



Communication is King; Mission is Queen

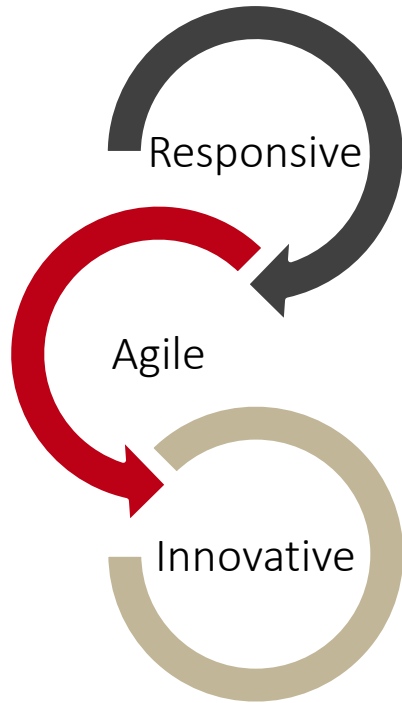
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Ruotolo Associates Inc.



- Over 40-year partnership with RA and the De La Salle Christian Brothers.
- First school client was a Lasallian HS...and have worked with 15 Lasallian institutions since then.
- Since 1979, privileged to work with Catholic educational institutions, dioceses, parishes, and religious orders located throughout the United States.
- Presently providing campaign counsel to La Salle Academy (Providence, RI), La Salle Institute (Troy, NY), and strategic planning for St. Patrick High School (Chicago, IL). We recently completed work with Christian Brothers Academy (Lincroft, NJ).

Three Keys to Our Conversation



Communication is King

Tools, tactics, and takeaways



Mission is Queen

Essential alignment



Critical Keys for Crisis Communication

Bringing it all together

In this moment . . .



CRISIS MODE VS.
CRISIS MINDSET



STRESS & CREATIVITY

Best Practices

Message

- WHAT do you want to say?

Medium

- HOW do you get the message across most effectively?

Voice

- WHO is the right representative?

Tone

- WHAT do you want to convey?

Timing

- WHEN do you share?

Information vs. Communication



Data push vs. dialogue

*Inundation of details we need to know
Thirst for meaningful engagement*



Discern need to know versus need to connect

How intent informs outreach



Clarity and collaboration

Consistent and coordinated messaging

Messaging Essentials



Institutional Impact and Response



Calendar and Activity Updates



Stories of “Stepping Up”



Tangible Takeaways – *recruitment numbers, donor support, student highlights*



How to stay connected

Key Constituents



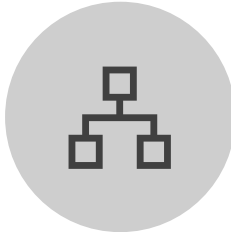
STUDENTS & FAMILIES



PROSPECTIVE STUDENTS & FAMILIES



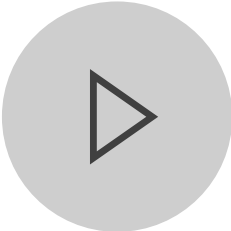
FACULTY & STAFF



BOARD & LEADERSHIP



ALUMNI



DONORS



FRIENDS & PEERS

Alternate Venues

Challenges

- On Campus Presence
- Extra-Curricular Activities
- Special Events
- Leadership Gatherings
- In-Person Meetings

Opportunities

- Distance Learning
- Zoom Meetings
- Eblasts
- Social Media
- Video
- Phone Calls
- Snail Mail
- Hand-Written Notes

Cadence



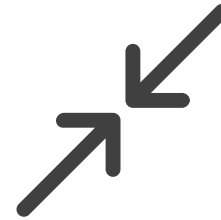
From Cacophony to Consistency

Managing the flow of communication



Rhythm and Routine

Value in the context of uncertainty



Novelty and Boredom

Adapting through the crisis

Coordination & Preparation



Top 3 Daily/Weekly Highlights

Reinforce common themes



Core Talking Points

Provide scripts and FAQs



Role Playing & Rehearsal

Unprecedented challenge

Mission is Queen

- Maintain an Authentic Voice
 - *Reflective of institutional values*
- Showcase Relevance
 - *Genuine response to this crisis*
- Stay in Your Lane
 - *Can't be all things to all people*

Inside Out

Open a window into your institution

- Leadership Video/Faculty Blog
- Student Prayers/Parent Chatroom

See through the other's lens

- Student and Faculty View
- Alumni and Donor Perceptions

Opportunities to engage

- Survey and Study Potential
- The Value of Asking for Input and Advice

Personal Outreach

Three conversation keys for calls and letters

- Convey genuine interest in and concern for your constituents
- Express appreciation – *relationship vs. transaction*
- Connect to the institution
 - Make it personal
 - Share your experience
 - Be open to response cues – “*How can I help?*”

Follow-up

Gift of Time

■ Reflect & Renew

- *Start a blog, vlog, journal*
- *Capture stories from constituents*
 - *Revise common practices*
 - *Update contacts*
 - *Curate content*
- *Prepare for future publications*

Keys for Crisis Communication



Acknowledge the Undercurrent of Stress

Impact in message and tone
Context of uncertainty



Manage Messaging/Reinforce Best Practices

Internal team coordination
3 Daily/Weekly Keys



Reframe Opportunity

Lean into trust and hope
Demonstrate leadership

Q & A

Thank You!

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