



# Plan Your State of the District Event

*Building community, trust and transparency with a State of the District event with Lesley Rogers, APR and Kahliah Laney, NSPRA 2019*

## STRATEGY

What themes fit with your district for the 2019-20 school year?

- Communicating strategic plan progress
- Celebrate achievement
- Create an event to dovetail with a written annual report
- Give an overall progress report
- Lay the groundwork for a school funding measure
- Maintain a connection with the community
- Build community support with a new Superintendent

Other...

## LOGISTICS

What's the most strategic time of year?

- Fall – back to school time, often have testing results and grad rates
- Spring – reflect back on the past year, look head to the next

Other...

Consider a format – what works best for your community?

- Breakfast
- Lunch
- Dinner
- Open house
- Another event

Other...

Consider a location?

\_\_\_\_\_ Is there a school you want to highlight?

\_\_\_\_\_ Somewhere offsite? (museum space, community center)

Other...

## AUDIENCE

Who will you invite? It often depends on venue space, but we recommend an invite list. And remember, if you invite everyone, you invite no one. ProTip: Consider doing a dry run with staff first for practice and to ask for feedback, keeps them in the loop.

Invite List:

## PROGRAM

Who will speak? \_\_\_\_\_

Will there be student performers? \_\_\_\_\_

How long will the event be? \_\_\_\_\_

Will there be refreshments? \_\_\_\_\_

Will there be childcare? \_\_\_\_\_

Do you need interpreters? \_\_\_\_\_

Talk and turn with questions? \_\_\_\_\_

Anything else? \_\_\_\_\_



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## EXECUTE

### Develop a Plan

- Set deadlines for each task
  - Work backwards from the date of the event and determine when you need to secure confirmations and resources for each piece of the program
- Assign a party responsible
- Can you hire outside help? Can you partner with your foundation/labor partners on the logistics?

### Communications

- Get your invites out early
- Cover the event on social media and in your communications platforms so that the public sees the work you're doing
- Consider inviting the media
- Consider streaming the event on Facebook live

**Materials:** What do you need to tell your story?

\_\_\_\_ PowerPoint

\_\_\_\_ Video(s)

\_\_\_\_ FaceTime/Skype into a classroom

\_\_\_\_ Copies of your latest annual report/strategic plan

Other...

**Make sure to always keep in mind that question: what do I want people to leave here talking about? What information, stories or statistics do I want them to walk away remembering?**



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