

SECRET SAUCE 2.0

The Strategy Behind Convocation

JAMES COLBERT JR., County Superintendent

DANIELLE CLARK, APR, Chief Communications Officer

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THIS WEBSITE**





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County Superintendent



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Chief Communications Officer
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**PLEASE GO TO
THIS WEBSITE**



WHO ARE YOU?

***PLEASE GO TO
THIS WEBSITE***



Who are you?

Superintendent

0%

Communications Chief

0%

Communications Staff Member

0%

Other (vendor, board member, education foundation, district office administrator, etc.)

0%

SUPERINTENDENT TIERS



Tier 3



Tier 2



Tier 1

What tier is your Superintendent?

0%



Tier 3

0%



Tier 2

0%



Tier 1

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

COMPONENTS

- Equity Factors
- The Process
- Delivery Style
- Delivery Tools
- Razzle Dazzle



EQUITY FACTORS

- Superintendent
- Board
- Staff
- Organization
- Culture



THE PROCESS

- Review activities of past year and coming year
- Discuss potential concepts
- Loop in creative team
- Determine theme, style, tool
- Identify “Razzle Dazzle”



DELIVERY STYLE

- Motivation and/or celebration (2018)
- Humor (2023)
- Heart strings (2022)
- Blended (2020)

DELIVERY TOOLS

- Superintendent
- Motivational Speaker
- Performance
- Testimonial or Story



TOOL TIP



RAZZLE DAZZLE

- Theme
- Lanyards
- Collateral
- Décor/Table tents
- Photo booths
- Yearbook



APPLICATION

Convocation 2023

1. Concept: Organizational Culture
2. Style: Humor
3. Tool: Superintendent/Video
4. Message: Levity
5. Razzle Dazzle: 80s
6. The Final Outcome



Jonathan Parker
Assistant
Superintendent



CJ Rodgers
Assistant
Superintendent



Charles Neo, Ed.D.
Senior Director



Jeff Drury
Senior Director



Venetia L. Peacock
Senior Director



Mitzi Loera
Vocalist

QUESTIONS



THANK YOU!



Evaluation Survey

Your feedback is important to us!

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