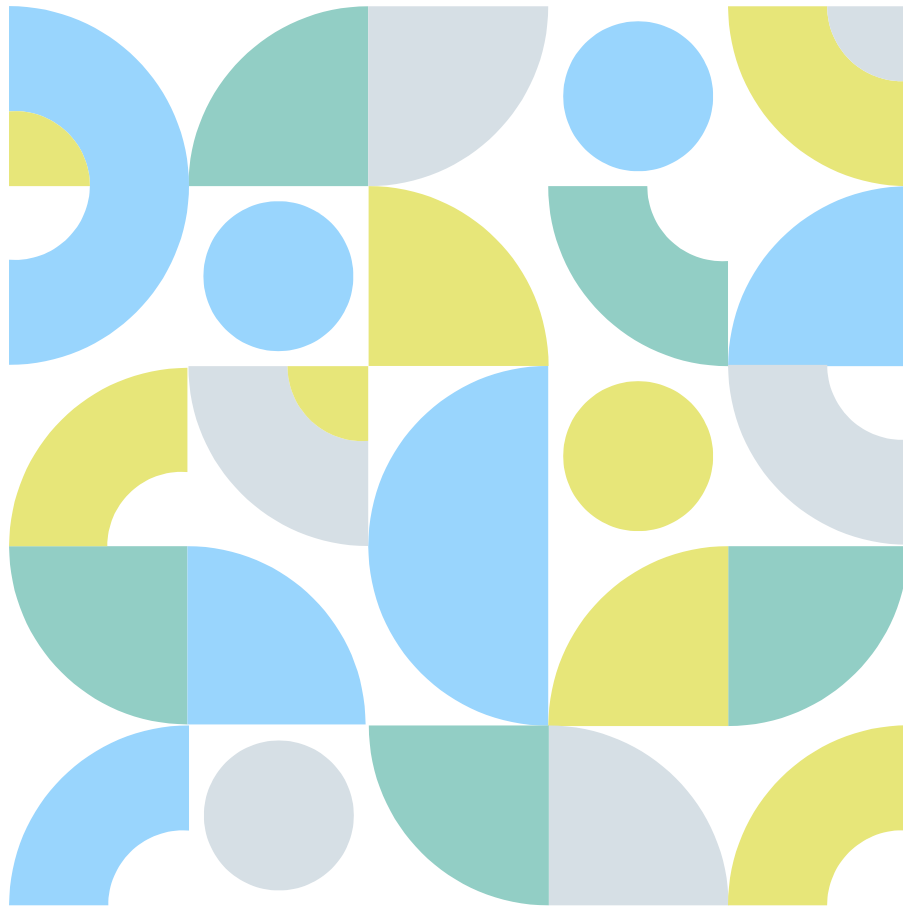


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# The Trust Advantage

MARE Conference

October 22, 2026





# Who do you trust?

What organization/business do you trust?

What do they do consistently that earns your trust?



# Trust isn't built during a crisis.

It's built every single day.

Every interaction is either a....

