

When telling the ISD story

Enlist others to talk about your successes

ISDs have many success stories. But, it's better when someone else tells them. That's because the information is perceived as more credible when someone without a vested interest sings your praises. The list below suggests people who may be willing to tell about the positive experiences they've had with your ISD, its staff, programs or services. Scenarios will be as varied as Michigan's intermediate school districts and their communities. Seek out these or any other examples that are specific to your area. The key is to have someone else speak positively on your behalf.

Direct Student Services

- The parents of a successfully included child commenting on the difference it's made in their lives.
- The parents of a child who received or is receiving early childhood services—and the improvement they've seen in school readiness.
- A student who graduated from your career/technical center and is happily employed in a related field.
- The parents of a child who received early intervention services and is no longer in need of special education services.

Professional Development

- Teachers who have attended content-specific training that's made a difference in their classroom practice.
- A building secretary who attended a seminar at your ISD and applied what s/he learned back in his/her office.
- A local board member who has benefited from a new board member orientation session.

School Improvement

- A principal who has worked with your School Improvement consultant to use data to improve instruction.
- A teacher who is better equipped to work with a special needs student because of the support received from an ISD teacher consultant.

Regional Educational Media Center

- Local district business manager commenting on the amount of dollars saved via the ISD cooperative purchasing program.
- A teacher commenting about how s/he used REMC materials, ERIC search, teacher workroom, videos, software, kits or models to enhance learning in his/her classroom.
- A parent of a special needs child who has benefited from REMC materials or connections s/he has acquired through your ISD.

Technology Services

- A local school district technology director singing the praising of your technology consultants for help with distance learning, fiber connection or WAN/LAN systems.
- A special education teacher telling about how a piece of assistive technology equipment from the ISD has made the difference for a special needs child in his/her classroom.

Community Collaboration

- A county government administrator who can speak to the role your ISD plays in countywide efforts.
- A leader from the local community college or university who can talk about the role your ISD plays in teacher education.
- The chairperson of your Chamber of Commerce's Education Committee who can speak about your ISD's role in quality of life/economic development efforts.
- An employer who has worked with your work-study coordinator to hire one or more of your students with special needs.
- A police or fire chief who can speak to the ISD's role in school safety, post 9-11.

Administrative Services

- A superintendent who can comment on the help her/his district has received with legislative relations.
- A principal who can talk about the school nursing services his school receives under a contract with the ISD.
- A human resources administrator noting the invaluable substitute teacher recruitment program coordinated by the ISD.

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