

PR 101 for World Language Teacher

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Milton School District

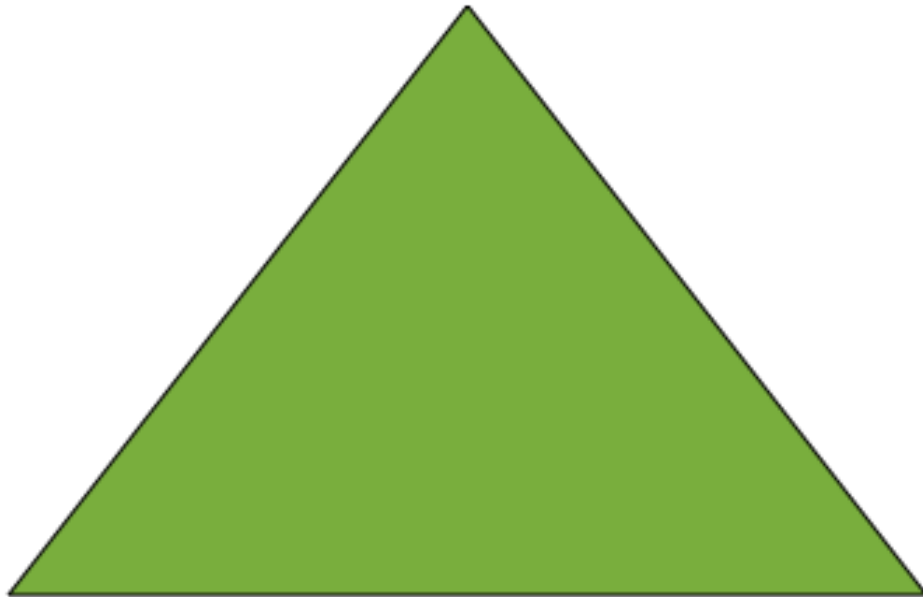
French & Spanish Teacher

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<http://pr4worldlang.wikispaces.com/>

WAFLT 2012

**Everyone thinks French is awesome and
cannot imagine life without it.**

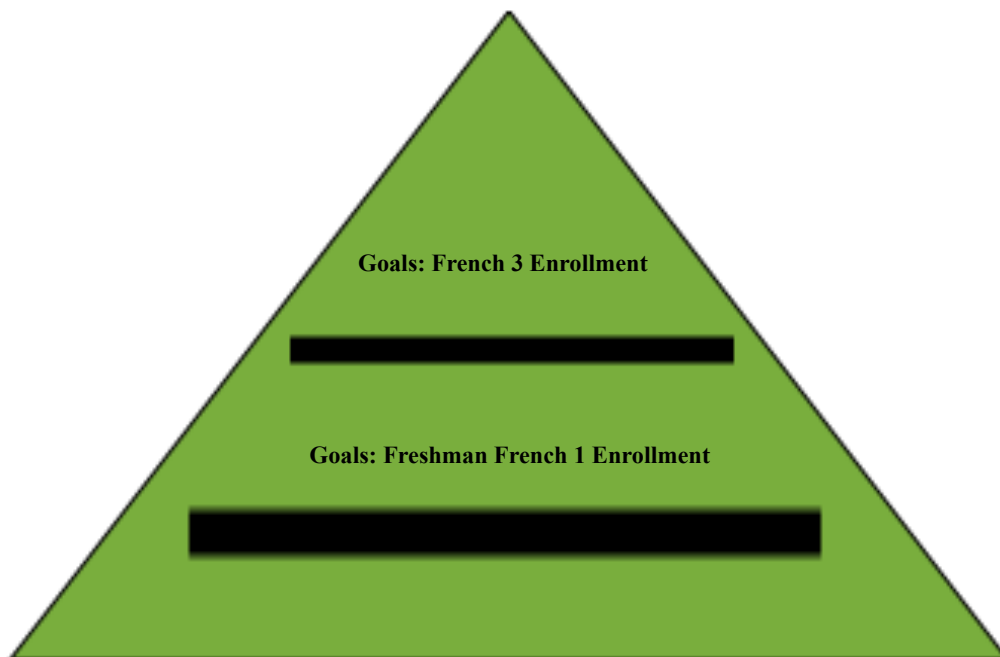


French is a relevant, life skill today.

hmmm...not very measurable goals....

Measurable Success Triangle

Target audiences' active support of development of Milton French program



Target audiences' awareness of the relevancy of the French language

Milton Mission Statement Brainstorming Process

priority #1: desired public image

priority #2: to inform and create good perceptions regarding your students and program

priority #3 to practice sustainable development

My mission is to utilize general and social media to develop a community awareness of the usefulness of the French language both at home and abroad. To use public relations tools to inform my target audiences of my programs goals and successes. Success will be measured through enrollment numbers at freshman French 1 and French 3, along with media clippings for six event in one calendar year.

Now it's your turn.....

From message development brainstorming sheet below, pick your top top three things to address

Message Brainstorming Sheet

1. Write down the mission statement for your world language program.

2. Is it measurable? Don't have a measurable mission statement, write one now?

A. When you are preparing your Mission Statement remember to make it clear and succinct, incorporating socially meaningful and measurable criteria and consider approaching it from a grand scale. As you create your Mission Statement consider including some or all of the following concepts.

