



Taking Leadership Into the Community

by Shari Prest, Ark Associates

Effective school leaders reach out in their communities and beyond to facilitate and promote a vision for teaching and learning that inspires the interest and support of stakeholders and improves the capacity of schools.

Leadership expert and corporate executive Alan Keith says, "Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen." The first step is ensuring that people are engaged and have meaningful stories and information with which to form and share opinions.

Invest your time in:

Reevaluating your priorities in view of the increasingly important role public relations and community play in school/student success.

Re-imagining public education with adequate community, parent and political support.

Reinvesting in your school's/district's vision and expectations as they relate to public relations and public engagement.

Reassessing the effectiveness of the changes you make, and then adapting for maximum effectiveness.

Reminding people that even in hard times, our hope for a more prosperous future lies in the education of our children and the preparation of our workforce.

This year, **INVESTMN** will provide you with data and talking points on a wide range of topics, as well as other *Bits 'n Pieces* and "*members only*" articles. They will appear in your organization's newsletters and/or websites.

INVESTMN (previously Champions for Children™) is a public relations partnership of MASA, MASSP, and MESPA created to improve public perceptions and political behaviors as they relate to our schools and school leaders. **INVESTMN** is a communications resource to help you make the work you already do more efficient and effective. **INVESTMN's** effectiveness is dependent upon educational leaders' commitment to accessing and using the **INVESTMN** resources provided through your organization's newsletters and websites.

"We truly have, in our hands, the future. What we do to help that future blossom matters." – Gary Amoroso, Superintendent of Lakeville Area Schools, MASA Conference, 2009