Under Siege: Responding to Cyber Terrorists

Presented by Lovejoy ISD

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Presentation available at http://www.lovejoyisd.net/MP.cfm?P=31428

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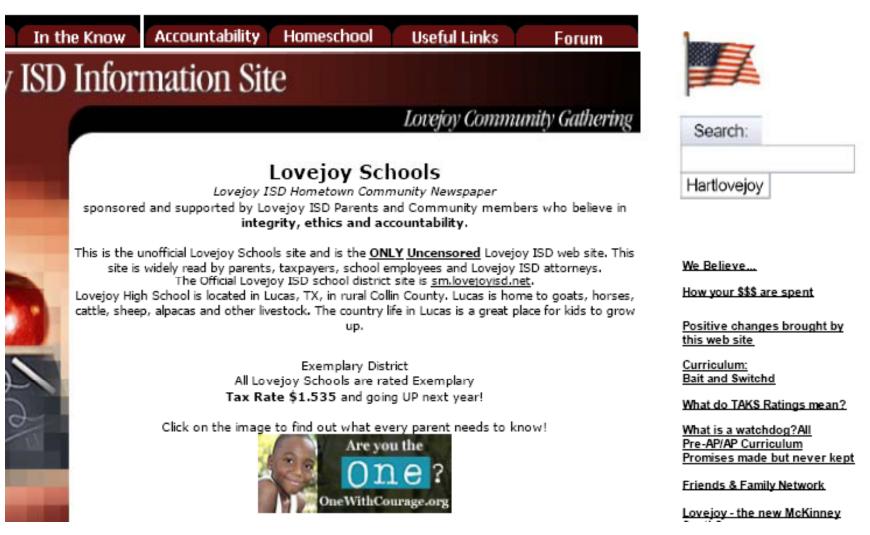
The question:

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!



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 brown the Exce years of application winner.

The Exc ISD was our writt March. I statewid 70 school district in the Exce we have school p because very tale

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 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 Da

The election for the LISD Bo available today, May 3rd, an Administration Building from campuses from 8am-5pm a Puster--today, May 3rd Chad Collins
Mike Guilbeau
Julie James
Lynette MacDonald

Independent School District

April 2010

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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

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

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.