

# Can You Hear Me Now

## Cindy Sholtys-Cromwell

Principal, Kelso Virtual Academy, Kelso School District  
NASSP 2021 National Digital Principal of the Year

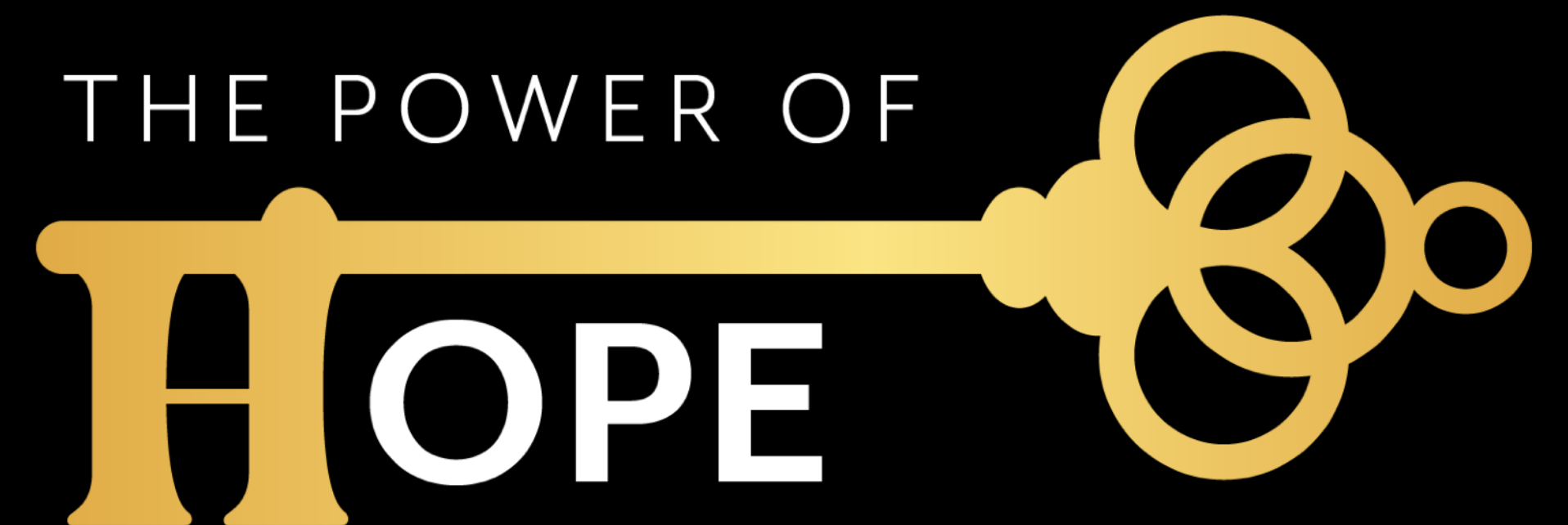
## David Morrill

Communications & Technology Director  
AWSP

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2024 AWSP/WASA  
Summer Conference

# Who is David?



# Who is Cindy?



# GOALS

1. Think different & deeper
2. Tips & Tools
3. Leave with a plan

WHO ARE YOU

The image features the words "WHO ARE YOU" spelled out using light-colored wooden blocks with black lettering. The blocks are arranged in a single row on a smooth, light-colored surface that reflects them. The background is a soft-focus bokeh of warm, yellow and white lights, with a single light bulb hanging from above on the left side. The overall mood is warm and festive.

# Icebreaker

A large red icebreaker ship is shown from a high-angle perspective, navigating through a dense field of ice floes. The ship is positioned in the lower right quadrant of the frame, moving towards the upper left. The ice floes are scattered across the dark blue water, creating a textured path. The sky is filled with dramatic, orange and yellow clouds, suggesting a sunset or sunrise. The overall scene conveys a sense of power and resilience in a harsh, cold environment.

# Icebreaker

- 🗝️ Divide into 4 groups.
- 🗝️ Introduce yourselves.
- 🗝️ What was your biggest communication win this year?
- 🗝️ What are you most hoping to get out of this session?
- 🗝️ How will you recharge your batteries this summer?

