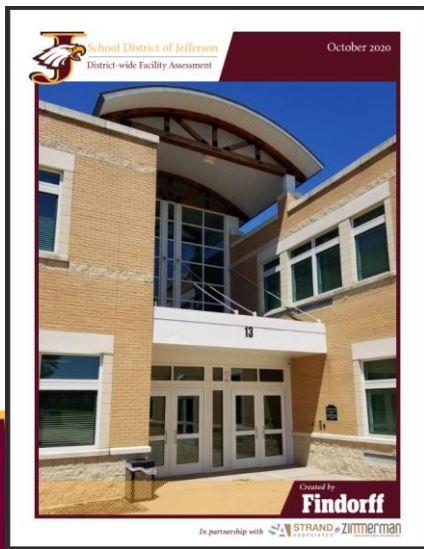
and award winning fine arts programs

**Jefferson Athletic Programs Stand Out at a State Level.**

State Champions:  
Football 1991 - Basketball 2005 - Baseball 2014 - Track 2016

**OVER 125 CONFERENCE CHAMPIONSHIPS!**

State Qualifiers in:  
Cross Country, Baseball, Basketball, Football, Gymnastics, Swimming, Tennis, & Track



**SCHOOL DISTRICT OF JEFFERSON**

Empowering Futures Together

**East Elementary**  
EAST IS WHERE THE SUN COMES UP. LET'S ALL SHINE!

**PBIS SCHOOL REWARDS**  
FOR BEING RESPECTFUL, RESPONSIBLE AND READY

**LEGO CLUB, 5TH GRADE BASKETBALL, BAND, & CHOIR**

**UPDATED TECHNOLOGY IN ALL CLASSROOMS**

**STUDENT CENTERED STAFF & FAMILIAR FAMILY ACTIVITIES**  
WINTER OLYMPICS & SPRING FIELD DAYS  
BIKE / WALK TO SCHOOL DAYS

**KIDSPACE**  
WRAP AROUND AND AFTER SCHOOL CARE IN HOUSE

**WIN TIME (WHAT I NEED)**  
FOR ENRICHMENT AND INTERVENTIONS

**West Elementary**  
GO WEST WILDCATS!

**5TH GRADE BAND, CHOIR, & BASKETBALL**

**FREE BREAKFAST FOR ALL STUDENTS**

**WIRELESS SERVICES, CHROMEBOOK, IPAD, & SMARTBOARD TECHNOLOGY IN ALL CLASSROOMS**

**CROCHET, CONSTRUCTION, & STAINED GLASS CLUBS**

**SCHOOL GARDEN WITH UW-EXTENSION MASTER GARDENERS**

**WIN TIME (WHAT I NEED)**  
FOR ENRICHMENT AND INTERVENTIONS

**Thank you!**

None of these achievements would be possible without the support of our community

**Strong Communities = Strong Schools**

**Sullivan Elementary**  
LITTLE COUNTRY SCHOOL DOING BIG THINGS!

**S.T.E.M. TEAMS, K'NEXPERTS & LEGO CLUB**

**SECOND STEP PROGRAM**  
BULLYING PREVENTION COUNSELING, CURRICULUM

**WIN TIME (WHAT I NEED)**  
FOR ENRICHMENT AND INTERVENTIONS

**AWARD WINNING STAFF**

**5TH GRADE BAND, CHOIR, & BASKETBALL**

**UPDATED TECHNOLOGY FOR ALL STUDENTS**

**STUDENT COUNCIL**

**Jefferson Middle School**

**STUDENTS THRIVE, NOT JUST SURVIVE, THEIR MIDDLE SCHOOL YEARS**

**DAILY SMALL GROUP ADVISORY**

**STUDENT CENTERED FACULTY**

**ROBUST RTI PROGRAM**

**CO-CURRICULAR OPPORTUNITIES**  
ATHLETICS - CLUBS - FINE ARTS

**BAND**  
CHOIR  
DRAMA  
JAZZ BAND

**ANTHOLOGY**  
CHESS  
INVESTIGATORS  
LEGO  
MATH 24  
MEMORY BOOK  
NEWSPAPER  
SPELLING BEE  
TECHNOLOGY

**STAY CONNECTED**

[www.SDOJ.org](http://www.SDOJ.org)

