

DSC Communications Training

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Agenda

Welcome & Introductions (10 minutes)
Who is the Dignity in Schools Campaign?
What is school pushout?
School to Prison Pipeline Overview
Strategy Development- Creating your message
Spokesperson Roleplay
Social Media
Next Steps and Closing

What is the Dignity in Schools Campaign (DSC)

The DSC formed in **2006** when grassroots and advocacy groups fighting to end school pushout came together to share information and strategies and build a common framework for dignity and human rights in our schools. We now have 92 organizations in 24 states.

In 2009, we held our first national conference, released the National Resolution for Ending School Pushout, and shared the first draft of a Model School Code based on fundamental human rights principles.

In 2010, we held our first annual National Week of Action and our first Days at the Capitol, engaging groups around the country in collective advocacy to impact federal law and policy.

In 2011, we began a process to develop our membership structures to secure grassroots leadership in the coalition.

In 2012, we launched the Solutions Not Suspensions Campaign and released the DSC Model Code on Education and Dignity.

Campaigns & Activities

- National Week of Action Against School Pushout
 - Annual Membership Meeting
 - Small Convenings
- Solutions Not Suspensions Campaign

2014 National Week of Action



What is school pushout?

School pushout refers to the numerous and systemic factors that prevent or discourage young people from remaining on track to complete their education and has severe and lasting consequences for students, parents, schools, and communities.

These factors include:

- The failure to provide essential components of a high quality education

- Lack of stakeholder participation in decision-making

- Over-reliance on zero-tolerance practices and punitive measures such as suspensions and expulsions

- Over-reliance on law enforcement tactics and ceding of disciplinary authority to law enforcement personnel

- A history of systemic racism and inequality

Question

What are students being pushed out for in your schools?

School to Prison Pipeline Overview

Rather than guaranteeing a quality education that supports all students in reaching their full potential, the STPP denies those opportunities to some students through a variety of systemic policies and practices:

- Failure to provide a high quality education

- Lack of youth and parent participation in decision-making

- Over reliance on zero-tolerance practices and punitive measures such as suspensions and expulsions

- Over-reliance on law enforcement tactics in the school and ceding of disciplinary authority to law enforcement personnel

These factors have an impact on all students, but have a disproportionate impact on historically disenfranchised youth.

School to Prison Pipeline Overview

Some numbers:

2004-2009 in Los Angeles

47,000 daytime curfew tickets in L.A.

88% to black or Latino students

Cost \$250 each + court time!



2010-2011 in Florida:

16,337 arrests/referrals for disruptive behavior

Minor offenses

Students of color – “disorderly conduct,” “disrupting a school function”

School to Prison Pipeline Overview

National Numbers:

Racial Disparities:

Black students are suspended and expelled at a rate **three times** greater than white students.

Black girls are suspended at higher rates than girls of **any other race** or ethnicity and most boys.

Though they represent 40% of enrollment, Black and Latino students are **55% of school-related arrests**.

Students with disabilities are **more than twice as likely** to receive an out-of-school suspension, and represent **25% of school-related arrests** (though they are 12% of enrollment)

In last school year, there were almost **60,000** children identified as in need of homeless services in Illinois.

School to Prison Pipeline Overview

HIGH STAKES AND REAL CONSEQUENCES FOR STUDENTS
(FROM COUNCIL OF STATE GOVERNMENTS *BREAKING SCHOOLS RULES* REPORT, 2011)

31% of students disciplined one or more times repeated their grade at least once (compared to 5% of students not disciplined).

59% of those students disciplined 11 times or more did not graduate from high school during the study period.

Nearly 10% of those students with at least one disciplinary contact dropped out of school, compared to just 2 percent of students with no disciplinary action.

23% of students who were involved in a school disciplinary system had a contact with the juvenile justice system. Of those students who had no involvement in the school disciplinary system, just 2 percent had contact with the juvenile justice system.

School to Prison Pipeline Overview

How does school pushout impact your
education?

What message are school sending to students?

School to Prison Pipeline Overview

What are some alternative solutions?

School to Prison Pipeline Overview

School Disciplinary Policy Changes

Positive Behavior Intervention Support- using positive support towards students rather than punishment to eliminate challenging behavior

Restorative Justice- A theory of justice that emphasizes repairing the harm caused or revealed by misconduct rather than punishment by:

- a. Identifying the misconduct and attempting to repair the damage
- b. Including all people impacted in the process of responding to conflict
- c. Creating a process that promotes healing, reconciliation and the rebuilding of relationships

Strategy Development

GOALS

What are your
organizational/campaign goals?

Strategy Development

What tactics or strategies have you used
so far?

