



# Classroom Communication for Now and What's Next

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May 15, 2020

Share your name,  
district, and role

Chat

All Panelists +  
Attendees



Join Audio



Stop Video



Stop Video



Invite



Manage Participants



Chat



Record

End Meeting

Type message here...

Checking In:



What's been the highlight of your week so far?

# Welcome! Thanks for joining us today.



Shelby McIntosh  
Managing Partner

 @Shelby\_McIntsh

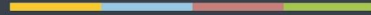


Maggie Hodge  
Senior Design Principal

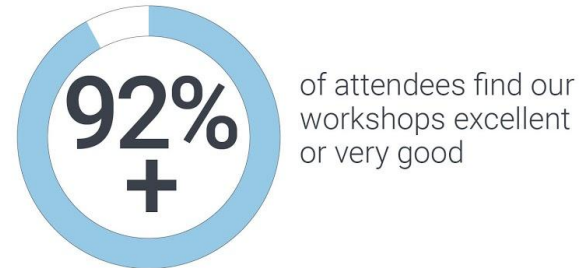
 @Maggie\_A\_Hodge



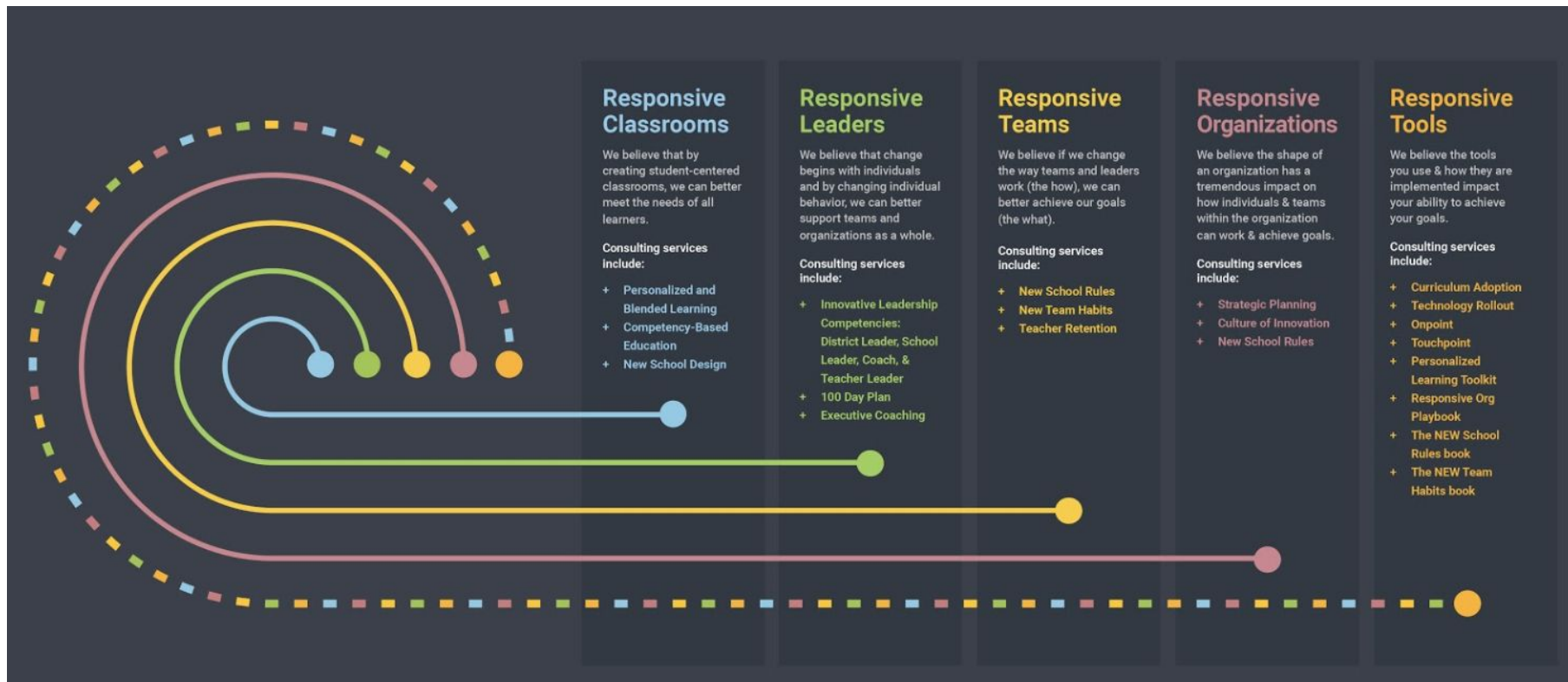
# Hi! We are Education Elements



WE ARE AN EDUCATION CONSULTANCY, THAT HELPS TRANSFORM SCHOOLS AND DISTRICTS



# Ways We Work With Districts



# Elements of Building Knowledge



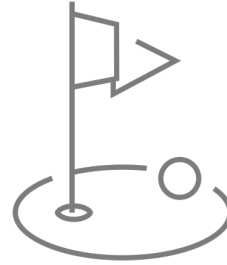
## SPARK

Understand why this idea matters through first-hand experiences



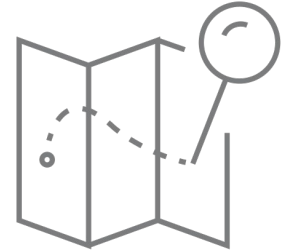
## EXPAND

Explore resources and deepen knowledge related to idea



## PRACTICE

Try using the idea in small, safe ways to prepare for application



## PLAN

Develop a hypothesis to test and determine the supports you need

# Elements of Building Knowledge



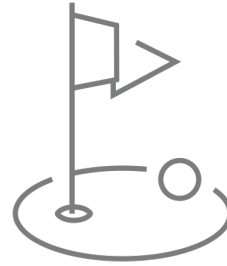
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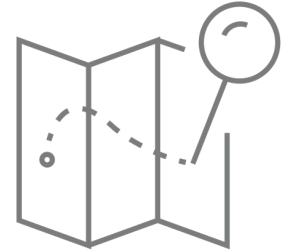
