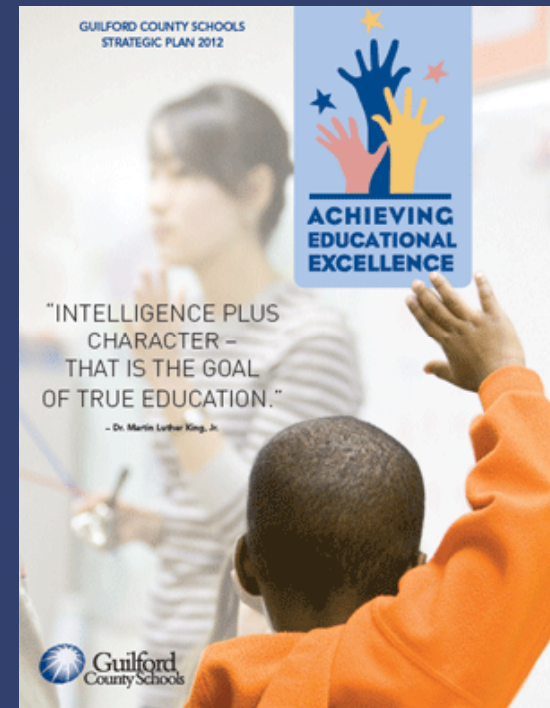


**STRIVING.
ACHIEVING.
EXCELLING.**



STRATEGIC PUBLIC RELATIONS – INFORM, ENGAGE, INSPIRE

Nora K. Carr, APR, Fellow PRSA
Chief of Staff
Guilford County Schools
336-370-8106 or carrn@gcsnc.com



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

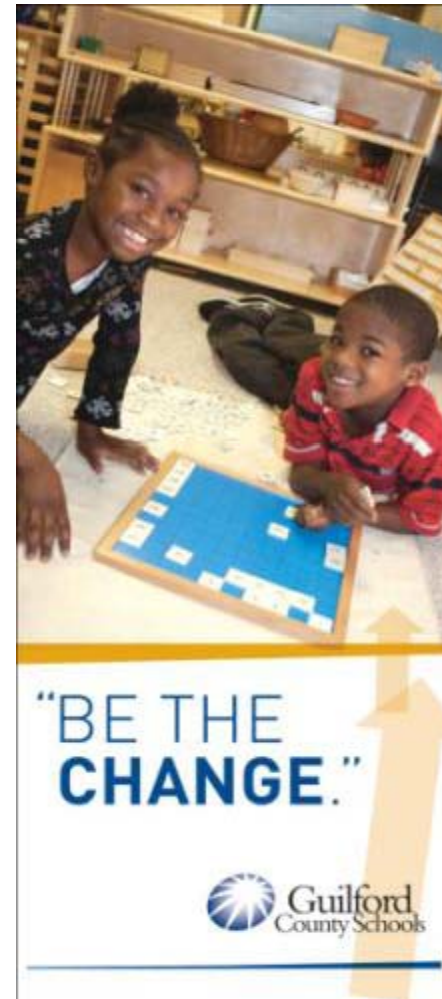
~ Margaret Mead



INFORM, ENGAGE, INSPIRE

Know Who You Are Talking To ~ And What Matters to Them

- Demographics
- Values and Psychographics
- Perceptions
- Preferred Channels of Communication
- Gathering Places
- Key Influencers
- Community Context(s)



Guilford
County Schools

Action Planning

- Who needs to know?
- Who has a stake in this issue or concern?
- What are you trying to achieve? What's the objective?
- What do you want your target audiences to know, believe or do?
- What information, experience or process is required?



"BE THE
CHANGE."



Action Planning

- What's the message?
- Which medium?
- What's the best timing?
- How will you measure success?
- What's the budget?
- Who can help?



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ACHIEVING.
EXCELLING.

The Diffusion Process

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

Differences Among Individuals

- Innovators
- Early Adopters
- Early Majority
- Majority
- Non-Adopters



Use New Tools To Build Relationships



GCSchoolsNC
 Find out what you need to get your kids ready for kindergarten today at Kickoff to Kindergarten Parent Day @GCMuseum 11am-1pm, 5-7pm
 27 minutes ago · 146 views

Congratulations to Nancy Cox, EC teacher assistant at Southeast High and March Employee of the Month [http://bit.ly/nvnlk4](#)
 11:57 PM Feb 23rd up vote

What does multi-tier bus scheduling mean for you? More info on the options to be considered by the BOE Thursday [http://bit.ly/nvnmwv](#)
 6:35 AM Feb 23rd up vote

You've got one more week to visit the GCS Youth Art Month display at the Greensboro Cultural Center. It's open daily 9am-5pm through March 3
 1:44 PM Feb 23rd up vote

Superintendent Green reminds us of everything going on in GCS this week in his newest blog [http://www.gcsnc.com/superintendentblog/stn](#)
 2:38 PM Feb 23rd up vote

