STRATEGIC COMMUNICATIONS
Effectively Telling the ESC Story
Meet your Speakers

TOM SPEAKS
Partner

PHIL HERMAN
Partner
The Power of Stories

WHO IS LENNY SKUTNIK?
The Power of Stories
ELEMENTS OF A GOOD STORY

• A Character (Hero)
• A Problem
• A Guide
• A Plan
• A Transformation
• Avoidance of Failure
• Achievement of Success
Why Tell a Story

THE BENEFITS OF INCLUDING A STORY

• Creates Connection
• Enhances Memory
• Inspires Action
• Builds Emotional Resonance
• Encourages Reflection
WHAT IS A BRAND?
A BRAND IS AN...

- Experience
- Interaction
- Emotional Connection
Your logo here
WHY strategic communications?
What are your priorities?
Establishing Objectives

☑️ **Who?** Who is the audience?
Establishing Objectives

☑️ **Who?** Who is the audience?

☑️ **What?** What is the desired outcome?
  - Create/increase awareness
  - Influence perception
  - Change/influence behavior
  - Take action
  - Develop opinions/beliefs
Establishing Objectives

✔️ **How much?** What is the desired attainment level? How well does the audience need to understand the information?
Establishing Objectives

✅ **How much?** What is the desired attainment level? How well does the audience need to understand the information?

✅ **When?** What is the timeline for receiving and understanding the information?
will we share this information?
The ESC of Western Reserve and State Support Team 4 (SST4) will help you find the Pathway to Literacy Achievement for all.

Using ODE training materials, literacy experts from The ESC of Western Reserve and State Support Team 4 will guide district and building leaders through a series of modules designed to build capacity and help districts meet the needs of all literacy learners.

**LEVERAGING LITERACY AND EQUITY**

- Disposition
- Leadership
- Time
- What to Teach
- Quality of Instruction
- Professional Development
- Instructional Materials
- Assessment
- Interventions
- Parents and Families
- Motivation

Sessions will support district leadership as they address systemic changes needed to meet goals set by Ohio’s Strategic Plan for Education and Ohio’s Plan to Raise Literacy Achievement, along with Ohio’s dyslexia support laws.

By the end of the training, leaders will:

1. Complete referral packets, if applicable, by district or ESCW. Transition to Work Coordinator
2. Transition to Work Coordinator coordinates with designee district staff to gather additional information and complete assessments
3. Results are reviewed in a manner as requested by the district
4. Referral is sent to (parent(s)) prior to meeting
5. Referral is held report at the district or parent(s), district, and other team members as requested
6. Transition to Work Coordinator is available to answer questions about results and issues, as needed

**Contact Information**

Referrals made to:
Mandi Bogden, M.Ed., CRC
Transition to Work Coordinator
abogden@escwr.org
Cell: (440) 232-1620
Fax: (440) 232-0509

For additional questions, contact:

Jaimie Cottrell
Vice President, ESCW
jcottrell@escwr.org
Cell: (440) 232-0509
Fax: (440) 232-0509

**(Passion is what gives meaning to our lives. It’s what allows us to achieve success beyond our wildest imagination. Try to find a career path that you have a passion for.**

- Harry S. Truman
Say hello to...
Eastern Region AESA Executive Council Candidate!

“As a candidate for the Eastern Region of the AESA Executive Council, my diverse experiences fuel my passion to represent and advocate for Educational Service Agencies and the students they serve at the national level. I believe in a brighter, more equitable educational future for everyone we serve.”

JENNIFER FELKER

Meet Jennifer Felker,
Eastern Region AESA Executive Council Candidate

EXPERIENCE AND LEADERSHIP

Jennifer Felker is a passionate advocate for Educational Service Agencies and has served as a leader and member of multiple organizations that support the advancement of education throughout Ohio, spanning over 20 years. From her time in the Ohio Department of Education to Superintendent of the ESC of the Western Reserve, Jennifer has expanded service offerings through various innovative approaches and partnerships in her region, leading the ESC of the Western Reserve to become a premier agency in Ohio and spearheading many of the Ohio Department of Education’s leading initiatives.

EXPERIENCE HIGHLIGHTS

• Associate State Superintendent for Public Instruction for the Ohio Department of Education, supporting over 600 school districts, including Ohio’s eight urban districts “The Big 8,”
• Assistant Superintendent and Superintendent Pro Tempore of one of the largest Educational Service Centers in Ohio,
• Dual Superintendent of Geauga and Lake County ESCs, which later merged under the direction of her leadership to become the ESC of the Western Reserve,
• Current President of the Ohio Educational Service Center Association (OESCA) Executive Board,
• Buckeye Association of School Administrators (BASA) Women’s Committee Member and BASA State Department Committee Member, Executive Chair of the Lake/Geauga Information Technology Center (ITC), and Superintendent of iStem Geauga Early College High School.