Strategy Development

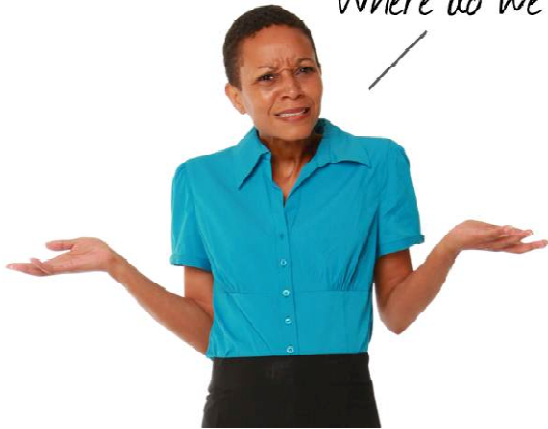
Developing Strategies to Frame Your Campaign



Strategy Development

Goals

Where do we start?



Strategy Development

Get SMART



Specific
Measurable
Achievable
Realistic
Timely

Strategy Development

Who is your Audience?



Strategy Development

What do you want from your audience?

A confused mind says NO.

A clear mind says GO.

Strategy Development

Audience Matters



Texas had a TRASH problem.



Keep Texas *Beautiful*.

Strategy Development

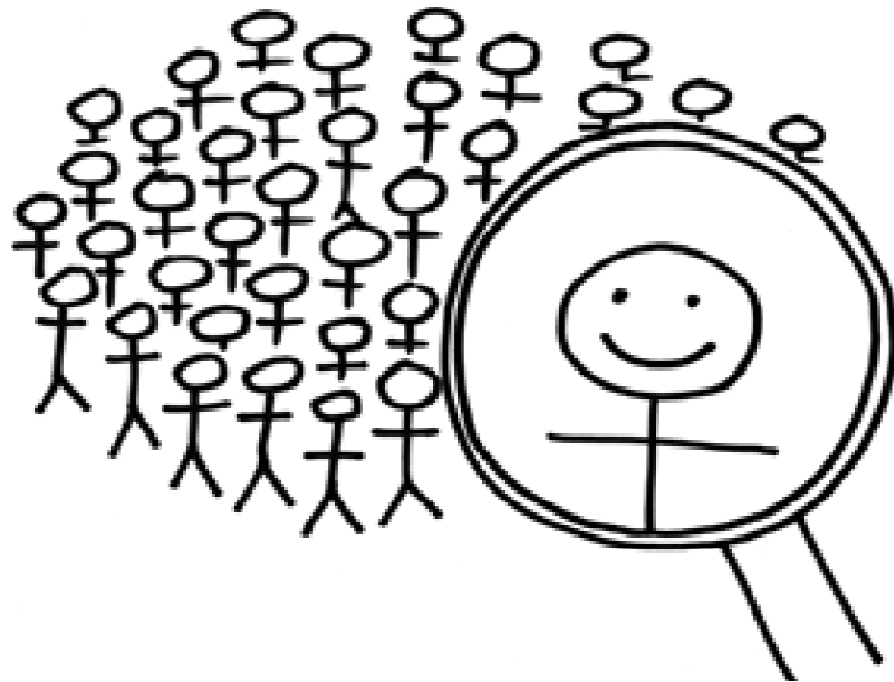
What does your audience care about?



Strategy Development

How to learn about your audience

- Survey
- Social Media
- Ask “Uncle Google”
- Create a persona
- Focus group
- Stakeholder interviews
- Organizational assets- sign in form, evaluations



Strategy Development

How will you reach your
priority audience/s?

Tactics



Strategy Development

Tactics: Stories



Strategy Development

Master Narrative

1. What do we care about?

2. What's standing in the way?

3. What should we do?

4. How will the world be different?

Strategy Development

Example: Dignity in Schools

Every child deserves a quality education and to be treated with dignity. Yet, the way our schools approach discipline often push young people out of schools with suspensions and expulsions. Students can't succeed in their education if they aren't in school to learn. At Dignity in Schools, we promote more positive and common sense approaches to discipline that hold young people accountable while keeping them in school. When school climates celebrate the dignity of every student and strive to keep them in school, young people can reach their fullest potential and succeed in education and life.

Strategy Development

Stories: Find them. Use them.

Collect

- Create a story bank
- Develop a master narrative
- Train your staff on interview skills
- Take flip cams to events
- Map storytelling opportunities – (Who? Where? How?)
- Develop storytelling guidelines – (Changed names, participant consent, etc.)

Share

- Staff meeting story time
- Include stories on your website
- Weave stories into public speaking appearances
- Highlight stories in the media
- Leverage stories for fundraising
- Share via Facebook, Twitter

Strategy Development

Pair Exercise!