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# Teachers Adjusting to Remote Learning



When your white board is at school



# Parents Adjusting to Remote Learning



SPARK



**Simon Holland** ✓  
@simoncholland



If you had asked me what the hardest part of battling a global pandemic would be I would have never guessed, "teaching elementary school math."

7:16 AM · Mar 23, 2020



Teachers: Just log into Zablezoot, scroll down to the Zork! app and have the kids work through the assignments sent through Kracklezam or check the links posted in Drumblekick.

Parents:

[COVID-19 information on Twitter](#)

**Homeschool Day 1:  
HOW DO I GET A KID  
TRANSFERRED OUT  
OF MY CLASS?**

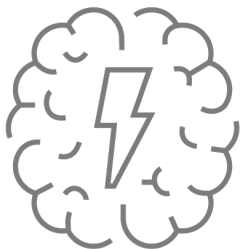


Ha! What freakin joke! Got an email where one of my kid's teachers listed office hours of 30 minutes a day! Guess they're so busy not teaching and not grading papers!?! Must be nice! SMFH! 😞

4

29 Comments

# Elements of Building Knowledge



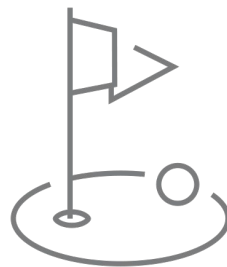
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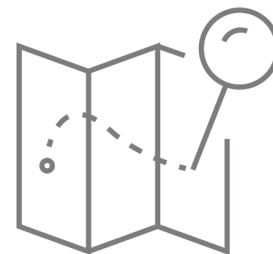
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# Why is communication so hard?



EXPAND



**Trust**



**Transparency**

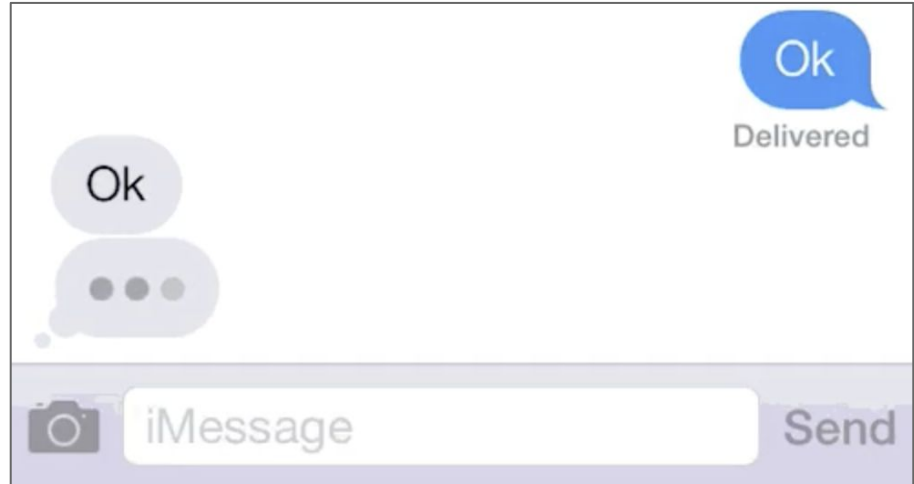


**Timing**

# Trust



Lack of trust or broken trust leads to worrying about what we're saying, how we say it, and what's going to happen when we say it.



