

## What organizational realities led to the 360° Communications Program concept? What were the results after implementation?

The communication strategies and systems presented in this book were implemented in a public school system facing the following obstacles:

- The lack of a proactive, comprehensive communications program;
- Difficulty passing ballot measures; and
- The need to rebuild trust and regain community confidence.

Prior to the successful ballot measure that funded the launch of a communications department, community leaders called upon district officials to publicly commit to improving communications and increasing operational transparency. After following through on their pledge, district leaders saw community perceptions begin to improve immediately. The double-digit growth achieved in public perception was neither an anomaly, nor was it attributable to a polling margin of error. Community trust continued to grow and voters began approving subsequent ballot measures on the first attempt.

Books of this nature typically do an incredible job detailing what should be done and how to do it. However, many stop short of delving into the philosophies behind their recommended approach. The communications plan that achieved the results described above involved several strategies that one typically does not see in such programs. *The Professional's Guide to Establishing a 360° Communications Program for Educational Institutions: A Practical Guide to Systems That Work* goes beyond simply sharing those strategies necessary for a communications transformation by providing readers with the thought leadership behind them. This generates a greater understanding of how these philosophies and principles manifest throughout the program so their implementation, as well as how all of these components work together, simply makes sense. Practical tools and templates are referenced throughout the book and included for readers' use in the Appendix.



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