

KPBSD School Board
Legislative Committee Agenda 2/17/14
Second Floor Conference Room

- I. Call to Order
- II. Approval of Agenda
- III. Approval of Minutes [2/3/14](#)
- IV. Review Fly-In with recommendations for March Fly-In
- V. Review Education Bills
- VI. Update on Key Communicators and Testimony
- VII. Adjourn: Next meeting March 3

Modified Message Map

Message map: According to Dr. Vincent Covello, PhD, a message map is “a visual aid that provides, at glance, the organization’s messages for high concern or controversial issues.” Message maps have their origins in risk communication and use communication science to help speakers convey critical information in a memorable fashion when the situation is high stress, emotionally charged for controversial. The goal is to build trust and credibility, generate constructive dialogue, and encourage appropriate action. The message map below is a modified form that incorporates storytelling.

Position: Briefly state your position or the main focus of your organization. Keep it short. Can you contain it to a “tweet” (140 characters). *Our primary focus is on protecting the classroom.*

Key point or fact: State one to three compelling points that support your position. Remember the “rule of threes” and the “presenter’s paradox.”

We’ve made steady gains in student achievement.

Alt: By focusing our spending on proven practices, we’ve made gains

HS graduation rate has increased from 61.4% in 2005 to 71.6% in 2013. (statewide)

Story or example: Stories add an element of emotion and connection that facts and logic cannot. In fact, factual, visual and emotional information are all processed in different parts of the brain. Because of this, tapping into emotion makes the information even more memorable and easy to recall. “Springboard stories” are short stories, based on actual events; they ignite action. They have a specific protagonist, time, place and setting. They make it clear what would happen without the change and they have a happy ending.

Example (fictitious): *When principal Jim Smith moved from Ohio to Port Lions in 2011, 3 of the 4 high school juniors were not on track to graduate. They were short credits and had not passed the exit exam. Because energy cost funding helped protect the classroom from cuts, Jim was able to set up a lab for online classes for these three students. He challenged them to get caught up, paid a teacher to hold evening tutoring classes, and kept the school open for online summer school classes. The students, staff and families worked hard to meet the challenge. It took two years of hard work, but in May 2013, Port Lions had four graduates. One is now at UAA, two are in vocational school and one is working in town. Without energy cost relief that allowed Jim to protect the classroom, Port Lions would have had just one graduate. This year, Jim has four more students in the program, but because of inflation, he will only be able keep the lab open if the funds are available.*

Short conclusion: Bring the listener back to the position by summarizing. *Our district is doing everything possible to protect the classroom so we can sustain our gains in student achievement. Without additional funding, the programs that get results are in jeopardy.*

Message Map

Position:

Key point or fact:

Key point or fact:

Key point or fact:

Story or example *(include who, when & where, what & outcome):*

Short conclusion: