

Thurston County Fire District Three



Agenda for the Board of Fire Commissioners

Special Meeting

July 21, 2016

5:00 P.M.

- I. CALL TO ORDER**
- II. APPROVAL OF THE AGENDA**
 - A. Additions/ Deletions
- III. BUSINESS**
 - A. Workshop Regarding Communications Strategy Development: Facilitated by *Ideal Communications*
- IV. HEARING OF THE PUBLIC/ MEMBERS PRESENT**
- V. ADJOURN**

Lacey Fire District #3 Citizen Advisory Council
Proposed Project Development

Introduction

Everyone is affected by public/ fire safety. Such a broad basis of interest allows tremendous opportunity for proactive public education efforts, and for responding to specific concerns within a given community. Proactive action with positive results is one of the most effective ways to sway public opinion. The following is a proposed outline for a scope of a project for the Lacey Fire District #3 Citizen Advisory Council to develop during the next calendar year to assist the Fire District in enhancing their community outreach.

- ***Develop potential themes and messaging for the Fire District:***
 - Assist with customizing agency messaging to the individual community, and strive for community ownership and solutions.
 - Fostering continuing and positive relationships with all people in the community to publicize agency efforts to enhance public safety and the overall fire service mission.
 - Positive relationships with all types of media (print, radio, and online) will help lend credibility to the agency, its personnel, its mission, and the importance of maintaining effective fire safety programs.
 - Through positive community involvement, a wide base of support is generated for the agency's mission, goals and objectives.

- ***Distinguish possible forums of communication:***
 - Identify key people and organizations within the community who can assist the agency to ensure public/ fire safety messages reach their intended target audiences.

 - Identify varied groups to determine how best to serve their needs and in turn, win their support for the agency's mission, goals, and objectives. These communities are more apt to be distinguished by economic status, language, ethnicity, race, age, or other commonalties.

 - Identify possible venues of public discussion. Consider using all avenues of outreach, such as hospitals, physicians, trauma centers, safety coalitions, schools, neighborhood watch groups, and churches, to broaden the community outreach approach.

- ***Recommend a frequency of public communication:***
 - Suggest a strategy for when and how the agency should contribute to public policy discussions.
 - Recommend a strategy for information provided to the community is timely, correct, credible, and reinforces the agency's public safety image.

- ***Recommend public feedback:***
 - Identify potential feedback mechanisms (e.g. surveys, focus groups, and community meetings).
 - The input of the stakeholders and partners will help the agency prioritize its goals and apply its resources.
 - Review the agency's Web page and recommend possible ways to solicit public response to activities and programs.

Prepared by: Glenn Cramer

J.Marie Riche

P.O. Box 2611 ♦ Woodinville, Washington 98072
J.Marie@IdealCommunications.US ♦ 425.238.7044

Skills & Experience Interpersonal and public communications, with the proven ability to establish rapport and build relationships with individuals and groups in a wide range of settings
Dynamic facilitation of collaborative, consensus-based group process
Strategic communications research, planning, implementation, and evaluation
Election and community engagement campaigns
Crisis management and crisis communications
Customized training and presentations on topics related to communication, listening, de-escalation strategies, leadership and team-building, customer service, cultural competence, and more

Employment History **Founder, Principal Consultant**, Ideal Communications ♦ Woodinville, WA 2002–Present
Ideal Communications’ mission ~ and my professional passion ~ is to work with clients to create conditions which support thoughtful, interactive relationships to help organizations maximize their influence and connection with the communities they serve. Clients have included school districts, non-profits, utilities, professional associations & corporations.
Facilitation: Puget Sound Energy & IBEW (Union) Facilitated Agreements 2010 & 2007; Washington Credit Union League, Annual Meeting, 2010; Dayton School Board Planning Retreat, 2009; Baker River Project, Multi-Agency Terrestrial Resources Group, 2005–Present
Community Engagement: Bainbridge Island School District Communications Audit, 2006; Ferndale Schools Strike Communications, 2010; Upper Merion (PA) School Bond, 2010
Training: WA Public Schools, LightHouse™ School Board Leadership Training, 2009–Present; National School Public Relations Association (NSPRA) Feedback & Listening, 2007; Guest lecturer: Seattle Pacific University, Bellevue Community College

Communications Director, Snohomish School District ♦ Snohomish, WA 2007–2010
Returned in a part-time capacity to support my “home district” through the medical leave of the superintendent, passage of a \$261.5 million bond, strategic communication planning process, and communication of major operating budget reduction plan.