**Referendum Projects**

School District of Jefferson  
Ongoing

**Sullivan Elementary Window Lintel Update**

Replaced rusted structurally unsound I-Beam with new galvanized steel

**SCHOOL DISTRICT OF JEFFERSON**  
East Elementary School | October 6, 2021

**ENVELOPE**

**SYSTEMS**

**INTERIORS**

**SITE**

LEARN MORE AT [WWW.SDOJ.ORG](http://WWW.SDOJ.ORG) | [f](https://www.facebook.com/SDofJ) @SDofJ

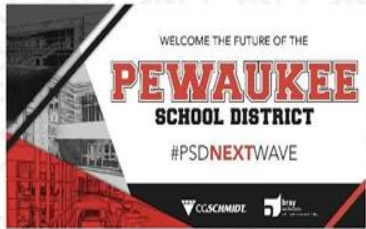


# Simple Steps - To Success

---

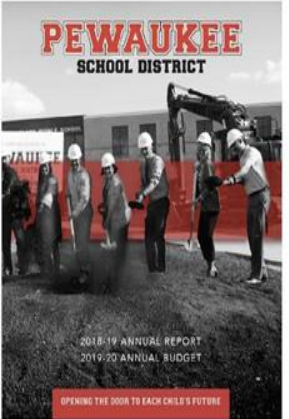
1. Do your homework; find out what the perceptions are about your Department or Programs
2. Interview a wide variety of people in the District (listen)
3. Formulate a plan – based on your research
4. Stay constant in your message
5. Be the POSITIVE advocate at all times
6. Publicize the accomplishments in every venue





**PewaukeeSchools**  
Published by Miranda Kozlik (1) · October 10 at 7:00 PM · 🌐

Is it possible to have raised \$92,000 for our schools AND have this much fun?! (...Yes, you read that right).  
PTO's Annual Fall Fundraiser called the "Day of Awesomeness" was a HUGE success. Students from PLE, Horizon, and ACMS raised money to develop outdoor classroom spaces, enhance our Makerspace rooms, and purchase equipment for our STEAM Innovation center coming in 2020.  
A big thank you to our PTO who made this event not only possible but enjoyable for every age group. Just look at all those smiling faces!







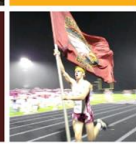
Framing our Future Facilities



Follow us on Facebook



Community Resources



School District of Jefferson

2.9K likes • 3.1K followers

Watch Now

Liked

Message



# PART 2 – Selling Your Ideas

---

## **SALESMANSHIP**

### **Your Greatest Challenge**



# Selling Your Ideas

---

- SELLING THE IDEAS
- FINDING THE FUNDS





# Selling The Ideas

---

## WHO NEEDS TO BE SOLD ON THE IDEAS?

- Building Administrator
- Business Manager
- Superintendent
- Buildings and Grounds Committee
- School Board
- Local News Media
- Civic Groups – Lions, Rotary, PTO/PTA, Community



# Selling The Ideas

---

## HOW DO YOU SELL THE IDEAS?

- Provide Detailed Project Lists with Cost Breakdown
- Provide Slide or Video Presentations
- Provide Tours
- Encourage Local Media, Write Letters to the Editor  
If Necessary
- Praise Previous Projects
- Identify Benefits of Projects – Appearance, Savings, Comfort, etc.