# Transparency

## Common Transparency Pitfalls:

- Check the box transparency
- One-and-done transparency
- Selective transparency



Think about a time you felt someone wasn't  
being transparent about something.

In ONE WORD, how did that make you feel?

**Menti.com**      **24 74 76**

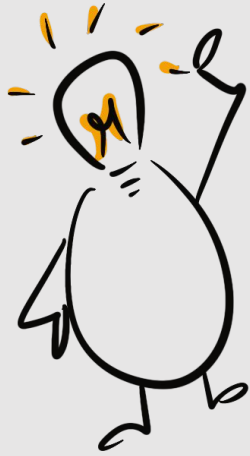
# Timing



Information expires in two ways:

- 1 - Distortion of meaning
- 2 - Relevance degradation





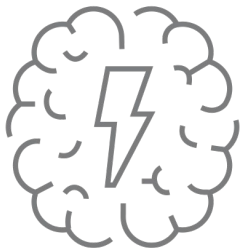
What questions do you have?

Chat

All Panelists + Attendees

Join Audio Stop Video Invite Manage Participants 1 Chat Record End Meeting Type message here...

# Elements of Building Knowledge



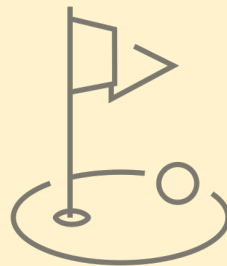
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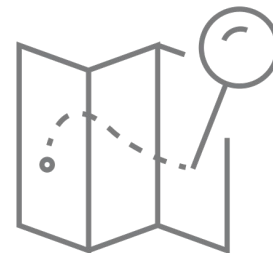
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Develop a hypothesis to test and determine the supports you need

**What are some tensions you're feeling or hearing in your interactions with parents?**

**Tell us in the chat box.**

**Tension:** The feeling that there is a gap between the way things are and they way they could be



**Or:** The things that keep you up at night, you vent to your loved ones about, or make you feel “icky”

**Common examples we are hearing:**

Non-school challenges causing stress for teachers and families

Parents want different amounts of information or resources

Confusion on expectations (i.e. what's required, what's optional)

Varying levels of family engagement

Concern for SEL and academic well-being of children

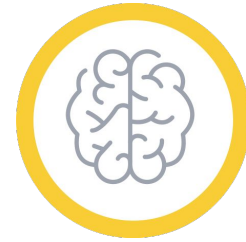
# Foundational competencies of innovative leaders



KNOW YOURSELF



NURTURE TRUST



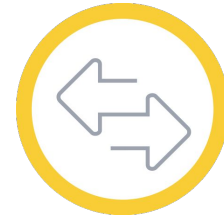
CULTIVATE  
CURIOSITY



COMMUNICATE  
EFFECTIVELY



LISTEN DEEPLY



DECIDE  
DELIBERATELY

# COMMUNICATE EFFECTIVELY



- Create and intentionally share clear and compelling messages using a variety of strategies
- Key skills + actions of leaders that **COMMUNICATE EFFECTIVELY**:
  - Synthesize information
  - Create clear messaging relevant to stakeholders
  - Adapt variety of communication strategies

# Practice | What it Looks like at Education Elements

SMALL

*Need immediately, message will expire or be updated within a few days*

MEDIUM

*Need soon, message will be relevant for a week or two*

LARGE


*Don't need right away, message will be relevant for a few weeks - months*

#ee-covid-19-resources ☆

8:32 | Add a topic

**Drew** 8:37 PM Yesterday  
<https://www.ideo.com/journal/four-strategies-to-chart-a-path-forward-when-there-is-no-map>

**ideo.com**  
**4 Strategies to Chart a Path Forward When There is No Map**  
When there is no precedent, ambiguity can be the mother of innovation (41 kB) ▶



**Shelby McIntosh** 9:55 PM  
This is so good @Drew thanks for sharing

Today

**Courtney** 7:39 AM  
Love this! The last piece around constraints really connects to responsiveness and our NSR work around pivoting