Communications Specialist, Snohomish School District ♦ Snohomish, WA 2000–2004
Established an award-winning communications program to inform and engage diverse and divergent constituents. As a member of the leadership cabinet, was responsible for all crisis communications and served as district spokesperson during a 21-day teachers’ strike. Subsequently worked closely with the superintendent to implement a outreach campaign which helped heal long-held divisions and resulted in the passage of a \$141.5 million bond.

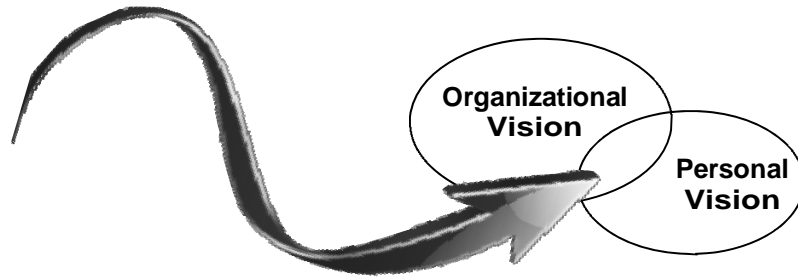
Public Relations Coordinator, American Red Cross ♦ Everett, WA 1996–2000
Developed and implemented a county-wide community relations program which increased awareness of and support for the organization and its local services. Was part of the team that developed and instituted the highly-regarded annual “*Real Heroes Breakfast*.”

Service & Affiliations National School Public Relations Association ♦ Member, 2000–Present
NW Regional Vice President, Representing 5 States & Western Canada, 2006–2009
Presenter at the 2003, 2004, 2006, 2007 & 2008 National Conferences
Author, Maintaining Relationships During and After a Strike
Washington School Public Relations Association ♦ Member, 2000–Present; *President, 2005–2006*
Washington Association of School Administrators ♦ Presenter & Consultant, 2002–Present
Washington State School Directors Association ♦ Presenter & Consultant, 2003–Present
Contributing Author, On-Call Magazine, 2004–Present
Providence Regional Medical Center ♦ Patient & Family Advisory Board, 2006–Present
Future Search Network ♦ Member & Certified Future Search Facilitator, 2009–Present

Voicing a clear, compelling vision

Personal Vision AND Organizational / Project Vision

Areas of overlap are your opportunity to get the whole person truly invested in your organization, project, or issue.



Start with “why”

Simon Sinek explained at the TED Puget Sound 2009 conference:

- ◆ Everyone knows “what” they do.
- ◆ Some know “how” they do it.
- ◆ Very few know “why” they do it.

Here’s the kicker: it is the “why” that motivates people.



“Dr. King gave the *‘I have a dream’* speech, not the **‘I have a plan’** speech.”

Elevator Speech

Make sure everyone on your team can describe your organization, project, or issue in 30 seconds or less (the time it takes to ride an elevator with someone).

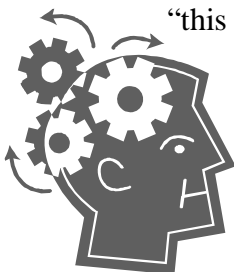
Even if the speech never gets used, it helps each team member increase their own clarity about the vision.



Powerful messages reach the HEAD

Data, logic, big-picture

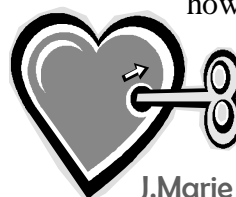
“this makes sense”



Why it matters,

and HEART of your audience

how it impacts people



Voicing a clear, compelling vision

Topic ~

“Head”

“Heart”

Topic ~

“Head”

“Heart”