Strategy Development

Case Study

You Can't Build Peace with a
Piece Campaign

Why did it work?



Goal

Encourage school district administrators and state legislators to adopt policies that would increase school counselors in schools not cops after the tragedy at Sandy Hook Elementary in Connecticut.

Audience

Policy makers, youth and adult members, and media.

Tactics

Events, E-news, Media Story, Facebook, Twitter.

Spokesperson Roleplay Exercise

This is your opportunity to:

Share your personal story

Share key messages to advance your campaign

What makes a good message?

- Make it personal
- Emotional – connected to people's core values
- Supported by facts
- Has an action component
- Repeated



During the Interview:

Do's:

Make your most important point first

Keep your answers short

Stick to your messages and repeat them.

Make it Personal

During the Interview

Don'ts:

Don't Argue

Don't speak "off record."

Don't nod yes to show you understand a question.

Never lie or exaggerate.

Never say "No comment."

During the Interview

The Biggest Mistakes People Make in Interviews

Talking to fill the silence

Deliver your message and stop talking.

Overwhelming subject mastery is necessary to be effective

- Knowing too much can be as bad as not knowing enough.

Guessing

If you don't know the answer, don't make it up.

Control the Interview

Flagging – emphasize your message

- If there's one thing you should know...
- The most important thing is...
- Here's the bottom line...
- The critical thing is...

Control the Interview

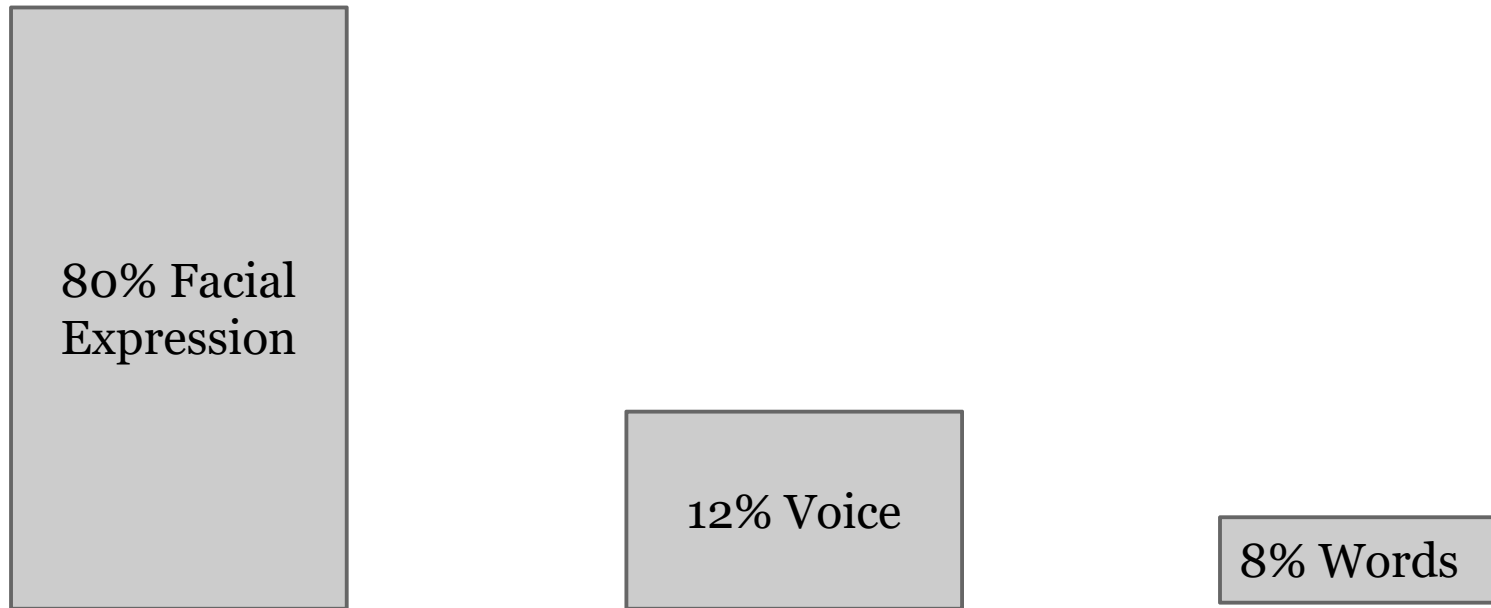
Bridging-Getting back to YOUR messages

- The real issue here is...
- Let me just add that...
- That reminds me...
- Another thing to remember is...