**simma** 8:18 AM  
Yea - great article + aligned to our 4 rocks! @Drew

SMALL

## Internal EE Partner Team Weekly Recap and Looking at Next Week

April 24 \* April 17 \* April 10 \* April 3 \*

MEDIUM

### April 24th Weekly Recap and Looking at Next Week

#### Creative Team Work from this Week #InnovateAndIterate #CelebrateSuccess

- Equity Digital Dialogue every Thursday starting 4/23 from 2-3 pm EST with Dave, Natalie H, Crystal and 10 leaders to have deep and judgment free conversations around equity in schools anchored in data points.
  - Week 1: What lasting changes do you think COVID-19 will bring our economy, education system, and/or funding structures?
- Jill and Jason created a NC and SC - "Thought Leader Cohort - Collaborative Conversation". They specifically chose who they invited from different districts in NC and SC that was a mixture of clients and potential-clients. The cohort will meet once a week for the next four weeks to connect, collaborate, and learn from each other. Learn more here: [Link to website.](#)

#### Resources to Share, Positive Deposits in the Cup #NeverStopLearning

- We hosted our first - [Virtual Personalized Learning Academy in SC](#) and even though the turnout was not what we expected, we did get two potential leads and learned a lot for our next virtual sessions. The team has shared these learnings with the events circle. To watch [Jamie Casap's 15 minute keynote click here.](#)
- There were quite a few **EE-Led Webinars** hosted this past week with awesome attendance!
  - COFFEE CHAT: [PL within #remotelarning plans \(15 registered, 6 attended\)](#)
  - WEBINAR: [Communicating through the Next Phase of Remote Learning \(120 registered, 27 attended\)](#)

#### Learning Opportunities Next Week #NeverStopLearning #BringJoyToYourWork

- EE Led Webinars **next week** you can share or sign up to attend: April 27- May 1st
  - Webinar April 27, 1:00 PM CT: [Building A Strong Culture in Times of Change \(for Teachers\)](#)
  - Webinar April 29, 11:00 AM CT: [Sharing A Moment of Calm with Educators: Meditation & Self-Care Tips](#)
  - Webinar April 29, 1:00 PM CT: [Building & Sustaining Responsive Virtual Cultures as a Coach](#)
  - Webinar April 30, 1:00 PM CT: [Creating Culture, Connections and Community for District Leaders](#)

#### Quick Reminders #InvestInEachOther


Education Elements About Us Services ▾

## LARGE

### B.Y.O.T Bring Your Own Thoughts

#### K-12 Education Resources

The latest on all student-centered models, leadership development, strategic planning, teacher retention, and all things innovation in K-12 education. We answer questions before you think to ask them.



# Practice | What it Looks like at Education Elements

Monday

Tuesday

Wednesday

Thursday

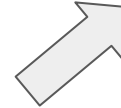
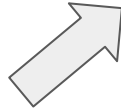
Friday

*COVID Task Force Meeting internally w/smaller group of 4*

*Shelby sends email to company by end of day (every week)*

*Partners meet together to discuss email + how to support*

*Open forum at weekly status meeting (every week)*



Shelby McIntosh  
to Education Elements

Wed, Mar 25, 7:28 PM (6 days ago)

Happy Wednesday! Here's your midweek COVID response update.

There are no changes to our current company policies and guidelines this week. The latest metrics re: impact on our active projects are as follows:

- Districts that are highly impacted with school/district closure or major changes are at 11
- 64/65 (98%) of projects have received communication from EE
- 27/65 (42%) of projects are not currently impacted (down from 33/65 last week)
- 10 districts/projects need space before making decision
- 9 projects have had postponed and/or cancelled onsite visits
- 26 projects are shifting to virtual or already doing virtual work, 2 have a combination of virtual work and postponed onsite visits

A few of you have reached out to share how your individual circumstances during COVID impact when and how many hours you can work, which is exactly what you should do if you find your situation is impacting how fully you can commit to your work. We also know that reductions in travel and projects have redefined work for many of you. What we need from everyone right now is a combination of individual reflection on how our work can evolve and adapt in the current situation and collaboration with your peers to experiment and innovate.

We're closely monitoring school closings and extensions to those closings and working closely with our current clients to develop plans. We'll continue to answer questions at the weekly status meeting the best we can, but there is still so much unknown about how this will impact our business, to what extent, and for how long. What we DO know is that efforts like the webinars, coffee chats, and office hours are being well-received.

