

# Under Siege: Responding to Cyber Terrorists

Presented by Lovejoy ISD

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Presentation available at <http://www.lovejoyisd.net/MP.cfm?P=3142&>

Password: tasa-tasb

# The question:

How can a district respond when a small group starts an organized campaign of negative (and either false or misleading) information?

# Critic, or Crusader?

- Discontent spreads
- Unwilling to accept evidence
- No areas of agreement
- Driven to recruit others to the cause
- Battle spreads to unrelated issues
- No correlation—or even a negative correlation—to the success of the district

There are sites like this in districts all across Texas  
– most of them very successful districts!

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# Lovejoy ISD Information Site

*Lovejoy Community Gathering*

## Lovejoy Schools


*Lovejoy ISD Hometown Community Newspaper*  
sponsored and supported by Lovejoy ISD Parents and Community members who believe in **integrity, ethics and accountability.**

This is the unofficial Lovejoy Schools site and is the **ONLY Uncensored** Lovejoy ISD web site. This site is widely read by parents, taxpayers, school employees and Lovejoy ISD attorneys.  
The Official Lovejoy ISD school district site is [sm.lovejoyisd.net](http://sm.lovejoyisd.net).

Lovejoy High School is located in Lucas, TX, in rural Collin County. Lucas is home to goats, horses, cattle, sheep, alpacas and other livestock. The country life in Lucas is a great place for kids to grow up.

Exemplary District  
All Lovejoy Schools are rated Exemplary  
**Tax Rate \$1.535** and going UP next year!

Click on the image to find out what every parent needs to know!



Search:

Hartlovejoy

[We Believe...](#)

[How your \\$\\$\\$ are spent](#)

[Positive changes brought by this web site](#)

[Curriculum: Bait and Switchd](#)

[What do TAKS Ratings mean?](#)

[What is a watchdog? All Pre-AP/AP Curriculum Promises made but never kept](#)

[Friends & Family Network](#)

[Lovejoy - the new McKinney](#)

# Tactics

- Website
- E-mail, online forums/discussion groups
- Whisper campaigns
- Wikipedia attacks
- Public information requests
- Complaints to SBEC, TEA, Office of Civil Rights,
- Alliances with city and state government
- Attempts to influence state law (65% rule)

# What's the harm?

- Tying up resources
- Damaging reputations
- Sowing discontent
- Discouraging potential hires
- Endangering bond elections



- Don't ignore! Take on obliquely; confront rumors without acknowledging their source
- Provide lots of information; don't appear to be hiding

# Do critics have a point?



Even a broken clock is right twice a day.

- Even the least rational critics may sometimes have a valid observation.
- Be honest with yourself and the community.
- Focus on service and communication.

# What Works?



- Monitor the chatter
- Get as organized as they are
- Contain: You won't change some minds, but you can keep them from persuading others
- Know your story; have a coherent narrative.
- Sell your success in sound bites to parents, taxpayers, reporters
- Communicate continuously



# Find your champions


Maintain frequent, audience-specific communications with each group.



- Parent leaders
- PTA officers
- Foundation board members
- Booster clubs
- Teachers
- Invested community members: grandparents, retired educators, city leaders, business leaders
- Board members

# Control the Message

Email Express  
Monday Edition  
May 3, 2010

 Lovejoy Independent School District  
State of the District Report  
January 2008



Dear Lovejoy Community,

This is the  
We brought  
the Excellence  
years of  
applicati  
winner.

The Excellence  
ISD was  
our written  
March. The  
statewide  
70 school  
district in  
the Excellence  
we have  
school p  
because  
very tale  
in the w

- Our district has increased efforts to become a transparent organization. Lovejoy ISD was one of the first districts in the State of Texas to post our check register online, we web cast our regular board meetings, and I send out Email Express to almost 3,000 patrons each week.
- Our district does not candy coat our performance. As you read this State of the District document, you will clearly note that we are showing our areas of academic performance where we need improvement; when compared to the best performing schools in the state. We have a mission to provide your children the quality school experience that they so richly deserve.

**Early Voting--Last Two Days**  
The election for the LISD Board is available today, May 3rd, at the Administration Building from campuses from 8am-5pm and at the Puster--today, May 3rd

Chad Collins  
Mike Guilbeau  
Julie James  
Lynette MacDonald

## Lovejoy Independent School District

  
April 2010

...y note that we are showing our areas of academic improvement when compared to the best performing mission to provide your children the quality school serve.

### The District at a Glance

Dear Lovejoy Community:

We are proud of the fact that we are about two months away from graduating the Class of 2010. This community made a huge commitment of faith in 2003 when you decided to build out the school program from a K-6 school to a K-12 offering. Our mission was to create a secondary program that was every bit as good as the

### Student Performance Nears Best in State

In Lovejoy we continually examine data to determine how our students are performing compared to the other districts in Texas. Two important measures are the percentage of our students who earn commended

In a recent analysis of our 2009 TAKS scores, Lovejoy rank ordered the commended performance percentages of every district in Texas for each tested subject area of TAKS. Lovejoy ISD is currently in the top 20% of all districts in Texas.

# Control the Message: Get out in front

- Someone has to monitor – find a person who can read it impersonally
- Identify their ongoing themes
- Jump in front of the “bad news”
- Address rumors promptly and openly
- Control the message
- Out-inform the rumor-spreaders

## **Specific steps:**

- Strategic communication plan, including short (“bite-size”), frequent communications.
- Communication has to be constant (without being intrusive), substantive
- Balance quality and quantity
- E-mail express – weekly message from Superintendent
- Monthly Superintendent/PTA officer lunches
- Frequent community meetings, “open-call” focus groups
- Open channels for feedback directly to superintendent (e-mail, office, cell number)

# Build connections



Many  
pathways,  
many nodes

Make it easy for people to connect to the district in positive ways

- District-sponsored Facebook pages for each school (if you don't create it, someone else will)
- Twitter feeds
- Community events
- Outreach to retirement communities, special populations
- School-specific “E-mail Express” from each principal, every week
- Encourage Foundation members, PTA, etc., to combat rumors they hear and spread the good news

# Make friends with the media

- Be accessible — build relationships so reporters call and trust you
- Tell the truth
- Have a spokesman and teach everyone to refer reporters to the right person
- Get media training for key people



# The silver lining



Critics can keep us honest.

We focus more on communications and relationship-building.

Supporters are motivated to spread good news  
and combat rumors.