



ABOVE THE FRAY

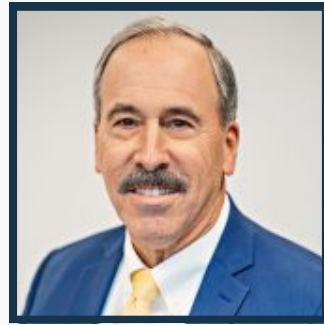
Building Unity While Navigating
Unprecedented Political and
Community Challenges

2025 AASA National Conference on Education

NEW ORLEANS, LA

MARCH 6-8, 2025

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DR. DAVID AXNER

Executive Director
BASA



TOM SPEAKS

Partner and Co-Founder
The Impact Group



DR. PAUL IMHOFF

Director of Governmental Relations
BASA



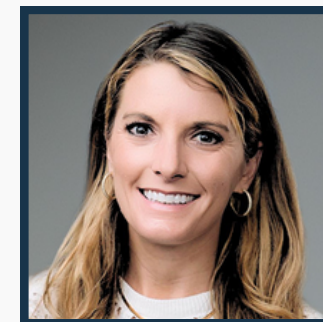
PHIL HERMAN

Partner
The Impact Group



DR. MICHAEL BARNES

Superintendent
Mayfield City Schools, Ohio



DR. RACHEL WHITE

Associate Professor
Department of Educational Leadership and
Policy, The University of Texas, Austin

Our Mission

The mission of the Buckeye Association of School Administrators is to inspire and support its members, develop exemplary school system leaders and advocate for public education.





