

Empowering Effective Teachers



Helping students achieve by helping teachers excel



Hillsborough County
PUBLIC SCHOOLS
Excellence in Education

Four Stages of Communications

Setting the Stage

Rollout

Implementation

Ongoing

Communication Change Management

Sending out a memo is
“communication”

Change management is strategic,
multi-faceted, two-way
communication

1: Setting the Stage

Seek Input

Surveys

Focus groups

Advisory groups

Announce meetings - large and small

Constant feedback

Email:

Greatteachers@sdhc.k12.fl.us

This email address averages 15-20 emails each week.

Web:

Empoweringteachers.mysdhc.org

Videos, webcasts, news clips, Q & A - all on website

"Pulse Check" Surveys

Three Levels

Awareness

Knowledge

Support

2: Rollout

No Surprises

Develop “messaging” - identify messengers

Say what you’re going to do - and do it

Establish a timeline

Conduct meetings - large and small

Messaging

It's all about support

*“Helping students achieve
by helping teachers excel”*

*“Elevating the teaching profession
by supporting teacher development”*

“When students succeed, we all win”

3: Implementation

Communications Tools? All of the Above

Continue seeking input - and act on it

Increase the number of messengers

Focus on “why” as well as “what”

Engage parents and community

Constant Input

Surveys:

Quarterly “pulse check” surveys of teachers, principals

'Pop Up' Emails:

Superintendent sends update emails to all teachers.

Faculty Meetings:

EET officials visit 4-6 faculty meetings per week.

Town Hall Meetings:

Held in school auditoriums around the district

Union Rep Forums:

Superintendent, School Board member, Union Leaders meet with union site representatives to answer questions.

4: Ongoing

Perspective

Anticipate and acknowledge milestones

Tweak based on feedback

Don't get lost in weeds

Four Stages of Communication

Setting the Stage	Rollout	Implementation	Ongoing
<ul style="list-style-type: none">• Surveys• Focus groups• Advisory groups	<ul style="list-style-type: none">• Develop messaging• Identify messengers• Establish timeline• Meetings - large & small	<ul style="list-style-type: none">• Expand toolbox• Why and what• Engage parents and community	<ul style="list-style-type: none">• Keep things in perspective• Acknowledge milestones• Tweak based on input

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