

Communication is Key

2021 AASBO

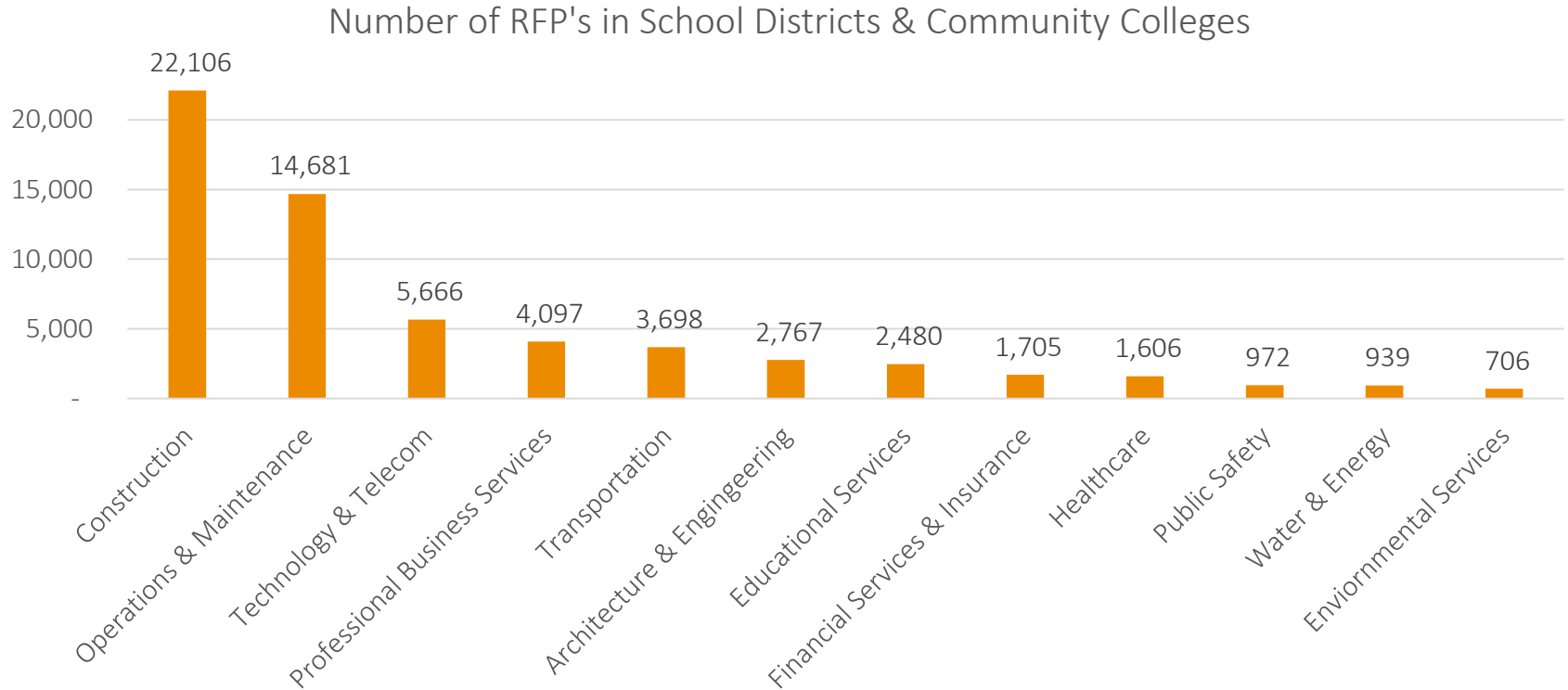
Presented by Avery Embry, Chief School
Financial Officer

February 2, 2024

Studies Show..



GovWin + Omnia 2019 Contracting Forecast



Top issues by vertical

Trend	State Rankings	County Rankings	City Rankings	Higher Ed Rankings	K-12 Rankings
eProcurement	1	3	2	3	3
Decentralization	10	1	4	1	1
Staffing Levels	2	3	2	9	2
Buy Local	8	1	1	5	11
Savings	2	12	9	4	3
Cooperative Purchasing	5	5	7	9	5
Impact of Politics on Procurement	4	5	4	9	11
Staff Ability/ Training	7	14	9	2	5
MWBEs/ HUBs	5	5	4	16	8
Statute/ Policy	8	5	11	9	8
Procurement Office Budget/ Funding	10	10	13	8	8
IT Projects	12	9	11	9	11
Customer Agency Compliance	12	10	14	6	11
Lack of Respect for Procurement	15	12	7	9	11
Inventory/ Warehousing	12	16	15	9	5
Sustainability	15	14	15	6	11