As always, we appreciate your continued patience and support as we do our best to take action and stay transparent.

Shelby

Checklist

Anonymous Feedback Form

11 1

SM

+ Add another card

Metrics

Sales Goals (Weekly)

2 1

JJ

+ Add another card

Open Projects & Roles

Are there roles or projects your circle is looking to fill that could be filled by people outside of your circle?

+ Add another card

Agenda - Go Projects, Company Updates, Or any other Tensions that you'd like to raise to the whole group.

COVID-19 Policy Updates

9 7

Create from template...



# COMMUNICATE EFFECTIVELY



SMALL	MEDIUM	LARGE
Need immediately, message will expire or be updated within a few days/weeks	Need soon, message will be relevant for a few weeks/months	Don't need right away, message will be relevant for a few months/years
<p><b>SMALL</b></p>		<p><b>LARGE</b></p>

Create and intentionally share clear and compelling messages using a variety of strategies

- Synthesize information
- Create clear messaging relevant to stakeholders
- Adapt variety of communication strategies

Monday	Tuesday	Wednesday	Thursday	Friday
COVID Task Force Meeting internally w/smaller group of 4		Shelby sends email to company by end of day (every week)	Partners meet together to discuss email + how to support	Open forum at weekly status meeting (every week)

# Practice | What communication tools or tactics might you try?

## SMALL

*Need immediately, message will expire or be updated within a few days*

## MEDIUM

*Need soon, message will be relevant for a week or two*

## LARGE

*Don't need right away, message will be relevant for a few weeks - months*

## Communication tactics, tools, and tips to consider

### Example Tools + Tactics:

- Mass text or voice call, social media, platforms with push notifications
- Check out platforms like [Remind](#) and [ClassPager](#)

### Tips:

- Utilize combination of tactics to increase likelihood message is received
- Consider options that enable quick, 2 way comms

### Example Tools + Tactics:

- Email to listserv, weekly newsletter, update on LMS
- Utilize social media or other immediate tactic to alert stakeholders to expect this communication

### Tips:

- Use templates that remain consistent + enable info/messages to be easily updated
- Follow consistent cadence

### Example Tools + Tactics:

- Website update, monthly/quarterly newsletter

### Tips:

- Info/message unlikely to change significantly
- FYI/resources, action or 2 way comms not needed from stakeholders
- Limit # of large comms - likely a dept., school, or district-wide effort

What are some of your most trusted communication tools + tactics?

What tried and true tips can you share?

Chat

All Panelists + Attendees



Join Audio



Stop Video



Stop Video



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Manage Participants



Chat



Record

End Meeting

Type message here...

# Questions to consider:

How can I get a better sense of the communication preferences + needs of my stakeholders?

How might I gather data on the tensions stakeholders have felt with communications during this time? How will this data inform shifts I make?

How can I utilize technology and/or other systems to improve efficiency + effectiveness of 2 way communications?

What are the most common questions stakeholders have? How can I proactively communicate about these areas? How can I vary my tactics?

What are the recurring areas of communication I can anticipate? What communication needs have been less expected?



Checking Out:



What is one adjustment you will make or new strategy you will try in your communication practice going forward?

# Thank You!

Stay safe, stay healthy!

Access today's slides:  
[bit.ly/MAY15COMMS](https://bit.ly/MAY15COMMS)

Connect with Education Elements on social media to continue the conversation, or subscribe to our blog for more resources about educating through COVID-19.



@edelements



fb.com/edelements

[www.edelements.com/blog](https://www.edelements.com/blog)



Education  
Elements

# VIRTUAL EVENTS 2020

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Go Here to Learn More and Register:  
[bit.ly/virtual-events-2020](https://bit.ly/virtual-events-2020)

**JUNE 3 - 4**

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Responsive Team Habits in  
the Age of COVID-19

**JUNE 16 - 18**

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Designing Schools for  
Learning Continuity  
Conference

# EDUCATING THROUGH COVID-19



Addressing The Widespread Impact of Coronavirus on Schools



Free webinars



1:1 Office Hours



Facilitated Coffee Chats



Articles & Downloads



Leadership



Virtual Learning



Equity and Access



Teacher Recruitment,  
Retention & Self-Care



Operations, Meetings,  
and Logistics

FREE 1:1 OFFICE HOURS available! Sign up here:  
[www.edelements.com/covid-19-office-hours](http://www.edelements.com/covid-19-office-hours)