



1. **Set Clear Expectations.** When conveying expectations to the superintendent, present your message in as few words as possible. Vagueness and rambling only leads to confusion and frustration, while delivering clear, achievable goals lead to trust and confidence.
2. **Keep everyone in the loop.** If you want effective communication to run throughout the entire board, make sure that the lines of communication are kept open at all times. When asking for extra or clarifying information from the superintendent, be sure that all other board members are given the same information.

3. **Communication is a Two-way Process.** Effective communication requires developing a mutual understanding of the information being transmitted. When speaking to the superintendent, check for his or her understanding and clarify when needed. When listening to the superintendent, ask questions to ensure everyone is on the same page.
4. **Choose the appropriate medium.** While face-to-face communication is generally the most effective way to communicate, it isn't always an option. Take time to decide if an email, telephone call, text, or video conversation is the best alternative option.
5. **Be mindful of your body language.** A laid-back stance with a welcoming tone shows the superintendent you are approachable and open to listen. Keeping eye contact will show you are listening and focused on the conversation.
6. **Foster openness and transparency.** Promote open communication by always showing respect toward your superintendent and never resorting to demeaning tones and language. In situations where you disagree with the superintendent, it is important to see things from his or her point of view. Transparency is imperative, especially in the public sector. The board and superintendent should demand transparent communication and hold one another accountable when this standard is not upheld.

Good
communication
does not just
happen; it is
planned and then
executed.