GSS Public Procurement Survey Data, September 2017 – August 2018

Primary Role – Internal Communication



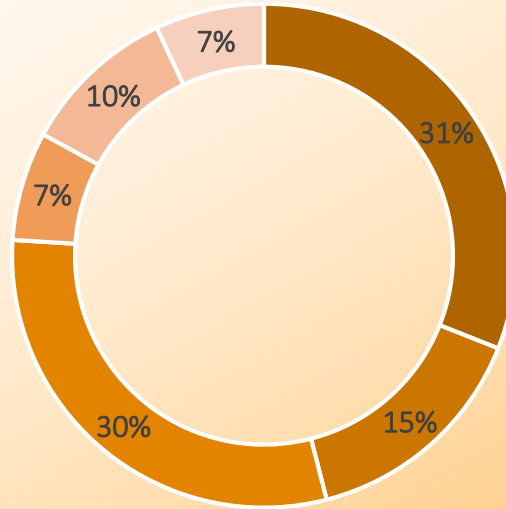
- Disseminate information and data within the organization
- Encourage employee engagement
- Improve morale and loyalty
- Provide purpose

Primary Role – External Communication

- Building relationships with vendors, other agencies, and the general public
- Promote and preserve the Board's reputation
- Gain support and trust



How do People Prefer to Communicate in the Workplace



■ Email ■ Video Conference ■ Online Chat ■ Phone ■ Other ■ Face-to-face



Communication Issues

The single biggest problem
in communication is the
illusion that it has taken
place-George Bernard
Shaw

Studies show...

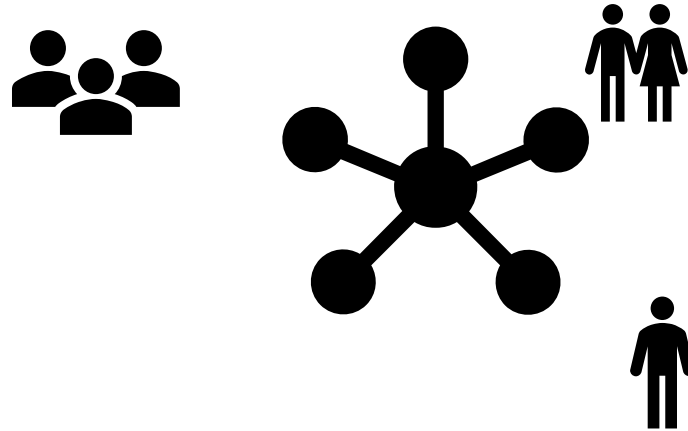
- 39% of employees believe people in their own organization do not collaborate enough
- 80% of employees believe communication is crucial in developing trust with organizational leaders
- Communication inefficiencies consume an average of 13% of employees' day globally

Issues Broken Down

- Poor Information Flow
- Inter-departmental Conflicts
- Various physical locations or separation of the departments
- Department Stereotypes
- Time Limitations

