

SUCCEEDING SOLO:

STRATEGIES FOR RUNNING

A SMALL STAFF SCHOOL COMMUNICATIONS OFFICE

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About this session:

This is an insightful forum tailored to those operating school communications offices with minimal staffing. We'll review practical insights into juggling multiple responsibilities, prioritizing tasks, and effectively managing your career from a guy who has started PR offices and successfully managed small, medium, and large departments. Tips on Planning, Auditing, Time Management, Handling Mistakes, and more - all designed to help you succeed and grow.

Brad's Top 5 PR Tips To Always Remember:

1. _____
2. _____
3. _____
4. _____
5. _____

Thinking About Your Career:

- Why are you in School PR?
- What do you need to make yourself even more successful than you are?
- Is your district a fast growth district?
- Is this job a stepping stone for you?
- What are your personal career goals?

Planning Tips:

- No matter how big or small your school district is, without a good communications/PR plan to guide you, you will easily lose your way.
- A good communications/PR plan must always support the yearly goals established by your Superintendent and Trustees.
- A good communications/PR plan allows you to clarify your department's goals and objectives.
- A good communications/PR plan will allow you to prepare for most situations.
- A good PR plan must meet the needs of your stakeholders.

No. Plan? What about a communications audit?

Visit www.przealot.com/downloads to view additional handouts: 1) Model Communications Audit Layout 2) Model Communications Discussion Format

1. What are your current goals and objectives for communications?
2. How well is your current communications plan working? (Is there one?)

Notes:

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3. Are your messages clear and consistent?
4. Do you have a coordinated graphic identity?
5. Are you reaching key audiences with your messages and moving them to action?
6. What communications have been most effective?
7. What do stakeholders think of your communications?
8. Do your communications support your overall strategic plan?
9. What would make your communications more effective?
10. What communications opportunities are you missing?

Time Management Tips

- Identify high-priority tasks and focus on them first.
- Use time blocks to organize your day (responding to emails, returning phone calls, content creation, social media management, future planning).
- Establish achievable goals and deadlines to avoid feeling overwhelmed and maintain productivity.
- Delegate Responsibly: If possible, delegate tasks that don't require your specific expertise, allowing you to focus on strategic planning and high-impact activities.
- Learn to take on new projects or requests for assistance on your timetable.

What Should I Do When I make a Mistake?

Remember - Making mistakes is a natural part of professional growth, and how you handle them can greatly impact how others perceive you as a leader.

- Acknowledge the mistake and take full responsibility.
- Keep your superiors and staff informed about the mistake.
- Present a plan to rectify the mistake or mitigate its impact.
- Stay calm and composed.
- Follow-up and focus on rebuilding trust.

Notes:

Brad's Top 20 Final PR Thoughts:

- | | |
|-----------|-----------|
| 1. _____ | 11. _____ |
| 2. _____ | 12. _____ |
| 3. _____ | 13. _____ |
| 4. _____ | 14. _____ |
| 5. _____ | 15. _____ |
| 6. _____ | 16. _____ |
| 7. _____ | 17. _____ |
| 8. _____ | 18. _____ |
| 9. _____ | 19. _____ |
| 10. _____ | 20. _____ |