**Trust Deposit**

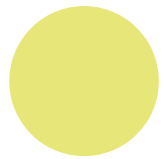
or a

**Trust Withdrawal**

# Fill Your Bucket



## Deposits



Superintendent at ballgames

Quick email replies

Clean website

Friendly receptionist

Explaining decisions

Celebrating students

Owning mistakes

Returning phone calls

## Withdrawals

Outdated website

Board surprises

Jargon

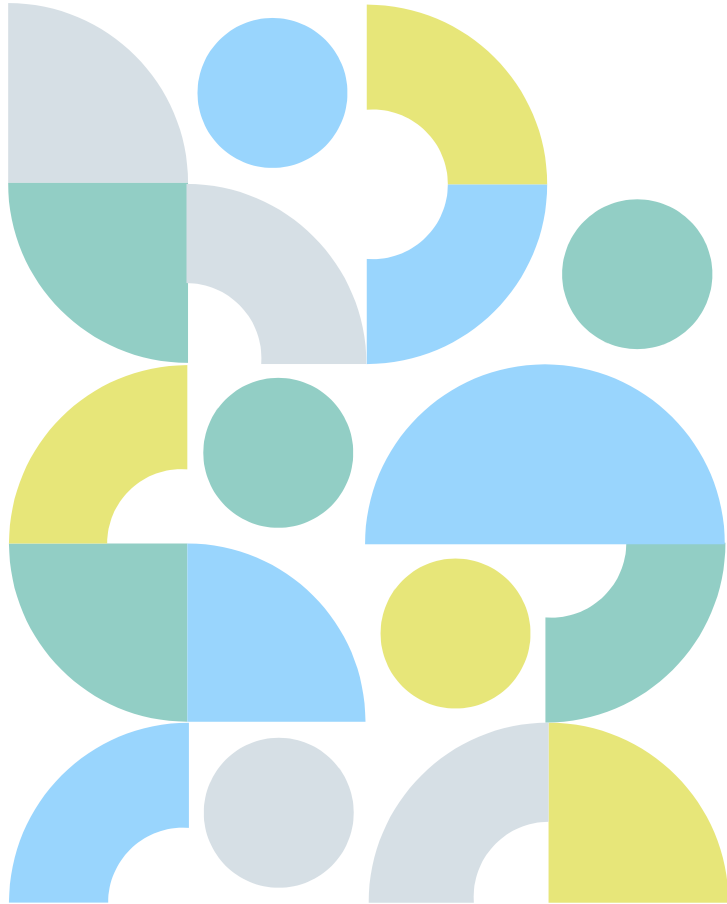
Long response times

Confusing enrollment

Inconsistent messaging

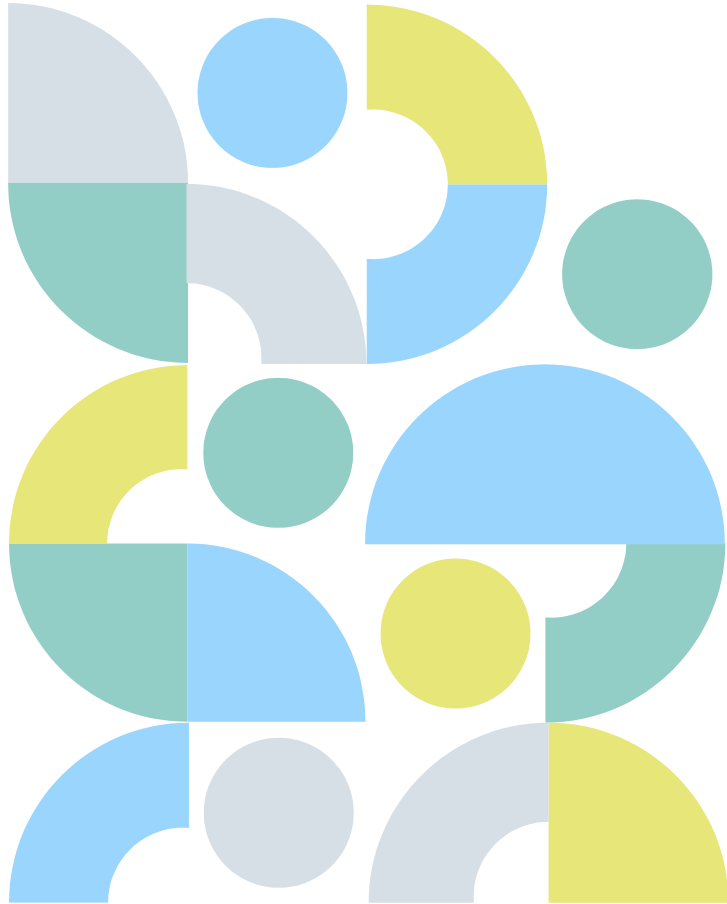
Negative office interactions

No explanation for decisions



# Inside, Out

- Builds culture
- Develop ambassadors
- Ripple effect



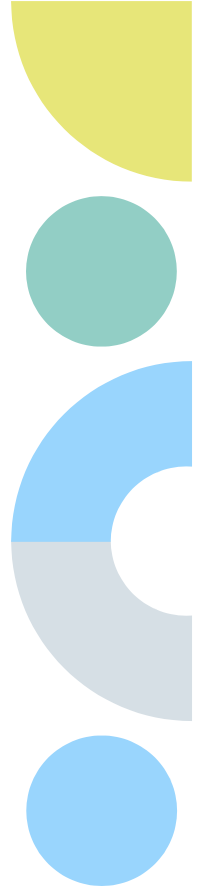
# Internal Comms

- First in all communication
- Provide talking points/key messages
- Use K-D-S

# A Trust Audit

## First Impressions

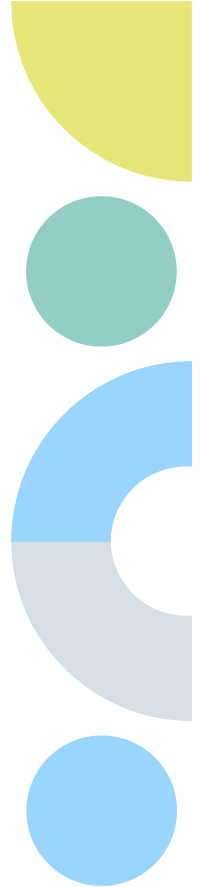
- Can someone find your phone number/email?
- How easy is enrollment?
- How welcoming is your office?
- Is your website current?
- How quickly are calls/emails returned?
- What does your social media presence say about your district?
- How do you onboard employees?