Outside the office, Jennifer is a mom to triplets, an avid golfer and a snow skiing enthusiast. She and her husband of 20 years live in the Cleveland area.
Inspiring Learning Through Innovation

EXECUTIVE LEADERSHIP SEARCHES AND BUSINESS SUPPORT SERVICES

THE ESC of WESTERN RESERVE guides itself on its services to school districts and other educational institutions in the state of Ohio. Our executive search services help school districts find and hire the most qualified candidates for key leadership positions, and business support services assist districts with financial management, professional learning, and other critical functions. With a team of experienced and dedicated professionals, we are committed to helping our districts achieve their goals and fulfill their missions.

THESE SERVICES INCLUDE:

- Administration/Leadership Search
- Superintendents, Trustees, etc.
- Specific Fiscal Support (Audit, Treasurers, Payroll, AP, etc.)
- Strategic Fiscal Management Support
- New Leader Mentorship
- Board of Education Custom Workshops
- Outsourcing: School Board
- Business Advisory

BENEFITS OF THESE SERVICES:

- A consultant with expertise in the search process
- The structure that ensures the local board remains in control of the search
- Opportunity to explore the market

ADDITIONAL STUDENT SERVICES:

- Career assessment
- Employer support
- Career guidance and exploration

CONTACT US

Phone: 440.358.2200
Email: info@escowr.org
Website: www.escowr.org

HUMAN RESOURCES

As your strategic partner, the ESC of the Western Reserve (ESCWR) assists you with 60- to 640-day Princeton resources management.

CAREER TECHNICAL EDUCATION OPTIONS

COURSE: TRANSITION #4A

- Unique Like Me
- 9th-12th Graders
- Storefront vocational skill training
- Retail and production skills
- Storefront located in Lake County
- Located at 154 Main Street, Fairview Park, OH 44077

COURSE: TRANSITION #4B

- Job Training Program
- 16th, 11th, 10th, 9th Graders
- 3 elective credits
- 1/2 day work, 1/2 day academic
- 2-3 year program
- 1.1 teaching ratio
- Paid or unpaid
- Job sites are located throughout Geauga County

ESC WR JOB SERVICES

- Writing plans for taking diplomas
- Assistance with seeking competitive integrated employment
- Partnerships with Lake and Geauga County Board of DD Services and Opportunities for Ohioans with Disabilities (ODD) Services

HUMAN RESOURCES

- The classroom is located at Auburn Career Center
- 1/2 day Elexus Online Academy (accredited) and 1/2 day Auburn Career Center Program
- 1/2 day Auburn Career Center, 1/2 day in home district for academics

CORE Program

- The classroom is located at Auburn Career Center
- 1/2 day Elexus Online Academy (accredited) and 1/2 day Auburn Career Center Program
- General Education, IT, and 504 accepted
- Lake and Geauga County students
Join The ESCWR Page Turners Program!
Free Reading Program for Third-Grade Students

This free, in-school program helps your third-grade student improve their reading skills and prepare for Ohio’s Third Grade Reading Calendar. It meets the requirements for regularly scheduled reading instruction and includes numerous activities to promote reading success. Teachers will be at school in the morning before your child gets on the bus. 

For more information: Call (440) 308-2065 | ESCWR.org

Lake County Community Forum

Lake County Community Forum

HOW WE CAN HELP

We strive to partner with you so we bring forth our expertise and services to support your needs. Here is an overview of the wide range of services we offer, tailored to assist you effectively:

- Human Resource Staff Monitoring
- Development and Maintenance of Job Descriptions
- Wages
- Risk Management
- Benefits Administration
- FMLA
- Payroll Management and Compliance
- Records Systems at a Paperless Development
- Consulting of Office Operations

Employee Lifecycle

Your staff has many needs throughout their employment with you. We can assist with performance management, open enrollment, benefits administration, leave policies, communications, company culture, and more. We can help you get to know your employees better, and develop programs to support them.

Labor Management and Compliance

HISTORY AND PURPOSE OF SCHOOL COMMUNITY FORUM

Community

The purpose of the School Community Forum is to create an understanding and awareness of school issues and to develop informed faculty and staff. The purpose is to provide a forum for open communication and sharing of ideas, information, and resources. To accomplish this, we strive to provide a platform that is inclusive, collaborative, and informative. The School Community Forum is open to all faculty and staff and includes representatives from various departments within the school district.

For more information: Call (440) 308-2065 | ESCWR.org
We Are Currently Looking For Peer Role Models

Rural Model
- Flexible schedule
- Access to community
- Developmental opportunities
- Opportunity for leadership

Benefits
- Monthly stipend
- Professional development
- Health insurance
- Retirement plan

For More Information
www.escwr.org
www.escwr.org

ESC West Region
Young Children Education Support"
“We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us.”

— Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action
Thank you!

FOLLOW US!
@theimpactgroup

TOM SPEAKS
tspeaks@igpr.com

PHIL HERMAN
pherman@igpr.com