# Finding The Funds

---



## WHERE WILL THE MONEY COME FROM?

- Your Budget
- Performance Contracting
- Parent Groups, Athletic Booster Clubs
- Youth Recreation Leagues
- Civic Groups – Rotary, Lions, Veterans, Motorcycle Clubs, Alumni
- Local Business or Foundation
- Referendum
- Utility Savings from New or Previous Projects
- Rebates – Focus on Energy
- Leasing



# Selling Your Ideas

---

**SALESMANSHIP**

**...Your Greatest Reward!**



## Part 3 -

# Documenting Your Successes

---

One of the most successful tools that I have used to sell someone on an idea of mine is their own memory of the success they realized when they implemented an idea of mine in the past.



# Before and After Pictures

---

- We all spend thousands of dollars every summer on Major Maintenance Projects.
- This is a huge commitment by the Board, especially considering all of the other pressing needs.
- End of each summer, show them what the schools got for that money and the benefit to the district.

# Before and After Pictures



# Before and After Pictures





# Before And After Pictures



# Before And After Pictures





# Before And After Pictures



# Before And After Pictures

Duct Cleaning on AHU Units  
West / Sullivan / Middle





# Before And After Pictures



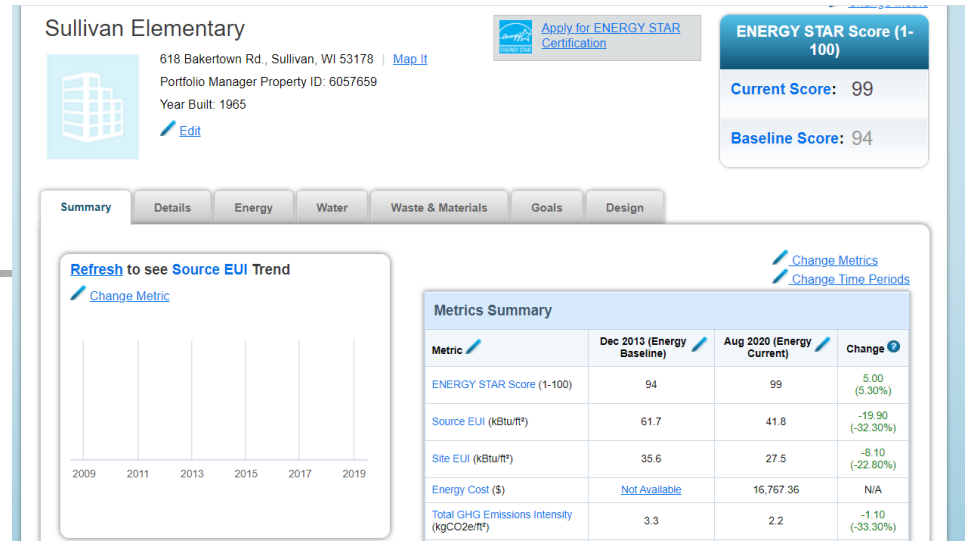
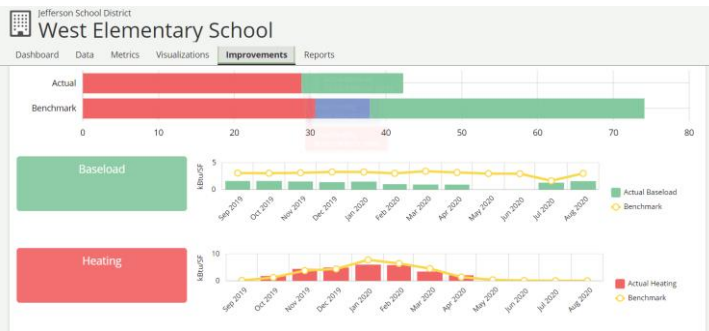


# Building Tours

---

- This is even more effective than pictures, especially when attempting to get a project approved.
- May not be practical, especially in large districts or districts that cover large areas.
- I do tours only for major construction projects.
- Are virtual tours an option?