# A Trust Audit

## Communications

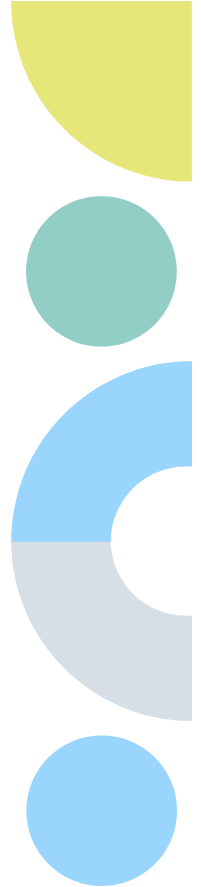
- Can parents easily understand your messages?
- Do staff feel heard & “in the loop”?
- Do you explain WHY?
- Are board decisions explained?
- Is your social media positive?
- Can someone find answers without calling?
- Is your communication consistent?



# A Trust Audit

## Customer Service

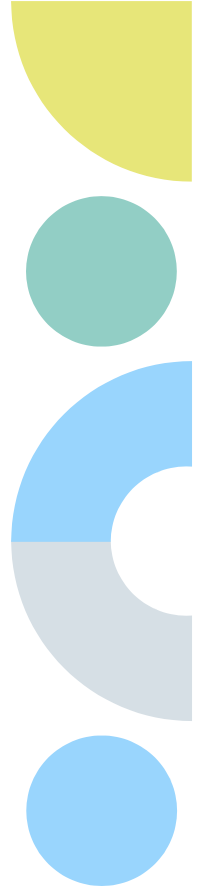
- How are visitors greeted?
- How are calls answered?
- What happens when someone complains?
- How easy is it to get help?
- Does every employee understand customer service?
- Do you anticipate needs?



# A Trust Audit

## Visibility + Listening

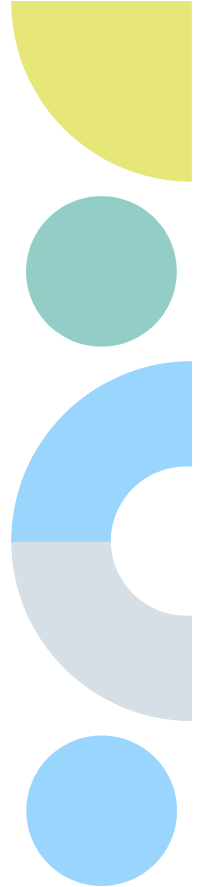
- Do people see you?
- Do teachers & staff?
- Do students?
- Are you accessible?
- Do you have a system to gather feedback?
- How do you use feedback?



# A Trust Audit

## Consistency

- Are district newsletters consistent?
  - Content, Timing
- Do principals communicate similarly?
- Do offices answer phones consistently?
- Are visitors greeted the same?
- Do newsletters have a common look?
- Is branding consistent?





# Five Small Changes that Build Big Trust

## Explain the Why

Why the decision was made?

Why the change in process?

Why students are doing this activity?

Why is this important for me to know? (WII-FM)



# Five Small Changes that Build Big Trust

## Make it Easy

Cut down on clicks (Facebook & website)

Send information directly to audience

Think of the big picture

Human connection



# Five Small Changes that Build Big Trust

## Be Consistent

Same newsletter.

Same communication schedule.

Same voice.

Same expectations.



# Five Small Changes that Build Big Trust

## **Celebrate, Appreciate**

Do you celebrate staff, students?

Do students, staff, parents, community feel appreciated?

Be authentic.

80/20 Rule



# Five Small Changes that Build Big Trust

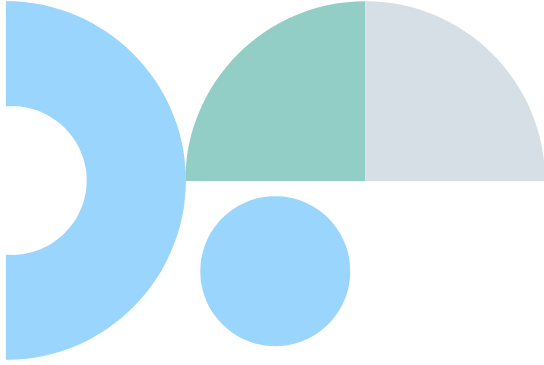
## Be Proactive with Bad News

There's no hiding flaws

Be transparent

During crisis, communicate often & close the loop

Check the tone of your messages



# **Trust isn't something you earn once. It's something you maintain every day.**

Every phone call.

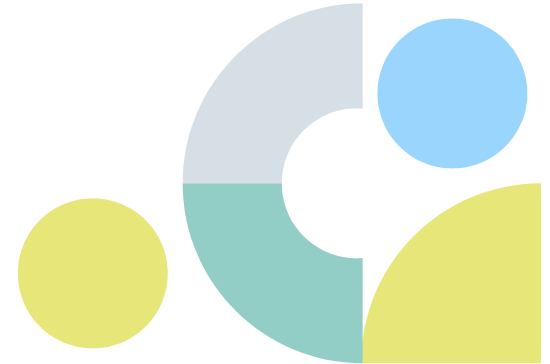
Every email.

Every social media post.

Every conversation in the front office.

Every explanation.

Every smile.





# Beware of Complacency

"We've always done it this way."

"Our community already knows."

"They trust us."

"We don't need to explain."



# Thank You!

Do you have any questions?

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