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What's Your Story? Craft Your Narrative or Someone Else Will

Vic Wilson, Ed.D.

Executive Director, Council for Leaders in Alabama Schools

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The Art of Crafting Your Narrative

Be Cohesive

Be Clear

Over Communicate

Reinforce

- Patrick Lencioni

Communication

The biggest problem with communication is the illusion that it is being done to fidelity.

How Do You Communicate?

Email

Social Media

Face to Face/Networking

Traditional Mail

Website

Other

A green speech bubble graphic with a white outline, containing the word "Website".

Website

- [HCS Website](#)
- [CLAS Website](#)

Social Media

Twitter @Othell

Facebook

Instagram

Social Media of the Day

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Twitter TweetDeck

- [@Othell](#)

Questions to Consider

Is everyone on the same page?

Who is the point person for social media?

What type and how much feedback are you getting?

What reflective practices are in place to ensure fidelity?

Are you following board policy?

Branding/Marketing

Do you have a brand?

Yes, you do, the real question is what are you doing to
Market your Brand.

Three Elegant Options

Simplicity is Elegant

Choose a Brandable (Memorable)
Name

Create an Evocative Logo

Keep it Simple and Short

Who is Your Audience?

Students

Teachers

Parents

Community Members

Social Media Users

Decision Makers

Members of the Media

Others?

Engagement

The Key is to Engage Everyone
with Your Narrative in the
Language They Understand and
Use.

F2F

Digitally

Other

When and Where To Speak

Civic Clubs

School Events

Chamber of Commerce

Professional Organizations

Church

Coffee Shop

Athletic Events

Legislative Gatherings

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Three Speeches

30 Second

3 Minutes

30 Minutes

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Working with the Media

- Press Release

Partnerships

Work to create partnerships with various entities.

Partners (Sponsors/Vendors)

Businesses

Higher Education

Non-Profit Organizations

Individuals

Alabama Student Council Association

ASCA is the Student Leadership Organization supported by AASSP. Encourage your SGA/council to get involved in ASCA. Annual dues for your school is \$95.

Spring Conference for all middle and high schools: University of Alabama - April 8-9.

ASCA is partnering with Make-A-Wish as part of our community service and will grant a wish to an Alabama student. Please have your school pledge to help grant the wish.

Contact **Katrina Akers** for more information or ASCA can be found on the CLAS website under AASSP.

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Resources

- [Conversation Prism](#)
- [Friday Update](#)
- [Flip Board](#)
- Books/Authors
- Peers/Colleagues
- Webinars
- Peers

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Most Important Thing You Do

Recruit, Hire, Grow, and
Retain the BEST possible staff
at EVERY position!



It's a lazy dog that won't wag its
own tail

- Senator Gerald Dial

Council for Leaders in Alabama Schools

Professional Learning

Legal Services

Legislation and Advocacy

Networking

Awards and Recognitions

Communication and Information

CLAS Legislative Platform

<http://www.clasleaders.org/docs/default-source/legislative-2018/2018-legislative-platform.pdf>

ETF Budget

Bills: Support/Oppose/Watch

Legislative Information

Do you know who your state legislative leaders are?

Do you engage them in conversations?

Representative Bill Poole: Chair of ETF in House

Senator Arthur Orr: Chair of ETF in Senate

Do you know who is running for what office this year?

Do you know the positions of the candidates?

Mac McCutcheon/Del Marsh

Professional Learning

CLAS Convention

Lunch and Learn

Leadership Institutes

New Principals Institute

Assistant Principal Conference

Affiliate Conferences

PLU

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Mission

Advancing Public
Education

CLAS Information

Council for Leaders in Alabama Schools

926 Pelham Street

Montgomery, AL 36104

(800) 239-3616

Legal Services

Katrina Akers

Debbie Lee, Tammy Coker, Starr Wilson, Leslie Dennis, Susie Ellison,
Alyssa Godfrey, Evelyn Roberson

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid green speech bubble is centered on the page, pointing downwards. The text "Lead, Follow, or Get Out of The Way" is written in white, sans-serif font inside the speech bubble.

Lead, Follow, or Get Out of The Way