- « The *core values of your program
- « The desired public image
- « The key strategic influence for the your program
- « A description of the target audience(s)
- « A description of the products/services
- « The geographic domain
- « Expectations of program growth

B. Here are some sample values that might be important to you and the way your world language program:

- « Provide standards-based instruction
- « Provide superior customer service
- « Protect the quality of the programming
- « Ensure equal access to resources
- « Encourage innovation/creativity
- « Practice sustainable development

So take a moment to list the core values that are important to you that are expressed in your world language program. It might be helpful to focus on your program's [core competencies](#) when you're considering which values are worthy of being a part of your mission statement. core competency as a "key ability or strength that an organization has acquired that differentiates it from others, gives it competitive advantage, and contributes to its long-term success."

The concept of core competency originated as a resource-based approach to corporate strategy (<http://sbinfoanada.about.com/od/management/g/corecompetence.htm> 1 nov 2012). The concept was first introduced by C.K. Prahalad and Gary Hamel. In *The Core Competence of the Corporation*(1990), they describe core competence as something that a firm can do well that meets three conditions:

1. It provides consumer benefits.
2. It is not easy for competitors to imitate.

C. Once you've decided which core values are most important, add one (or two at the most) to your description of what your program does.

3. Describe your world language program. What are your risk mitigation milestones (an event when completed, makes your program more likely to succeed--restaurant example)? Why are YOU uniquely qualified to help students succeed?

4. put your mission statement to work-- what are the key themes?

5. In order for your program promotion plan to be successful, it's first most important to determine and define your objective. Define and write down your objectives for your publicity or media plan.

How will you design your public relations campaign? Will it be designed to:

- Establish your expertise among your peers, the press, or your students?
- Build goodwill among your students, administration, or your community?
- Create and reinforce your program's brand and professional image?
- Inform and create good perceptions regarding your students and program?
- Assist you in introducing a new program or service to the community?
- Generate leads for potential new enrollments?
- Mitigate the impact of negative publicity and/or budget crisis?

6. How can the themes in #4 be used as talking points in your program promotion plan?

7. Define your goals in achieving this program promotion objective. It is important that your goals be specific, measurable, results-oriented and time-bound. These goals must be in-line with your overall mission statement.

Phillips, WI German Program:

How is class Fun- monthly movie night, current films in German with German subtitles

Who knows: german students parents

Suggestions: take pics of students at movie night, design a logo for your language department to use with school district logo (shows you are a special part of the bigger organization), send photos that will look good in black n white with a press release

Potential Connections: community members who've studied it in the past may want to come talk with class, see movie etc.

Fun--Concordia Language Village

Who knows: parent, students do school board presentation

Fun--travel to Germany

Muskego German Program

German 3 is hardest to keep numbers due to scheduling conflicts and difficult grammar concepts

Magic Number for a class to be offered 10 kids

Eagle River German Program

Nicollet Tech college

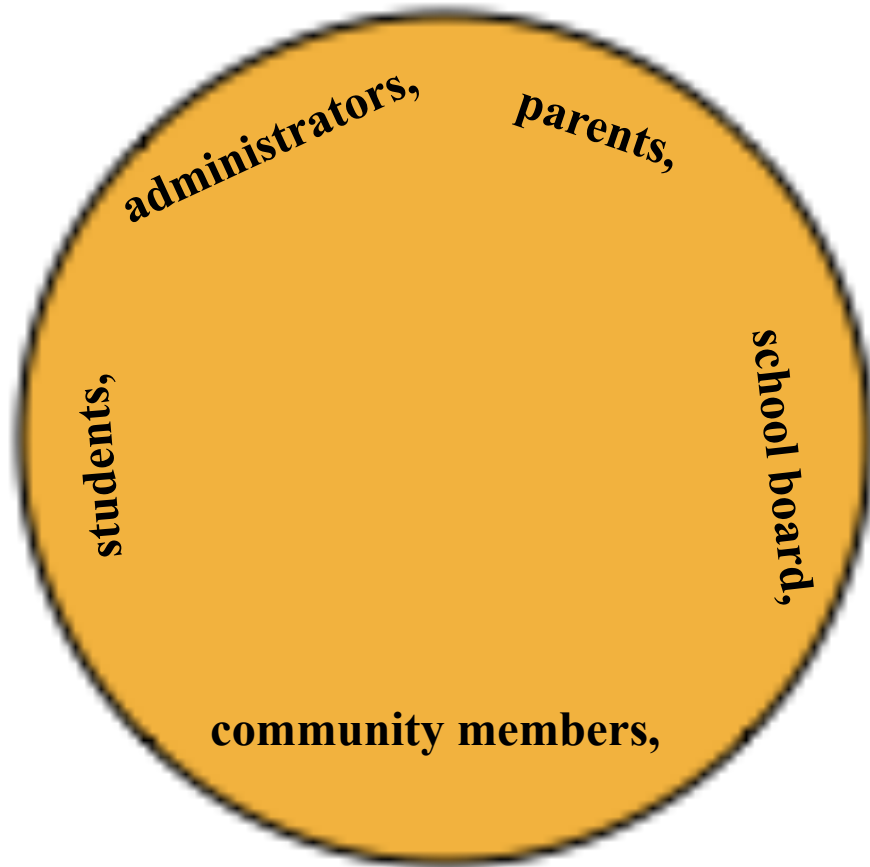
talk to guidance--what are the top 10 business that your college has connections with

google "german manufactures in wisconsin"

cc all press releases to administration to keep them in the loop, but don't ask for permission

I really love teaching German because it's such a fun language for the kids to learn and with all the auto manufacturing and technology work being done in German speaking countries I know that I am making them more employable in the future.

Milton Target Audiences



go to <http://pr4worldlang.wikispaces.com/>
to continue this process collaboratively:)