The Landscape

SUPERINTENDENT LEADERSHIP

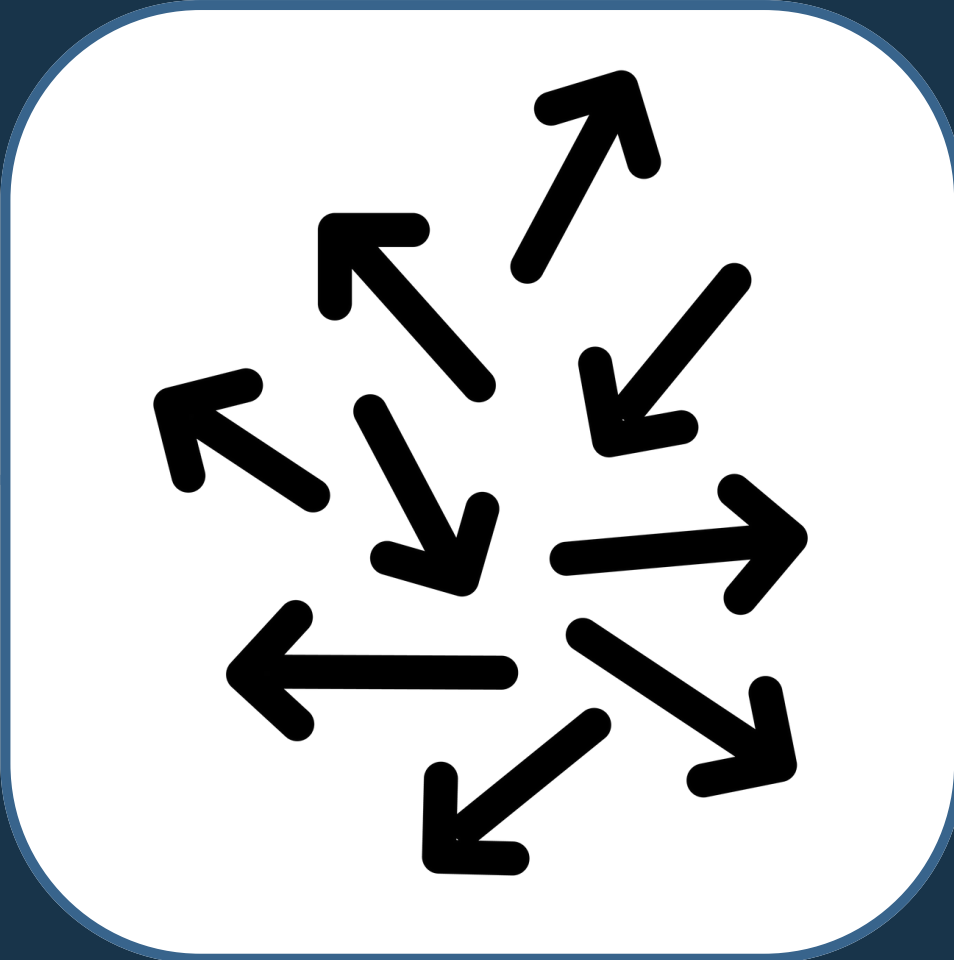
Pre-Pandemic



During Pandemic



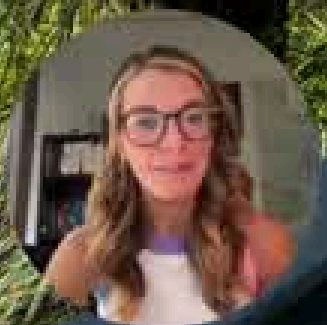
Post-Pandemic



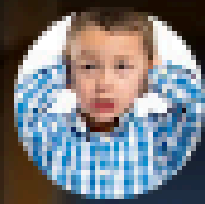
AASA National Conference on Education
New Orleans, LA | March 2025

ABOVE THE FRAY: BUILDING UNITY WHILE NAVIGATING UNPRECEDENTED POLITICAL AND COMMUNITY CHALLENGES

RESEARCH SHARED BY DR. RACHEL S. WHITE
FOUNDER, THE SUPERINTENDENT LAB
ASSOCIATE PROFESSOR, EDUCATIONAL LEADERSHIP & POLICY, UT AUSTIN



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Mayor Craig Shubert - Hudson OH



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 **HBOE Meeting**
September 23, 2024