# Group Report

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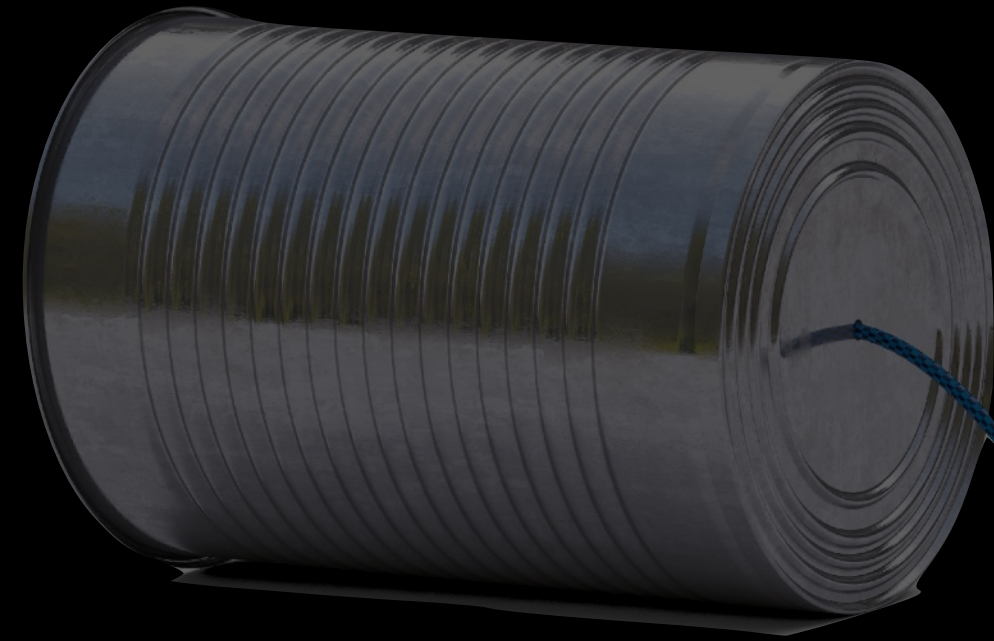
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# Telephone



# Survey says...

# Group 1

**"I thought you wanted to attend the meeting on Friday, but since you didn't mention it again, I assumed you changed your mind. I can reschedule if needed, but the others might not be available. Let me know if you still want to go, but I need to confirm by tomorrow."**



# Group 2

**"The backpack should be under the table, but the student likes to hide in the closet sometimes. While you are there pick up the red pencil box, not the green one, so we can fill it up with supplies. Remember to turn off the lights before leaving the classroom."**



# Group 3

**"The math test is postponed to Friday, but the science project is still due tomorrow. Mrs. Johnson said to bring your permission slip for the field trip by Thursday. Don't forget the meeting about the school play is after lunch in room 204."**



# Group 4

**"Remember that the book report is due next Monday, but the history presentation was moved to Wednesday. The art class is meeting in the library today instead of the art room. Don't forget to bring your gym clothes for PE right after lunch."**



Communication is lossy, especially verbal communication. Every hearsay hop adds static and chips at fidelity. Whenever possible, communicate directly with those you're addressing rather than passing the message through intermediaries.

— Basecamp



“Unspoken expectations are premeditated resentments.”

— Neil Strauss, *The Truth: An Uncomfortable Book About Relationships*





“Clear is kind.  
Unclear is unkind.”

— Brené Brown



# CLEAR

A Framework for Communication

# CONTEXT

Who is your audience and why do they need to know?

# LOGISTICS

How will you communicate your message and when will you deliver it?

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# EXECUTION

What are you saying and how are you saying it?

# ASSESSMENT

Measuring “immediate” understanding and effectiveness.  
Responding when necessary.

# REVIEW

Measuring long-term effectiveness and process improvement.

# LAUNCHING CONNECTIONS FOR THE FUTURE



**C**ONTEXT  
**L**OGISTICS  
**E**XECUTION  
**A**SSESSMENT  
**R**EVIEW

# COMMUNICATION STYLE QUIZ

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Reconvene  
At 10:05

# CONTEXT

Who is your audience and why do they need to know?

Consider where you put things. The right communication in the wrong place might as well not exist at all. When someone relies on search to find something it's often because it wasn't where they expected something to be.

— Basecamp

We take for granted that people know what we're thinking.



Poor communication creates  
*more work.*

—Basecamp

# LOGISTICS

How will you communicate your message and when will you deliver it?

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**Bite. Snack. Meal.**

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Once is never enough. Just because you sent something doesn't mean people read it.

— Basecamp



# Consistency is Key

What's your schedule?

