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Building Hype

Your facilities are funded by taxpayer dollars.
Here's how to show your community where their money's going.

Discussion Guide

"One effective way to entice new students and teachers to your district is by showing off your schools—not just talking about them."

- How does your district show off your school buildings to the community-at-large?

- Does your district use photography or videos to highlight your school community?

"If you're going to show off your schools, you'll want to present them from their best angles, in their best light, and through a lens worthy of your stakeholders' eyes."

- How might a stakeholder describe Cleveland City Schools based on these photos?

- Would a video tour of your schools influence how your stakeholders think and feel about your district?

- Additional Resources: www.schoolceo.com/a/capturing-the-moment

"Showcasing your school buildings and campuses to the public also helps you earn and keep their trust."

- How do you communicate school improvement projects with your broader community?

- In what ways can you build trust with your community by highlighting your improvements to your schools?

"In Illinois, Barrington School District 220 has set up a page they call "Build 220," with custom menus that allow visitors to toggle between specific school sites for updates, designs, photos, and other information."

- How could a webpage like Barrington School District 220's help you with future bond issues or referendums?

- Why would a webpage like this be important to students and families?

"Something really neat that we'll do next year is invite the Lions Club, Kiwanis Club, Rotary Club, and Soroptimist Club to use our new school conference rooms and spaces for a special event or occasion. They'll host meetings or events in the facilities that they were a large part in helping fund," says Plainview superintendent Dr. H.T. Sanchez. "

- Why is it important to invite community members into your schools?

- How could your schools/district incorporate community stakeholder outreach into your marketing plans?

For more information on Building Hype:
https://www.schoolceo.com/a/building-hype/