Watch on  YouTube

The Dichotomy of Control

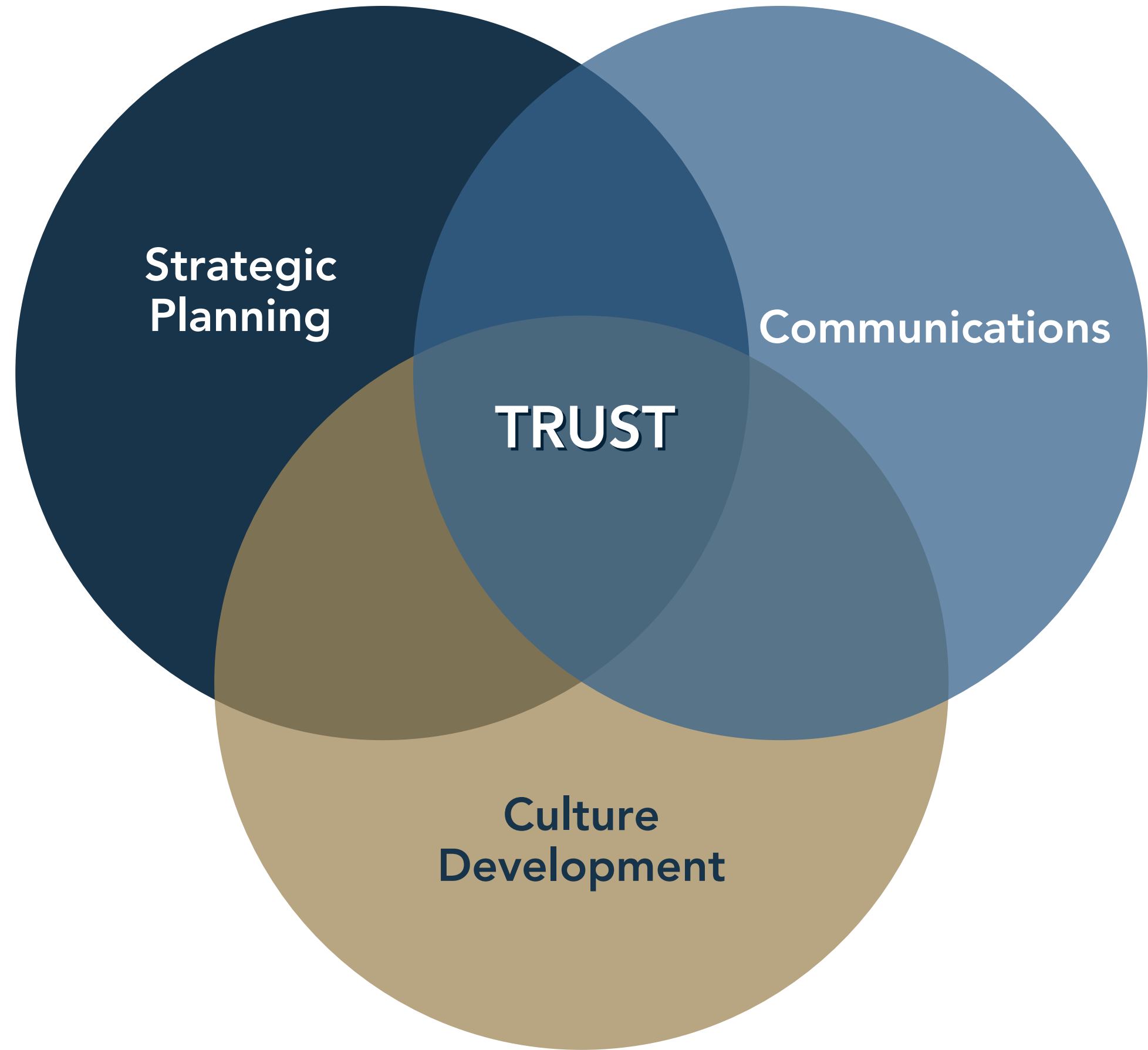
UNDERMINING TRUST

- Political Turmoil
- Cultural Turmoil
- Economic Turmoil
- Technological Disruption
- Information vs. Misinfomation

BUILDING TRUST

- Relationships
- Integrity
- Communication
- Transparency
- Competence
- Conistency
- Vulnerability
- Empowerment
- Engagement

