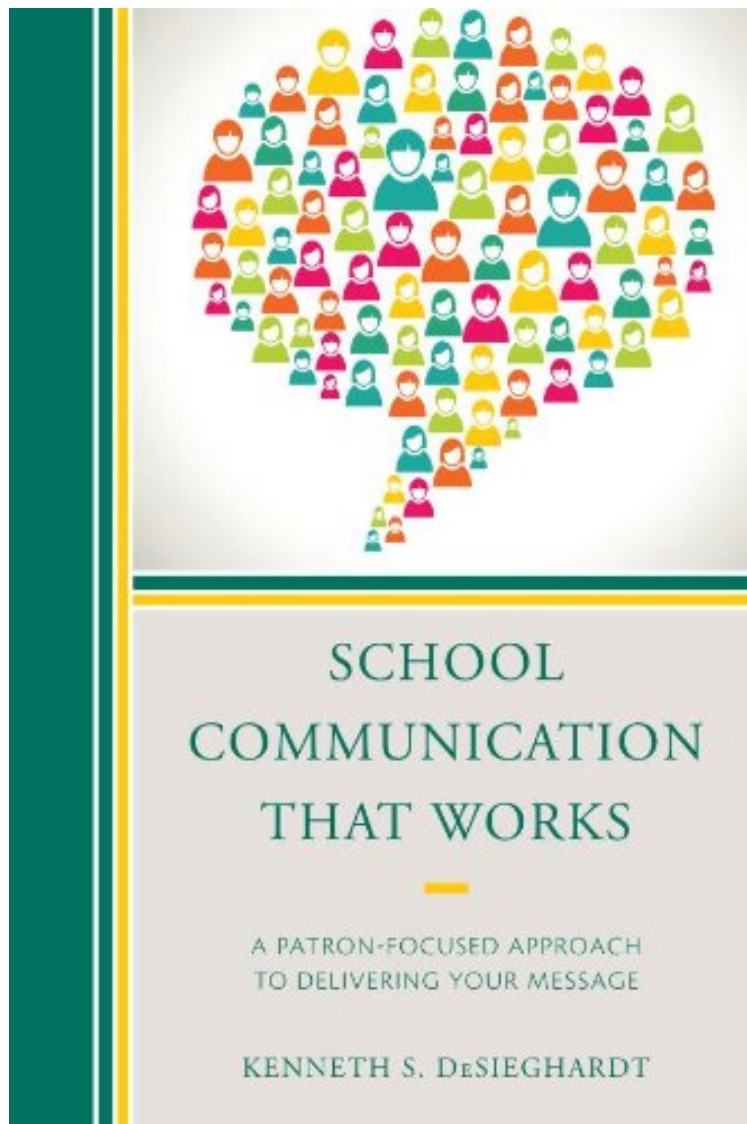


[Download ebook] School Communication that Works: A Patron-focused Approach to Delivering Your Message

School Communication that Works: A Patron-focused Approach to Delivering Your Message

Kenneth S. DeSieghardt

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Kenneth S. DeSieghardt : School Communication that Works: A Patron-focused Approach to Delivering Your Message before purchasing it in order to gage whether or not it would be worth my time, and all praised School Communication that Works: A Patron-focused Approach to Delivering Your Message:

0 of 0 people found the following review helpful. Three StarsBy Bryan KottGood

The foundation of successful school district/community relationships is communication that focuses on what most interests average residents — no matter what you, as a school district leader, believe they should be interested in. Communicate in their language, at their level of interest, and at their pace, and you and your patrons will soon be headed in the same direction more often than not. Based on more than 20 years of research data, and filled with real-life examples and specific recommendations, *School Communication that Works* explains what your patrons really care about (and wish you'd talk more about), what they are only somewhat interested in, and what makes them tune you out. Highlights of the book: An easy-to-follow organizing principle (The Patron Information Pyramid) that sorts school communication topics into three categories — Essential, Important, and As-Needed. Case studies that show the findings in action, drawn from more than 20 years of research with school districts of all shapes, sizes and levels of wealth. Information targeted to special communications situations, such as Hot Topics and Crisis Communications, all focused on how patrons would like their school districts to communicate. A summary of Key Points at the end of each chapter, providing an "at a glance" review of the information shared.

Ken DeSiegardt knows public relations and knows schools. This book contains great insight and practical advice on communicating effectively with school district patrons. It's a must-read for anyone involved in strengthening school/community relations. (Dr. Carter D. Ward, Executive Director, Missouri School Boards Association) Implementing major change in school districts is never easy. Ken DeSiegardt not only assisted the school district in securing valuable community feedback, but more importantly, in developing a means of communicating our school district messages to the community. In his book, Ken shares his vast knowledge of successfully working with the public on a variety of difficult issues. I found Ken's assistance to be invaluable in solving problems. (Dr. Lane Plugge, Chief Administrator, Green Hills Area Education Agency, Former Superintendent, Iowa City Community School District) Ken DeSiegardt is an essential partner in any public relations project. From helping you build the conceptual framework and establishing research parameters, through analysis and interpretation of the data, his expertise and insights are unmatched. (Dr. John Heim, Executive Director, Kansas Association of School Boards) Ken DeSiegardt knows the territory, and he is clear about how to help us really link with our stakeholders. Doing less is malpractice — doing too much is just noise. (Scott Robison, Ph.D., Zionsville Community Schools, Suburban Indianapolis) This book will make you call a 'time out' on your communication effort. Most of today's books tout the latest tech innovation to improve your program. But, even great tech advances won't help you the way this book will, because it gets to the core of great school communication. It focuses on messages that will be understood and appreciated by your audiences. It is based on more than 20 years of research in school communities, and Ken DeSiegardt's advice will increase the clout of your communication messages. It will help convince your communities to support and maintain their schools — a goal that is needed more than ever, as we navigate our way through new waves of competition and criticism in our school communities. (Rich Bagin, executive director, National School Public Relations Association, Rockville, Maryland) About the Author Ken DeSiegardt is the CEO and partner of Patron Insight, Inc. (www.patroninsight.com), a company that has been helping school districts large, small and in between, better understand how to effectively communicate with their patrons since 1992. Ken is a graduate of The University of Kansas, and he received his research training from The Burke Institute.