



Community Leadership for Administrators

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Leadership

The art of getting someone else
to do something you want done
because he wants to do it.

Dwight D. Eisenhower

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A school administrator is an educational leader who promotes the success of all students by understanding, responding to, and influencing the larger political, social, economic, legal, and cultural context.

A school administrator is an educational leader who promotes the success of all students by collaborating with families and community members, and mobilizing community resources.

ISLLC's Standards for School Leaders

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Six characteristics that are common to successful leaders of educational change:

being visionary,
believing that schools are for learning,
valuing human resources,
communicating and listening effectively,
being proactive, and
taking calculated risks.

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The artful, effective communicator is mindful of:
the participants,
their perceptions, and
the factors that inhibit communication.

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**Who are the top 5 most influential people/organizations
within your district? Why?**

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How do you engage these individuals?

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**The first step to engaging your community is
communicating with your community.**

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Look at the culture of your district and your community to determine what is the best way to share news.

For some districts and communities, town hall style meetings work well; others do better with smaller group meetings. Depending on your district, written communication may be in order, too, such as relaying news via a newsletter or email.

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With several stakeholder groups in each school district, there is a need to accurately communicate issues in a manner that all audiences understand.

Continual two-way dialogue is key to keeping individuals engaged with what is happening in a school district.

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Communication should to be positive, proactive, and motivating, but it also needs to be authentic.

Reiterate your district's vision and mission and, most importantly, get everyone on board with the necessary course of action.

Whatever you do, do not deny what is happening, and do not downplay the severity of the situation.

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In this era of wide-open social media on the Internet, coupled with 24/7 news reporting by many news companies, school administrators must:

respond quickly to the news and clarify any misinformation that arises

communicate frequently and via multiple

recognize that there is no "once and done." Each audience has a specific need-to-know

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You have a 30 second sound bite on a local radio station.
What do you want the public to hear about your school
district/school?

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The mode of communication to lawmakers will,
in some cases, be less important
than the constituency of the communicator.

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Turning talk into action

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Identifying Community Assets
Accessing Community Data
Appreciative Inquiry
Translating Vision to Action
Building Social Capital Across Cultures
Network Mapping: Locating Your Social Capital
Stakeholders Analysis
Building Coalitions
Building Effective Community Teams
Recruiting and Sustaining Volunteers

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Consider the list of influential people you made earlier.

As you work to mobilize your community,
consider their level of
influence and legitimacy with legislators.

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Maintain focus.

Complex messages or changing priorities make it difficult
for supporters to become advocates.

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Talk about impact.

Many constituents won't remember the details of a message, but they will remember the impact.

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Consensus Propels, Controversy Kills

Be careful not to marginalize constituent concerns.
Indeed, no one may have a louder voice than
the one who get shut out.

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Don't pre-qualify any interest group

Don't pre-disqualify an interest group

Coalitions exist for advantage

Not for love, loyalty, nor debt

Politics makes strange bedfellows

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1. Diligence - How hard do you work?
2. Persistence - For how long will you work to achieve your goal?
3. Understanding - Can you listen to others' problems?
4. Confrontation - Do you have problems confronting adversaries?
5. Public Speaking - Can you stand in front of crowds and talk to them?
6. Problem Solving - Are you able to find appropriate solutions?
7. Role Model - Do people look up to you and your values?

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8. Disposition - Are you easy to get along with?
9. Flexibility - Can you change your schedule according to group majority?
10. Ambition - Do you ever settle for mediocrity?
11. Organization - Can you keep a schedule for you and your followers?
12. Punctuality - Are you on time for your appointments?
13. Loyalty - Do you drop out of programs or change votes?
14. Street Smarts - Can you hold your own voice in the real world?
15. Versatility - Are you a jack of all trades or a master of none?

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