Trust



Trust

CULTURE DEVELOPMENT

Start with Self

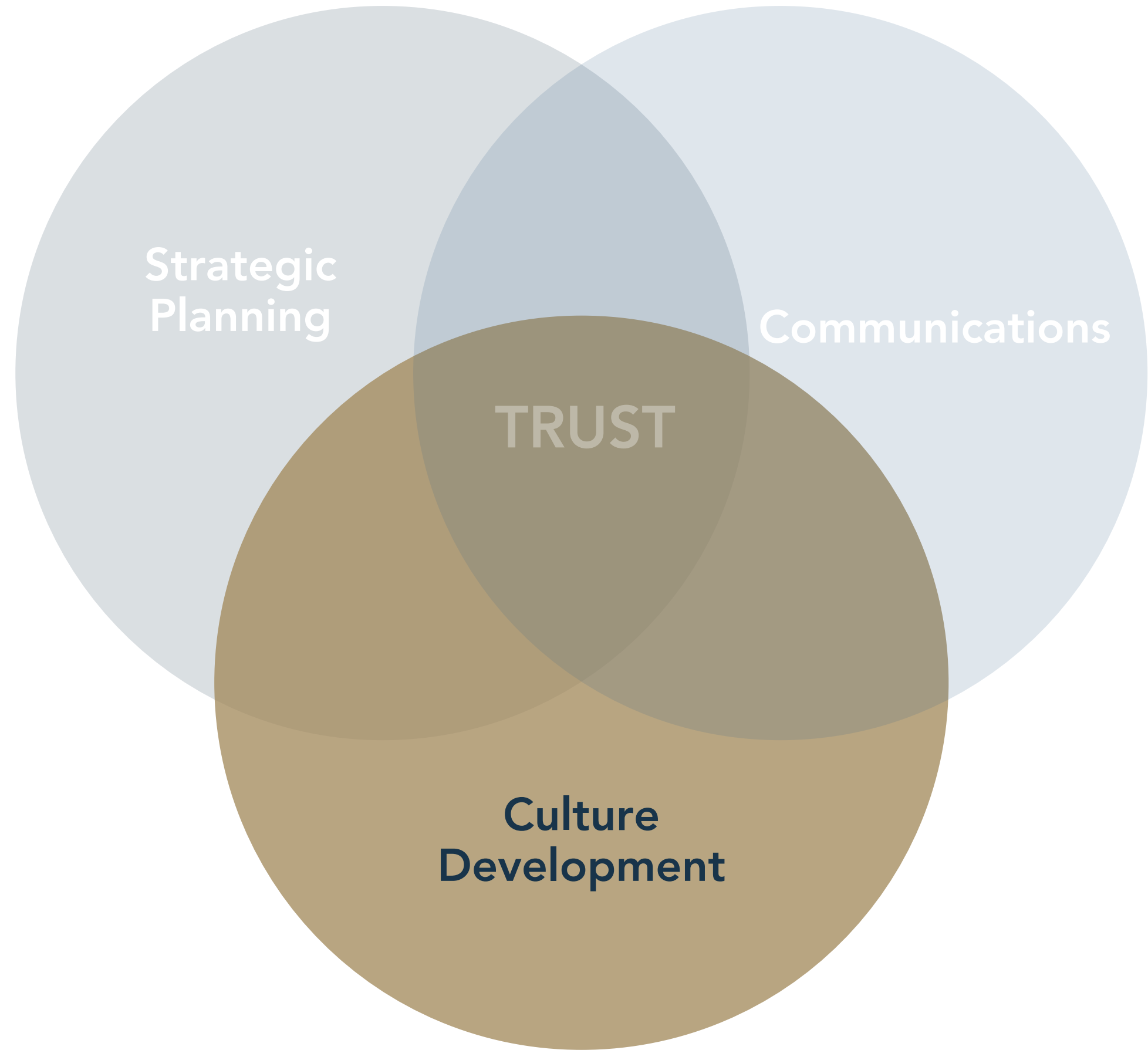
Create Safety

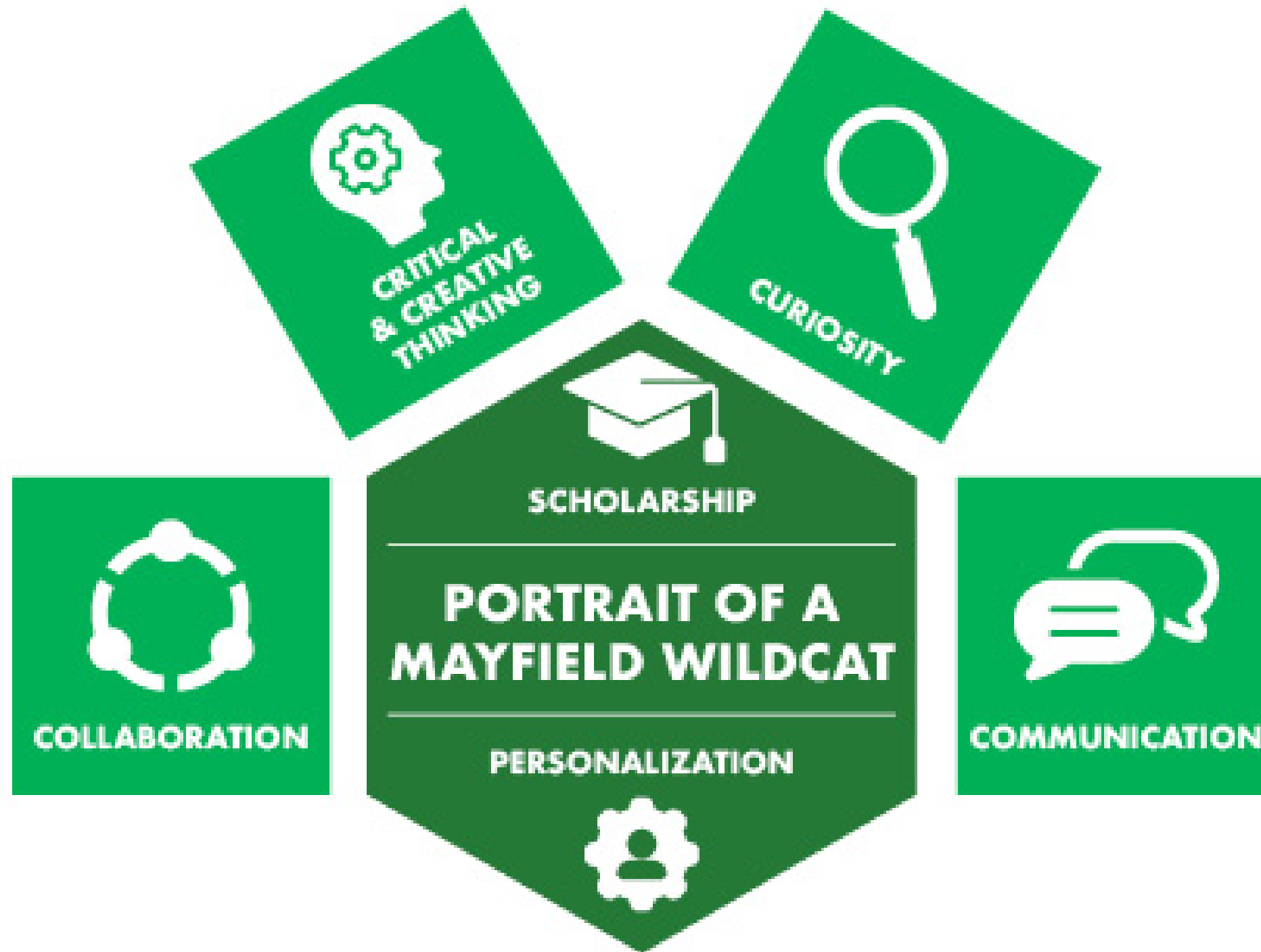
- Mutual Purpose
