STRATEGIC PUBLIC RELATIONS – INFORM, ENGAGE, INSPIRE

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“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
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)
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?
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?
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
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

Strategic Plan 2012: Progress Toward Educational Excellence

Gulford County Schools
Gulford 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: Youth Academy, The Middle College at GTCC-Jamestown, and The Early College at Guilford. Of the nine schools statewide to accomplish a 100 percent graduation rate, overall, the 2008-09 graduation rate was 79.4 percent for Gulford County Schools, compared to the state-wide rate of 71.2 percent. By 2010, it is our goal that 90 percent of students will graduate in four years.

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

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IAP2 Spectrum
of Public Participation

Increasing Level of Public Impact

Inform
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult
To obtain public feedback on analysis, alternatives and/or decisions.

Involve
To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate
To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower
To place final decision-making in the hands of the public.

Public participation goal

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 seek 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
- Fact sheets
- Web sites
- Open houses
- Public meetings
- Workshops
- Deliberative polling
- Citizen advisory committees
- Consensus building
- Participatory decision-making

- Surveys
- Focus groups
- Online surveys
- Deliberative polling
- Citizen juries
- Ballots
- Delegated decision
Develop a Theme

STRIVING. ACHIEVING. EXCELLING.
Use Emotion and Keep It Real
Tell Stories

STRAVING.
ACHIEVING.
EXCELLING.
Less Is More

Learned to speak fluent Spanish.
Saved enough to study foreign affairs at Brown.
Have Some Fun
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
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
“We cannot always build the future for our youth, but we can build our youth for the future.”

~Franklin D. Roosevelt

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