GreensboroYMCA Parent Academy series at the Ragdale Y! Healthy eating on a budget at Ragdale Y, 2/16 at 6:00p. Free event! @GCSParents @GCSchoolsNC
 6:45 AM Feb 23rd up vote
 Reviewed by: GCSchoolsNC and 2 others

Guilford County Schools
 Organization · Greensboro, NC

Wall Everyone · Guilford County Schools

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

Guilford County Schools
 At Parkview Elementary, the dance room was without mirrors. Looking for a way to fund mirrors for the dance room, the dance teacher thought to ask the Boy Scouts of America. They put her in contact with a prospective Eagle Scout who is a senior at High Point Central High. Last week, finally concluding his Eagle project, he presented Parkview with constructed mirrors on wooden frames! He did an excellent job and we thank him for his hard work and dedication.

11 minutes ago · Like · Comment · Share

5 people like this.

Rashedalovindanewme Bivins DATS WAT UP PARKVIEW.....
 8 minutes ago · Like

Write a comment...

ACTIVE
EXC



Mo Wants to Know

- Listening & Learning Tour
- On-Line Survey
- Advisory Councils
- Project Teams and Committees
- Feedback Loops
- Secret Shoppers
- Parent and Community Public Opinion Polls
- Teacher Working Conditions Survey

Guilford County Schools STRATEGIC PLAN 2012: Progress Toward Educational Excellence

Guilford County Schools

Guilford County Schools is on a journey toward educational excellence, and our children are leading the way. Look around our district, and you'll see our children being the change they wish to see in the world. During the 2008-09 school year, three of the district's high schools graduated 100 percent of students. Weaver Academy, The Middle College at GTCC - Jamestown and The Early College at Guilford were three of only seven schools statewide to accomplish a 100 percent graduation rate. Overall, the 2008-09 graduation rate was 79.8 percent for Guilford County Schools, compared to the state-wide rate of 71.7 percent. By 2012, it is our goal that 90 percent of students will graduate in four years.

Play the video to hear a brief message from Superintendent Maurice "Mo" Green.

Be the change you wish to see in the world. — Mahatma Gandhi

IAP2 Spectrum of Public Participation



Increasing Level of Public Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<ul style="list-style-type: none"> ■ Citizen advisory committees ■ Consensus-building ■ Participatory decision-making 	<ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision

Develop a Theme

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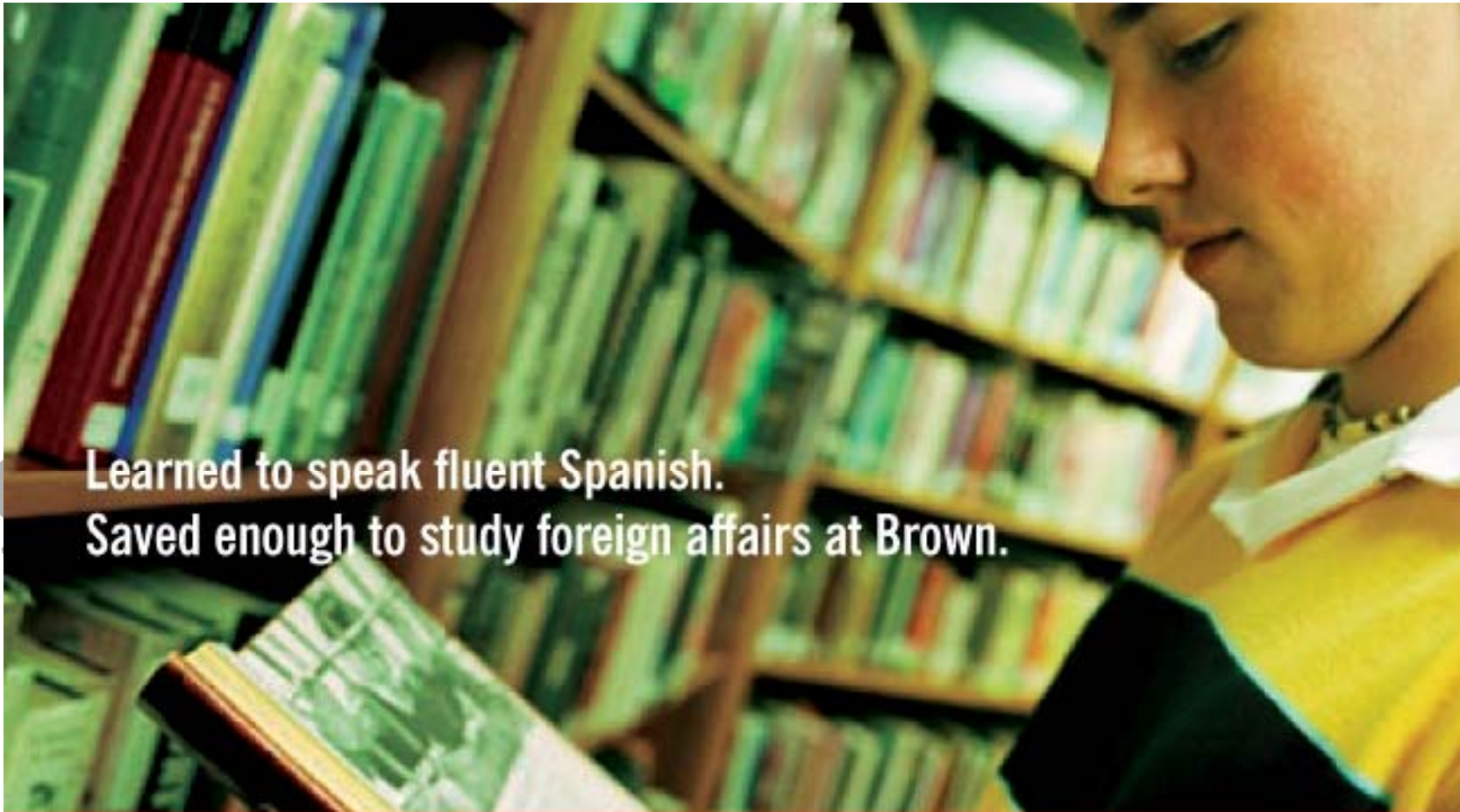
Use Emotion and Keep It Real