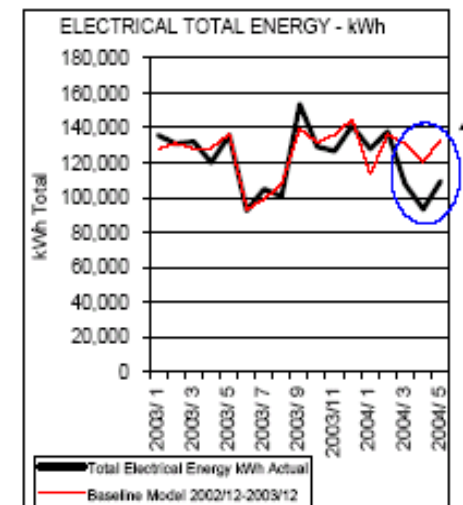
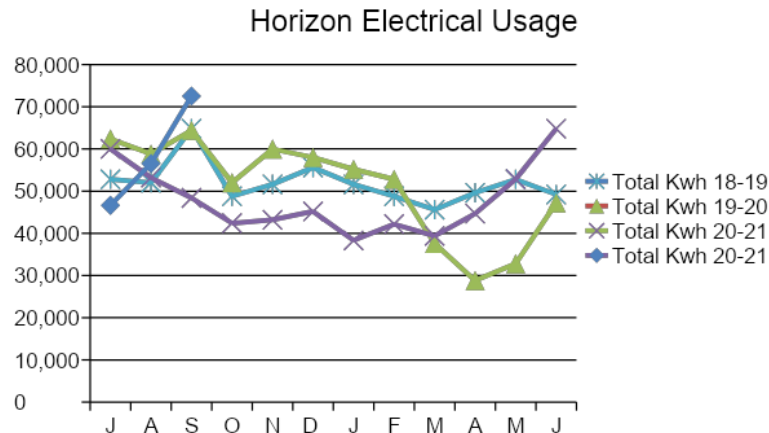
# Document Savings



- Obvious example is an energy savings project
- Tell the Board the estimated savings up front & then follow-up after a year with what you really saw
- It is not straight forward to calculate true savings, but it can be done and if it is a big initiative it should be done.

# Document Savings – Example

- Operational Energy Savings Program
- Three School Trial for Three Months
- Initial Estimate was that we might save \$7,500 (11.5%) during trial





# KUDOS From Staff, Students, Community

---

- If there is positive feedback on a project, initiative, or program from a large number of building users – let that positive feedback be known.
- Look for subtle references to positive feedback, especially unsolicited positive feedback
- Since the School Board approved your ideas, give them all the credit. Let them enjoy the positive feedback.

# Recognition From the Media

- School Boards get a lot of negative feedback via the media. Typically the people who actively disagree with the Board are regular contributors to the local media.
- Local media loves controversy – it provides headlines.





# Recognition from the Media

---

- It is good to have an unwritten goal in your District get the Board good press.
- You want them to look at Facilities as something positive and something that makes them look good.
- It makes approval of future ideas easier.



# Recognition From the Media - Examples

---

- District had a history of poor press on large capital projects. It was almost all self-caused due to poor relationships with contractors, theatrics at Board meetings over change orders, finger-pointing, etc.
- District used a variety of contracting mechanisms, design committee structures, Board update formats, etc.
- They needed structure and a process that prevented internal conflict.





# Recognition from the Media - Example

---

- Standardized RFP, modified AIA contracts, interview and selection process
- One construction delivery method (negotiated with self-performed work by general contractor)
- Design Committee roster, preplanned agendas, and schedule that ensure design success
- Board members involved in design committee-advocates for design when brought to Board for approval

# Recognition From the Media - Example

- ❑ Bring final design & budget to Board once for approval
- ❑ Contractor involved in all design committee meetings, responsible for all const estimates (Realistic Contractor Contingency)
- ❑ Work as a team with only one goal-a successful project
- ❑ Success brings positive press
- ❑ Goal: All to be Positive



# Managing the Media

Social Media

Public Relations

Friend vs. Enemy



So yesterday my son grabbed the head custodian at his school to come play with him at recess. Mr. Bob dropped everything to play with Niall, who has severe autism but is fun as heck! Proud moment for Muskego School District! ❤️ Thank you Mr. Bob ❤️ — with **Bob Crawley**



Like Comment  
You, Connie Johnson and 1.1K others

Mid May someone(s) gained entry into Muskego Elementary and caused tho...  
June 24 at 10:20 AM  
Posted by Jeremiah Johnson

VIEW POST >

68.8K People Reached	36.3K Engagements
-------------------------	----------------------

Engagement

Reactions	2,292
Comments	515
Shares	462
Photo Views	14,072
Other Clicks	18,944

Thank You West Custodians!

