Prevention Webinar: **School Policy Series**

Interpersonal Communication: Speaking with School Board Members

January 17, 2016 | 10:30am-12:00pm
Introductions

Jessica Merrill
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California Partnership to End Domestic Violence

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California Partnership to End Domestic Violence

Our Special Guest

Tanaz Golshan
Community Affairs and Policy Deputy
School Board President Steve Zimmer's Office
Los Angeles Unified School District
Audience Logistics: The Control Panel

- List of attendees that have logged into the webinar
- The grab tab
  - Red arrow is to minimize/expand the panel
  - Window toggle function, allows attendees to move to another window
- Conference call in information
- Question window
  - Please type in a question or message for presenters
Audience Participation

During the presentation, all attendees will be in listen only mode.

Please ask questions throughout the presentation using the chat box.

Insert questions or comments

Presenters

Send
Technical Difficulties

• Audio Difficulties:
  • Hang up the phone and call back using your initial call in Information

• GoToWebinar Program Malfunction
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  • Michelle Arcos | (916) 444-7163 x107

Let’s get started!
Building Community Support for School Policies: Our Webinar Lineup

January 17
Interpersonal Communication: Speaking with School Board Members
Meet with one school official

February 21
Community Engagement & Coalition Building: Generating Broad Support
Meet with one community group

March 21
Traditional Media, Part 1: Pitching Stories & Writing Press Releases
Pitch a story idea or write a press release

April 18
Traditional Media, Part 2: Writing Letters to the Editor & Op-Eds
Write a letter to the editor or an op-ed

May 16
Social Media: Effectively Engaging Your Audiences with Infographics, Videos & Chats
Create one infographic / host a chat
Review: Framing

- Portrait vs. Landscape | Individual vs. Community
- Reframing
- Lakoff’s Levels
  - Level 1: Values (fairness, opportunity, children, health, etc.)
  - Level 2: Issues (adolescent dating abuse, auto safety, etc.)
  - Level 3: Tactics (train educators to recognize the signs of adolescent dating abuse)
Message Development

- **What’s wrong?**
  - Statement of concern

- **Why does it matter?**
  - Value dimension

- **What should be done?**
  - Policy objective

**Guiding Question:** Think about the messenger and the target audience.
Message Themes

Students can’t learn if they’re hurting or don’t feel safe.

Schools have a responsibility to give students the skills they need to succeed in the classroom and in life.

Healthy relationships are the foundation for a strong and healthy community.

Together we can prevent teen dating violence.

Guiding questions:

How can we ensure that these themes fit into current goals of specific school districts?

How can we leverage the power behind the California Healthy Youth Act?
After the Strategic Communications Training, what progress have you made with:

- Policy development within your organization
- Providing messengers with your talking points
- Communicating with your target audience (directly or indirectly)
A strong, safe, and economically viable community is built by people who know what it means to be part of healthy, respectful relationships at every level. We need policies that help us model for kids the skills they need to be part of the communities we all want to live in.

--Pamela Mejia, BMSG

Did you use this frame in the Strategic Communications Training group activity?
How to Engage and Work With School Boards

Tanaz Golshan
Community Affairs and Policy Deputy
School Board President Steve Zimmer’s Office
Los Angeles Unified School District

Background with the district

Questions and Answers
How to Engage and Work With School Boards

Seek a dialogue with school leaders – and enter that dialogue with an open mind, aiming to learn as well as to share information.

Ask for specific ideas on how to make your proposal/program/idea more appealing and less burdensome to adopt.

What are the top priorities facing your district/school?
How to Engage and Work With School Boards

Do your research

Be courteous of other issues facing schools

💡 Stress that you have a solution and/or how that solution fits in with current policies and goals
How to Engage and Work With School Boards

Develop a relationship before making a request

When engaging school board members, begin by identifying areas of mutual agreement about issues, and then work toward a specific plan.

- Look for an ally or champion
- Move them towards higher levels of involvement with your issue
- Involve other members of your community
Next Webinar

February 21st, 2017
10:30 a.m.-12:00 p.m.

Community Engagement – Coalition Building

- Identify messengers
- Provide tools to amplify voices or neutralize threats

This month’s homework:

Meet with at least one school representative
Contact Us!

We’re here to help you meet your policy goals!

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