Poor Information Flow

Poor Information Flow= Decreased Workflow
and Decreased Productivity



Inter- department Conflicts

Inter-Department Conflicts=Total
communication breakdown



Physical Separation

Physical Separation=Additional Communication
Challenges



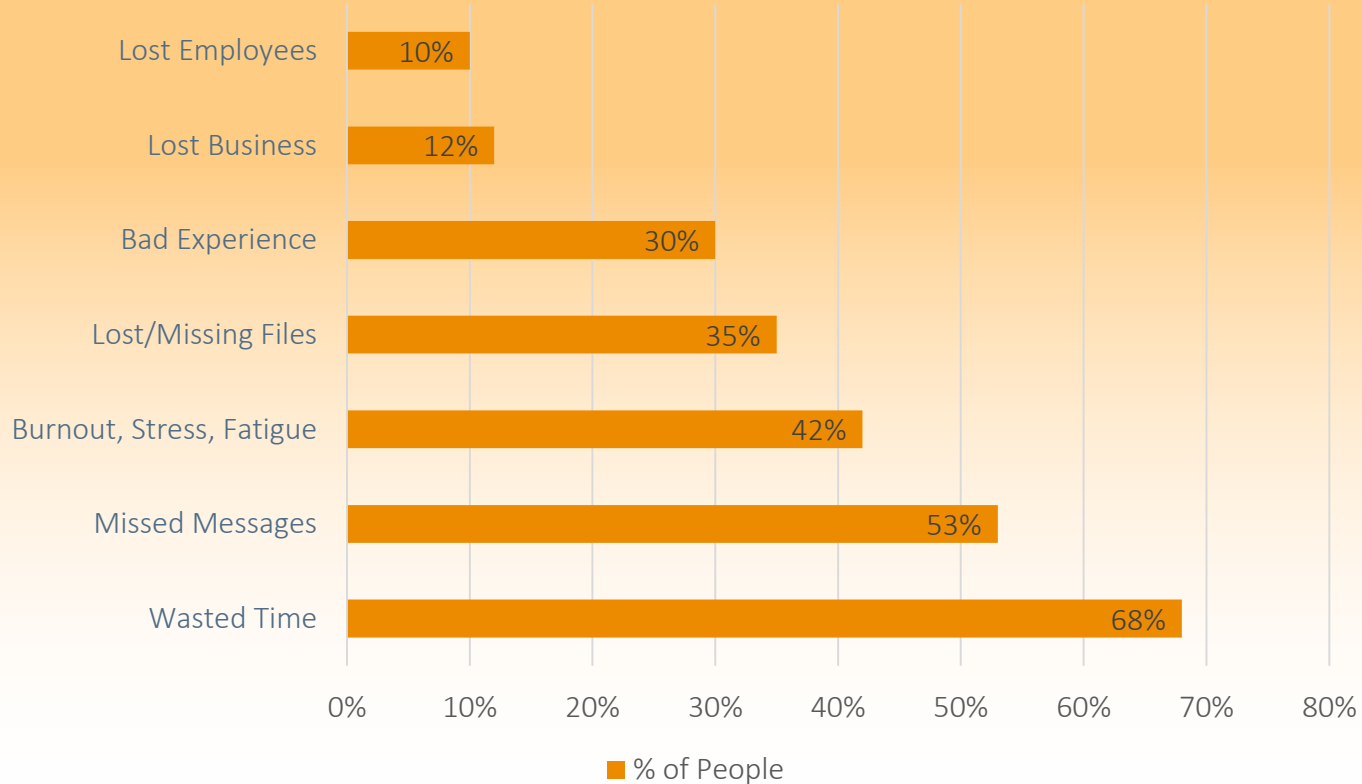
Department Stereotypes

Department Stereotypes=Isolation of Strategy

Time Limitations

Time Limitations= No time to communicate
leading to irresponsible decisions

The Cost of Poor Communication



An aerial photograph of a city street grid, showing various buildings, streets, and green spaces. A large, solid orange triangle is overlaid on the left side of the image, pointing towards the center. The text "Solving the Issues" is written in white on the orange triangle.

Solving the Issues

Solve the Issues with a communication strategy

- Define District Procurement Goals
- Involve the departments
- Measure, Measure, Measure
- Feedback
- Time and Efficiency Considerations
- Supplier Communications

Defining the Goals

Good communication starts with a strong plan!

Involve other
departments

Good communication is the bridge between
confusion and clarity- Nat Turner

Measuring Communication

Good communication = less employee turnover,
increased productivity

Feedback

Good communication requires feedback

Time and Efficiency

Good communication needs attention-consider the other department's time as well as you own

Supplier Communication

Good communication skills should also occur with your suppliers and part of your inter-department plan.

Improving Communication in the Workplace

- Set Communication Standards
- Lead By Example
- Encourage Feedback & Participation
- Clearly Define Roles & Responsibilities
- Work Towards A Common Goal
- Create A Culture of Respect
- Leverage Technology To Effectively Communicate

Set Communications Standards

Remove Opportunities for
Miscommunication by documenting
Communication Standards.

Explain accepted communication practices and procedures to your entire district before rolling them out. Demonstrate how employees and the district will benefit.

Don't make your standards too stringent.

There needs to be room for expression and autonomy.

Lead By Example

Say what you mean and do what you say.

Set an example from the top down in your district by having District and school administrators follow through on communication standards.

2 Reasons for Leadership to Adopt Standards First:

- It sets a good example
- Identify aspects that need to be changed, added, or removed

Follow through with new communication standards to establish trust.

Encourage Feedback & Participation

Never disregard the opinion of your employees or peers



Create an “Open door policy” where everyone feels comfortable with principals, central office administrators, Chief School Financial Officers, and Superintendent about their ideas, questions, and issues.

Ask low-pressure questions in meetings to encourage participation and validate employee opinions:

What are your thoughts?

What experiences do you have that are relevant to this project

What are some takeaways we might have missed?

Clearly Define Roles & Responsibilities

Outlining roles and responsibilities begins with the hiring process.

Start by identifying the positions you need to fill in your district and then create detailed job descriptions

Employees who understand their role in achieving the company big picture goals are more effective, productive, and satisfied.

Work Towards a Common Goal

Rifts between departments are caused by bad communication.

Establish district-wide goals that necessitate Collaboration between departments.

Collaboration requires teamwork; teamwork builds trust. Collaboration also ensures that everyone is focused on the same objectives and not working in silos.

Create a Culture of Respect

The biggest contributing factor to job satisfaction is respectful treatment

4 actions needed to build a culture of respect:

1. Listening – pay attention and absorb what people are saying.
2. Encouraging – Be Supportive and provide motivation.
3. Helping – Offer assistance when someone is struggling.
4. Demonstrating Empathy – Show people that you care for them.

Leverage Technology to Effectively Communicate

Modern forms of communication are based in technology

Your mode of communication needs to evolve with your workforce and the technologies they use.

Helpful communication applications:

Google Hangouts

Go to Meeting

Zoom



Thank You!

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