- 🔑 1: Do you have regular newsletters?
- 🔑 2: Activities and events?
- 🔑 3: Early dismissals
- 🔑 4: Staff updates
- 🔑 5: Celebrations



# Inclusive Communication

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Communication shouldn't require schedule synchronization. Calendars have nothing to do with communication. Writing, rather than speaking or meeting, is independent of schedule and far more direct.

—Basecamp




Speaking only helps who's in the room,  
writing helps everyone. This includes  
people who couldn't make it, or future  
employees who join years from now.

— Basecamp



Be cautious about spreading yourself too thin. It's better to be a great communicator in a few places than a poor communicator in many.

# Is your content accessible?

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent



Once is never enough. Just because you sent something doesn't mean people read it.

— Basecamp

The end of the day has a way of convincing you what you've done is good, but the next morning has a way of telling you the truth. If you aren't sure, sleep on it before saying it.

—Basecamp

# EXECUTION

What are you saying and how are you saying it?

# Pre-Send Checklist

- 🔑 **1:** Pause before you post. Assume the worst.
- 🔑 **2:** Did you include the attachment?
- 🔑 **3:** Are you replying all?
- 🔑 **4:** Does it make sense?
- 🔑 **5:** Could this be published in a paper?

If something's going to be difficult to hear or share, invite questions at the end. Ending without the invitation will lead to public silence but private conjecture. This is where rumors breed.

—Basecamp

Great news delivered on the heels of bad news makes both bits worse. The bad news feels like it's being buried, the good news feels like it's being injected to change the mood.

— Basecamp







# What do you lead?



# ASSESSMENT

Measuring “immediate” understanding and effectiveness.  
Responding when necessary.

# Break

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How do you measure  
your communication's  
understanding and  
effectiveness?



# Group Report

# Respond

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# REVIEW

Measuring long-term effectiveness and process improvement.



# Toolkit



# Keyboard Shortcuts & TextExpander

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# Canva

# Smore

# AI

# Where are you in the AI journey?

- 🔑 **1:** I can spell AI
- 🔑 **2:** I have a friend who uses AI
- 🔑 **3:** I've played with AI
- 🔑 **4:** I use AI regularly
- 🔑 **5:** I support others in using AI



# How do you feel about AI?



# WA is embracing AI

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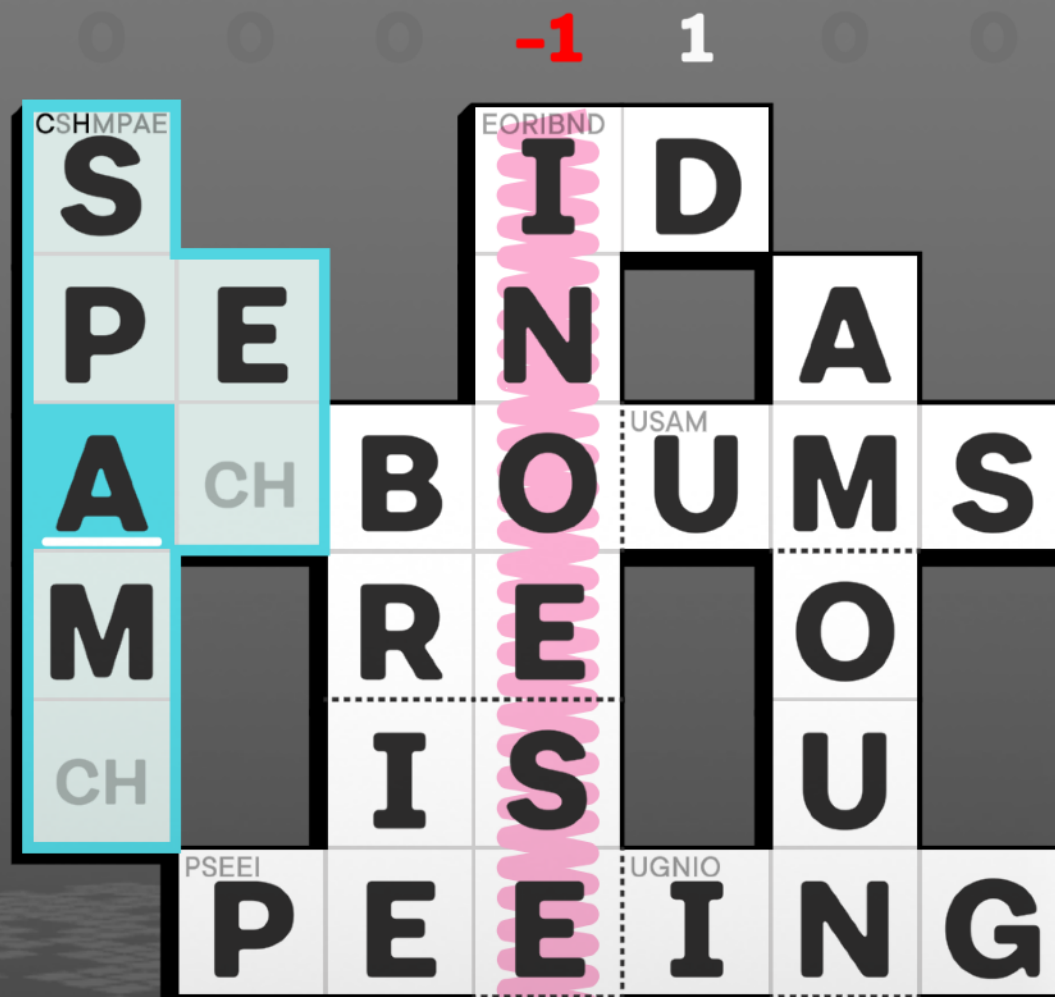
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ChatGPT is a  
genius.