Tell Stories

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ACHIEVING.
EXCELLING.

Less Is More



Learned to speak fluent Spanish.
Saved enough to study foreign affairs at Brown.

Have Some Fun

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ACHIEVING.
EXCELLING.

Take The Time To Find Out What's Working, And What's Not

- Process, output measures and quality indicators
- Advertising equivalency (AVE)
 - Pre/post awareness, knowledge, understanding
 - Perceptual, public opinion measures
 - Behavioral measures
 - Determine ROI

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
10397	0.6% (67)	0	0.0% (1)	45.3% (4679)	19.6% (915)	0

Email Link	Unique Click-throughs	Click-through Distribution
http://twitter.com/GCSchoolsNC	1	0.1%
http://www.2009annualreport.gcsnc.com/	24	1.9%
http://www.facebook.com/pages/Greensboro-NC/Guilford-County-Schools/255002021232	9	0.7%
http://www.gcsnc.com/charactered/index.html	33	2.7%
http://www.gcsnc.com/comments/comments3.htm	275	22.1%
http://www.gcsnc.com/district_events/events_detail.aspx?e_id=289	6	0.5%
http://www.gcsnc.com/district_events/events_detail.aspx?e_id=333	40	3.2%
http://www.gcsnc.com/district_events/events_detail.aspx?e_id=334	13	1.0%
http://www.gcsnc.com/district_events/events_detail.aspx?e_id=338	19	1.5%
http://www.gcsnc.com/district_events/events_detail.aspx?e_id=339	4	0.3%
http://www.gcsnc.com/district_events/events_detail.aspx?e_id=340	9	0.7%
http://www.gcsnc.com/employees/emp_month/10/jan.htm	49	3.9%
http://www.gcsnc.com/employees/emp_month/index.aspx	14	1.1%
http://www.gcsnc.com/employeeXpress/index.htm	105	8.5%
http://www.gcsnc.com/hr/shchanges.htm	502	40.4%
http://www.gcsnc.com/news/news_detail.aspx?n_id=653	15	1.2%
http://www.gcsnc.com/oakridge/Turner_final_report.pdf	22	1.8%
http://www.gcsnc.com/omb/index.htm	19	1.5%
http://www.gcsnc.com/service/index.htm	68	5.5%
http://www.gcsnc.com/soos/index.htm	12	1.0%
http://www.linkedin.com/groups?about=&gid=265-3623&trk=anet Ug_grppo	0	0.0%
http://www.youtube.com/user/GCSchoolsNC	3	0.2%
Total Click-throughs	1242	100%



Investment or Expense?

- \$500,000 communications investment
- Year one: Recruits 72 new kindergarten students @ \$6,955.34 each
- Year two: Generates \$500,000 in revenue
- Year 13 = \$6 million

Save the Date
Tues., Jan. 26 at 5:30 p.m.
Please join the Guilford County Board of Education and Superintendent Maurice "Mo" Green for the State of Our Schools event.
Hayworth Fine Arts Center • High Point University • 833 Montlieu Ave. • High Point, NC



Guilford County Schools
Be the change.
ACHIEVING EDUCATIONAL EXCELLENCE

**STRIVING.
ACHIEVING.
EXCELLING.**

“We cannot always build
the future for our youth,
but we can build our youth
for the future.”

~Franklin D. Roosevelt



QUESTIONS AND ANSWERS

Strategic Public Relations ~ *Inform, Engage, Inspire*

