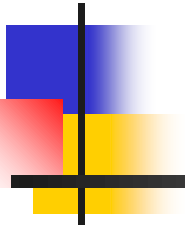


# **Interaction With the Public, Staff and School Board – How to Promote Your Program**



**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** – Director of Buildings & Grounds, Jefferson  
School District

# 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?**



## 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 Affect 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 Affect 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 Affect of a Positive Spin!

---

**UNDER PROMISE**

**OVER ACHIEVE!**

# Changing Perception

- Maintain integrity in everything you say and do.
- Do Not back down from conflict, but show why and how you came to your decision.
- Keep everyone concerned “in the loop”.
- Be ready to “sell” your program or idea to anyone at anytime





# Changing Perception

---

- Always, Always stay with the **POSITIVE** Reasons (Be a Cheer Leader)
- 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**

USNews

NATIONAL

TITLE V  
Schools of  
Recognition



Herb Kohl

Educational Foundation, Inc.

WISCONSIN  
**FORWARD**  
A W A R D

Melroe Building  
**National  
Quality  
Award**  
2013  
Recipient

**#10** BEST

SCHOOL DISTRICTS  
IN WISCONSIN  
OF 367 DISTRICTS



NICHE

**top**  
AMERICA'S MOST  
CHALLENGING  
HIGH SCHOOLS

FOUNDED 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

CollegeBoard

DIGITAL  
**SCHOOL  
DISTRICTS**

**#25** BEST

TEACHERS IN WISCONSIN  
OF 363 DISTRICTS



NICHE



# 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!





# 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, Veteran's, 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





# 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.

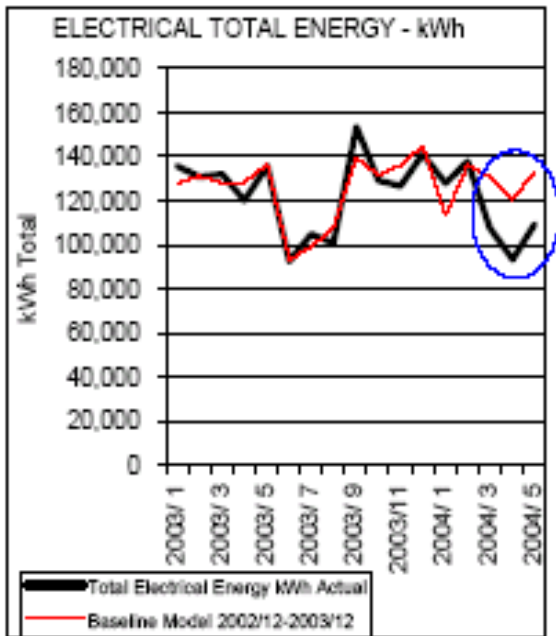


# Document Savings – Example

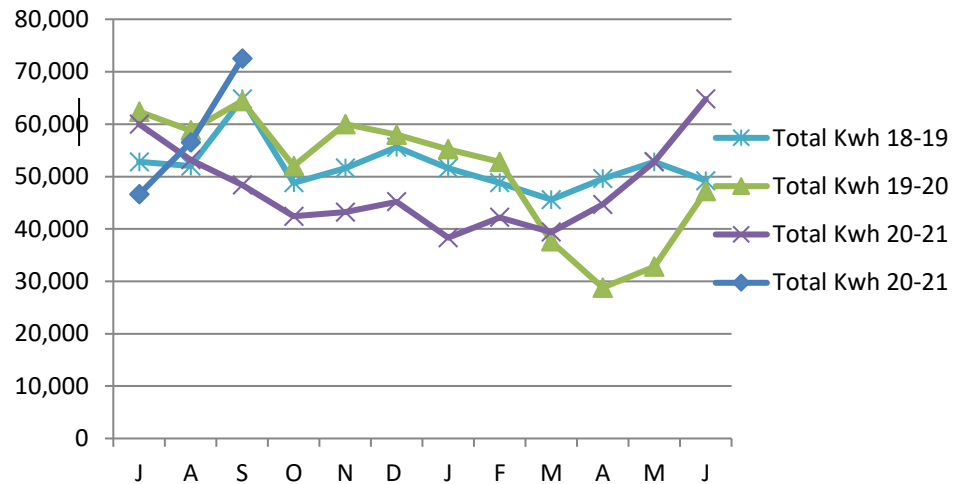
---

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

# Document Savings - Example



Horizon Electrical Usage





# 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

# Recognition from the Media - Example

- Darts & Laurels
- Editorials
- Headlines
- Goal: All to be Positive




# Managing the Media

Social Media

Public Relations

Friend vs. Enemy



 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

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



# 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?





# 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)