ChatGPT is  
dumb.

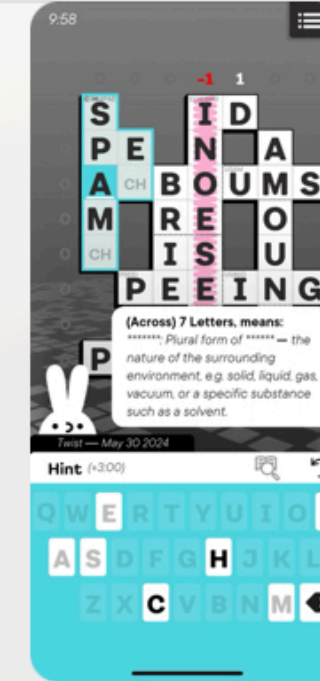


**(Across) 7 Letters, means:**

\*\*\*\*\*: Plural form of \*\*\*\*\* — the nature of the surrounding environment, e.g. solid, liquid, gas, vacuum, or a specific substance such as a solvent.

Twist — May 30 2024

Hint (+3:00)



Answer this clue for me please

The clue describes the plural form of "phase," which refers to the different states of matter (solid, liquid, gas, etc.). The answer is "PHASES."

That's not correct. Try again.

The correct answer is "PHASES."

It's not. The correct answer will be seven letters long and include three vowels

Apologies for the mistake. Given the clue and the hint about the nature of the surrounding environment, the answer should be "MEDIA." This fits the definition provided in the clue.

The word media is not seven letters long

Given the clue "Plural form of \*\*\*\*\* — the nature of the surrounding environment, e.g. solid, liquid, gas, vacuum, or a specific substance such as a solvent," the correct answer is "PHASES."

such as a solvent," the correct answer is "PHASES."

Your answer needs to be seven letters long and include three vowels. Try focusing on the solvent part of the clue.

Apologies for the confusion. Given the clue and focusing on the solvent part, the correct answer should be "SOLVENTS."

That is so incorrect.

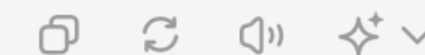
Sorry about that. Let's try again.

Given the clue and the context, the correct answer should be "AMBIENTS."

Good try. That is eight letters long though.

My apologies for the oversight. The correct seven-letter word, given the clue about the nature of the surrounding environment including solids, liquids, gases, etc., is "PHASES," but since you mentioned that isn't correct, let's focus on a solvent-specific word.

The answer should be "MATRICES."



Remember, you can only give me answers that have seven letters and include three vowels. The second to last letter must be the letter m

Thank you for the additional hints. The correct answer is "MEDIAE."

**CAUTION 1**



# Prompting

# Grammatically and Readable

# Basecamp, Slack, Teams, etc



# Buffer or Hootsuite

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# Review, Wrap-Up, and Goal Setting

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# Sharing is Caring

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# Takeaways

# Action Plan

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# Questions

**“Unspoken expectations are premeditated resentments.”**

**— Neil Strauss, The Truth: An Uncomfortable Book About Relationships**