Be Prepared for Questions



How Speech is Judged



HOW you deliver your message is the most important factor of success

Voice

- Record your voice, play it back.
- Breathe.
- Speak slowly (more slowly than usual).
- Practice.

Pace

- What does your pace convey?
- Speak slowly and steadily.
- Look at your audience.
- Breathe.
- Practice.

Interview tips for radio

Know the program and the format.

Avoid the dreaded monotone.

Speak slowly.

Stress key points by raising your intensity level and pitch, not your voice.

Use words to create an image or paint a picture of your story.

Feel free to have notes in front of you.

Be your whole self, not just your expert self – authenticity is as important as authority.

They can't see you, but you should act as though they can.

Smile.



Interview tips for Television

HOW TO SOUND

- Warm up your voice beforehand.
- Vary your tone and emphasis.
- Speak in sound bites.
- Come out of the gate with your main messages.
- If it's a taped interview that will be edited, repeat the question in your answer.
- Be confident, credible, and genuine.
- Avoid filler words such as “uh,” “um,” or “like.”
- Avoid jargon and acronyms.
- Remember your microphone is on.



Interview tips for Television

HOW TO LOOK

- Look at the interviewer, not the camera.
- Sit or stand upright.
- Don't nod to show you understand the question.
- Avoid excessive hand gestures.
- Make sure your clothing doesn't distract - avoid bright, complicated patterns or accessories that will make noise.
- Establish your credibility with your appearance, when appropriate.



Questions?



Now Let's Practice!

Social Media

Some things we will discuss:

Why social media?

Facebook: Statuses, likes, links and best practices

Twitter: Tweets, Retweets, Following, Hashtags, and best practices

Vine/ Instagram

Content: What to share, Where to find it

Social Media

Why social media?

Cut out middle man, message comes from you!

Deliver message directly to your audience who have told you they want this info

Get other people- your fans!- to tell the story

Can reach policymakers, elected officials, and journalists directly

Social Media

What is Facebook Good for?

Sharing news and information

Increasing name recognition

Getting followers to take action

Sharing Photos and Videos

Helping followers talk to each other

Social Media

FACEBOOK BEST PRACTICES

- **No one goes to your page**
- They **ONLY** see your posts if they show up in the newsfeed
- **How to make sure you show up in the newsfeed?**
- **Interact with other organizational pages**
 - **“Like” other pages**
 - **Share posts from other pages**
 - **“Mention” (or tag) other pages**
- **Post your news**
- **Respond to fans**
- **Post frequently, 1-3 x per day**
- **To get into newsfeeds, people have to click “like” on your posts**

Social Media

Twitter: What is it Good For?

Communicating with key audiences, specific targets

Rapid response

Quick info

Driving traffic

Elevating your visibility

Being part of the conversation about YOUR issue

Social Media

STATES SPEND \$5.7 BILLION A YEAR ON THE JUVENILE JUSTICE SYSTEM INSTEAD OF OUR SCHOOLS

NATIONAL WEEK OF ACTION // AGAINST SCHOOL PUSHOUT //

OCTOBER 4-11TH 2014
DIGNITYINSCHOOLS.ORG

EDUCATION IS THE KEY
DON'T LOCK US OUT

DignityInSchools
@DignityInSchool

A national coalition of youth, parents, educators, lawyers and advocates working to ensure children are treated with dignity and fairness in schools.

TWEETS 3,908 FOLLOWING 1,473 FOLLOWERS 2,725 FAVORITES 1,501 LISTS 9

Follow

Tweets Tweets & replies Photos & videos

DignityInSchools retweeted
Cassie Schwerner @CSchwerner · 30m
Well that's a relief: no pepper spray at BPS. Nice work youth organizers BSAC, @youthonboard @byopier @OTLCampaign @DignityInSchool

Don't miss any updates from **DignityInSchools**

Full name
Email

Social Media

- Character limit: 140 characters
- Be clear, succinct, and conversational
- #Hashtags: creates link to search query, will retrieve every Tweet with that label
 - Use established Hashtags, e.g. #zerotolerance
#school2prison
 - @name: creates a link to profile, lands in their mentions

Social Media

Twitter Building Followers

Good:

- Follow others

Better:

- Tweet , favorite, and retweet!

Best:

- Follow others who you know are likely to follow you!

Social Media

What you can do with Social Media

- Rally a community
- Protest legislation
- Lobby legislators
- Interact with reporters
- Promote new releases
- Campaign for office
- Campaign for a cause
- Announce events
- Raise funds
- Solicit endorsements
- Discover new advocates
- Influence the conversation



The Social Media Campaign



Social Media

Group Tweet!

Next Steps

How will you continue to engage with MO GSA Network?

Closing

Questions?

Thank you!