INTRODUCING A NEW SUPERINTENDENT TO YOUR SCHOOL DISTRICT COMMUNITY
MEET YOUR PRESENTERS

DANIELLE AIREY
Chief Communications Officer
Peoria Unified School District

GREG D’ ANNA
Director of Public Relations
Pima JTED Career and Technical Education District
READY, SET, GO!

Prepare for your new superintendent’s first day by using the following tips.
INITIAL ANNOUNCEMENT

Make sure you have a bio and headshot prepared for your new superintendent’s first day. This is a great opportunity to introduce them to the community, as well as learn more about them and how they want to be represented within the community.
CREATE AN ENTRY PLAN

ASBA has a great entry plan available for your use.

Here are some things to consider...

- Set up an initial communication meeting.
- Prep them for the media that may come their way and what will your process be for inquiries.
NICE TO MEET YOU!

Help them to show their authentic self with your community.
EMPLOYEE CHATS

This year we held employee chats at each campus either in-person or virtually to share important updates with all of our staff and introduce them to our new superintendent.
do more of what makes you happy
COFFEE CHATS

Take time to introduce your new superintendent to local reporters over coffee and use social media to increase community engagement.
MEET WITH COMMUNITY LEADERS

Take time to introduce your new superintendent to local community leaders and elected officials.
YOUR NEW +1

Visit Rotary, Optimist, Chamber of Commerce, and other civic and community events.

You will know you’re doing a good job when the Superintendent starts getting invites and requests to speak.
BUILD TRUST.
STRATEGIES TO BUILD TRUST

- Make a clean break
- Strategic communication
- Share the why
- Consistent communication
- Superintendent councils