



# Strategic Communications for School Leaders

*Vicki Gunther, James McGowan, Kate Donegan*

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**Strategic Communications for School Leaders** Vicki Gunther, James McGowan, Kate Donegan  
Gunther, McGowan and Donegan draw on their own experiences and those of others in the field, to explain the importance of communication in school leadership. In focusing on the communication process—why it's critical for schools, and how it can be executed well—they make the case that communication must be a primary emphasis for leaders, not an afterthought.

In *Strategic Communications for School Leaders*, the authors provide the insights and skills necessary for understanding the role of communication in educational leadership. They also lay the foundation for helping leaders—and those that aspire to be—create and execute communication plans that help to win the trust of an increasingly skeptical public and provide a means to advocate for schools' appropriate share of scarce resources.

Topics addressed in the book include the following: understanding the audiences and their information channels; aligning the school leaders' messages with their educational goals and values; telling stories and using illustrative examples; delivering honest and credible messages (including admitting mistakes); using technology intelligently and appropriately; and creating and adhering to a communications plan.

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