Communication Matters

Description Goals and Objectives
School leaders often struggle with the numerous and unexpected demands of the job, especially as it relates to communication with varied constituents, including School Committee, staff, parents, community members, and others invested in the schools. Communications influence how the community, staff, parents and students perceive the school leader, and the school or district. It is fundamental to the development of good decisions and integral to our work.

School crises, local politics, budget development, and oftentimes personnel issues all present a challenge and also an opportunity for the school leader who desires to engage, inform, and advocate for school programs and students. As the school system's or building's lead communicator, you are responsible for creating a culture of effective communication that supports your district’s mission of providing quality education to the students you serve.

Developing strategies and tools to engage the community in the work of the district is critically important as school leaders strive to advocate and build support for the schools. This seminar series is designed to provide superintendents, assistant superintendents, and principals with a framework for developing and implementing a comprehensive communication plan and offer time and support for discussing and responding to unique communication challenges and opportunities.

Course Topics
• Understanding the purpose of communications and how communications contribute to your success as a school leader
• Principles and practices of excellent communication
• Using communication to create trust and collaboration
• Communication as a two-way process: The importance of listening
• Developing effective channels of communication between school and town leadership
• Best practices for communicating with School Committees
• Ideas and communication strategies for Opening Day
• Engaging faculty and staff with effective communication strategies
• Leveraging media and social media to engage the community
• The school budget as a communication and marketing tool
• The importance of effectively giving recognition and feedback
• Crisis and emergency communications: How to communicate with community members and the media during times of emergency or perceived emergency

Program Components
Case studies, discussion, and readings will emphasize the importance of effective communication strategies and the development of a communication toolbox that will enable the school leader to advocate for and share school programs, plans, and initiatives. The participating leaders may also suggest specific agenda topics and communication strategies.

Recommended For
Superintendents, Assistant Superintendents, Principals

Dates & Time
Register your interest.

Total Sessions:
Total Hours:
PDPs:
Cost:
Location
TEACHERS21
at William James College
1 Wells Avenue, Suite 402
Newton, MA 02459

Registration Online Here

Visit our website
teachers21.org
to view additional offerings
Instructor Bios

John Antonucci, EdD
Dr. Antonucci’s professional experience includes over twenty years as a school leader in high-performing districts. He is currently the Superintendent of the Duxbury Public Schools, after serving as Superintendent of Schools in Westwood from 2005-2017. Prior to that, he was the Assistant Superintendent of the Nashoba Regional School District in Bolton MA, and the Director of Finance for the Bedford Public Schools. He holds a Doctorate in Educational Administration from Northeastern University, a Master’s Degree in Business Administration (M.B.A.) from Boston University, and a Bachelor’s Degree (B.A.) in Political Science from Tufts University.

Dr. Antonucci was a nine-year member of the Massachusetts Association of School Superintendents Executive Committee, and is a past president of the Tri-County Superintendent’s Roundtable. He served for the last four years as an instructor in the TEC Administrator Licensure Program, and as an adjunct faculty member at Boston University. His educational interests include school business and finance, organizational management, leadership team development, communication, and community engagement. Dr. Antonucci lives in Westwood with his wife and three sons.

Daniel Gutekanst, EdD
Dr. Gutekanst’s professional experience includes thirty years as a school leader both at the building and district level. He began his teaching career in South-Central Los Angeles and served as a high school assistant principal and high school principal in suburban Connecticut and Massachusetts. Currently he is the superintendent of the Needham Public Schools where he has served in that role for 13 years. He holds a Doctorate in Educational Administration from Boston College, a Master’s Degree in Education Administration from Loyola Marymount University (Los Angeles), and Bachelor’s Degree in English from Holy Cross College.

Dr. Gutekanst has served as the chair of the ACCEPT Collaborative for five years and has mentored doctoral and graduate students at Boston College for the last ten years. He recently joined the METCO Board of Directors where he is one of two superintendent representatives. His educational interests include leadership for equity and inclusion, leadership team development, communication, and community engagement. Dr. Gutekanst and his wife have three daughters and they reside in Shrewsbury.