- Mutual Respect

Common Ground

Cultural Aspirations

Behavioral Expectations





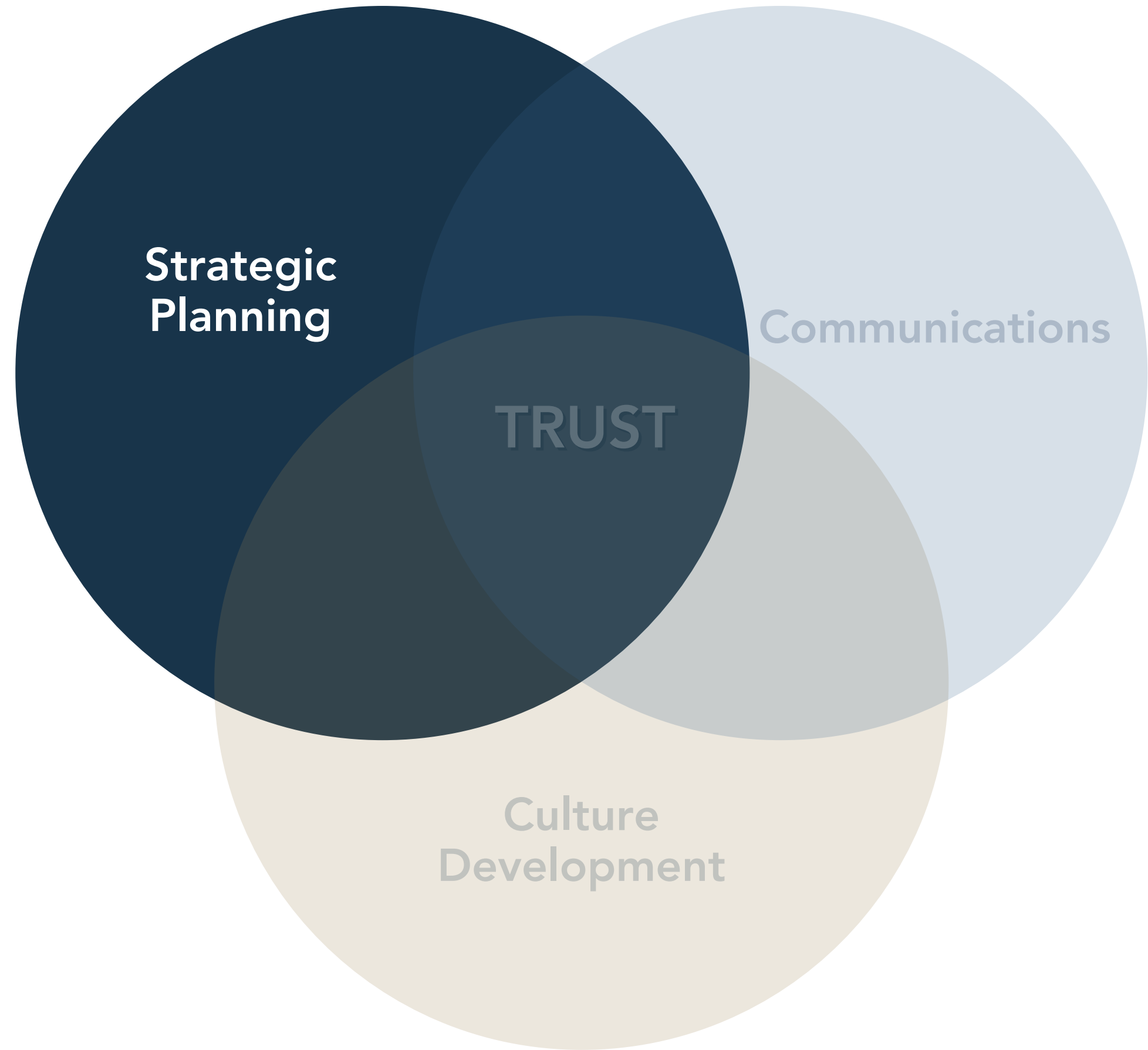
Mayfield City Schools

EVERY STUDENT. EVERY DAY.