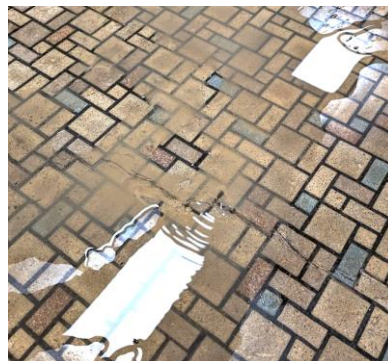


# Reaction to Negative Press



- There will be negative press, your reaction and how you address it is a reflection of your character and will reflect positively or negatively on your department and school district.

- When to make lemonade?



East Elem. Water Main  
Repair





# Documenting Your Successes

- Before and After Pictures
- Building Tours
- Document Savings
- Kudos from Public
- Recognition from Media

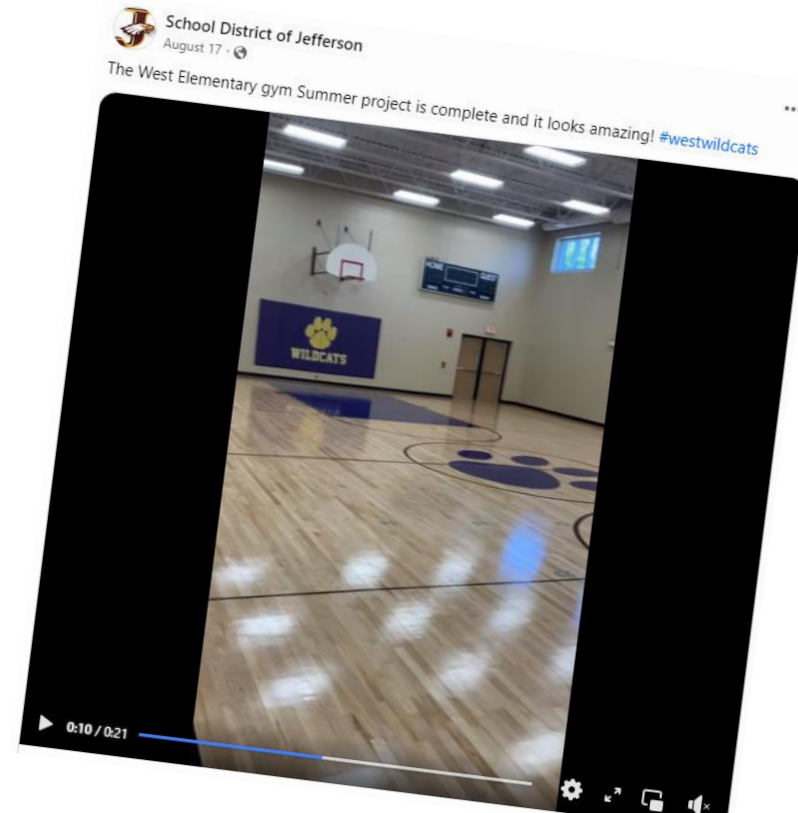




# Documenting Your Successes

---

Your successes are more valuable if they can be shared with everyone else involved. I get no better satisfaction than seeing a Board member accepting praise happily for something I really had to sell them on at the idea stage – they become a future advocate for you from that day forward.



# CONTACT INFORMATION



---

John Stangler

[stanjoh@pewaukeeschools.org](mailto:stanjoh@pewaukeeschools.org)

Tim Graffin

[graffint@sdoj.org](mailto:graffint@sdoj.org)