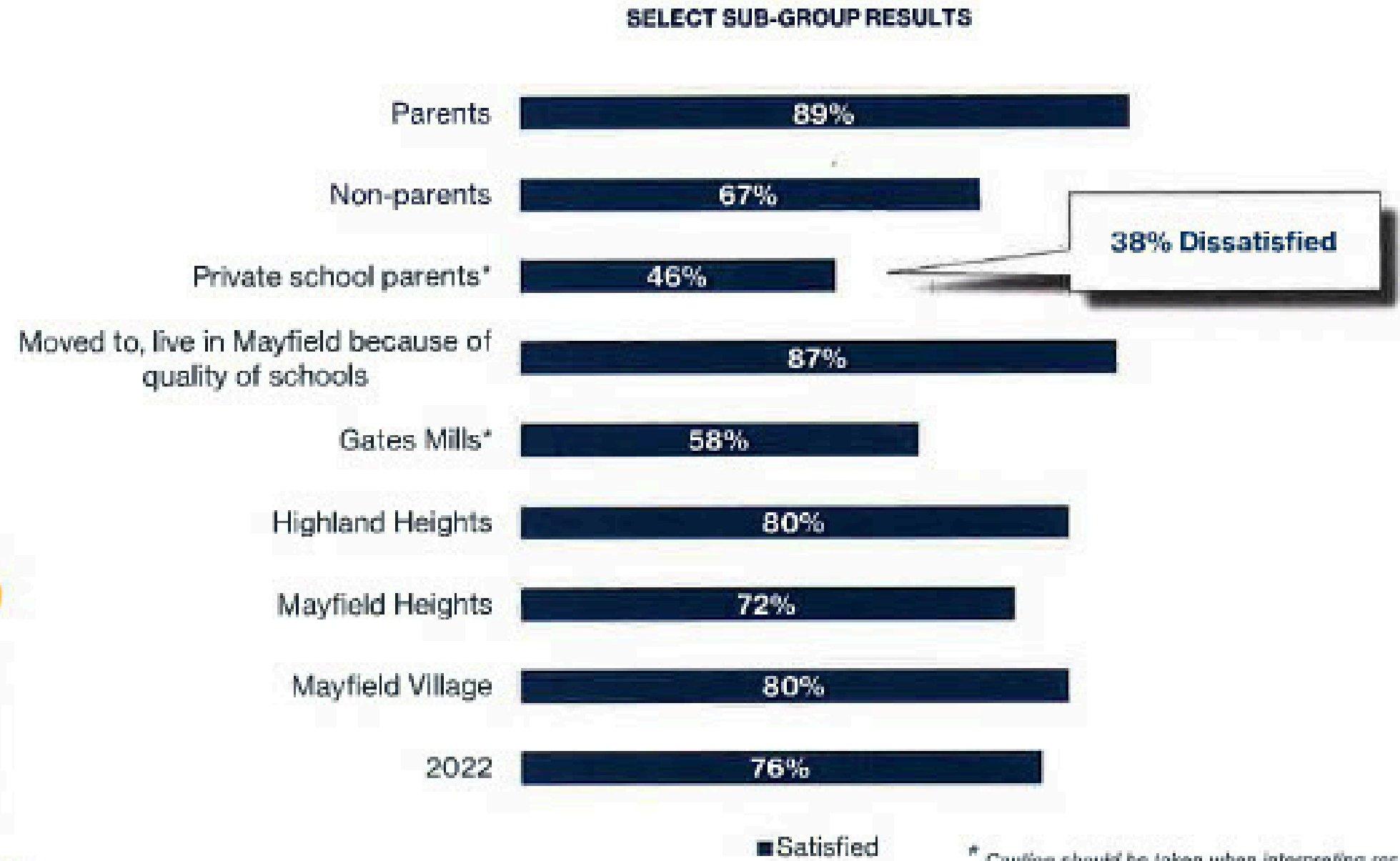
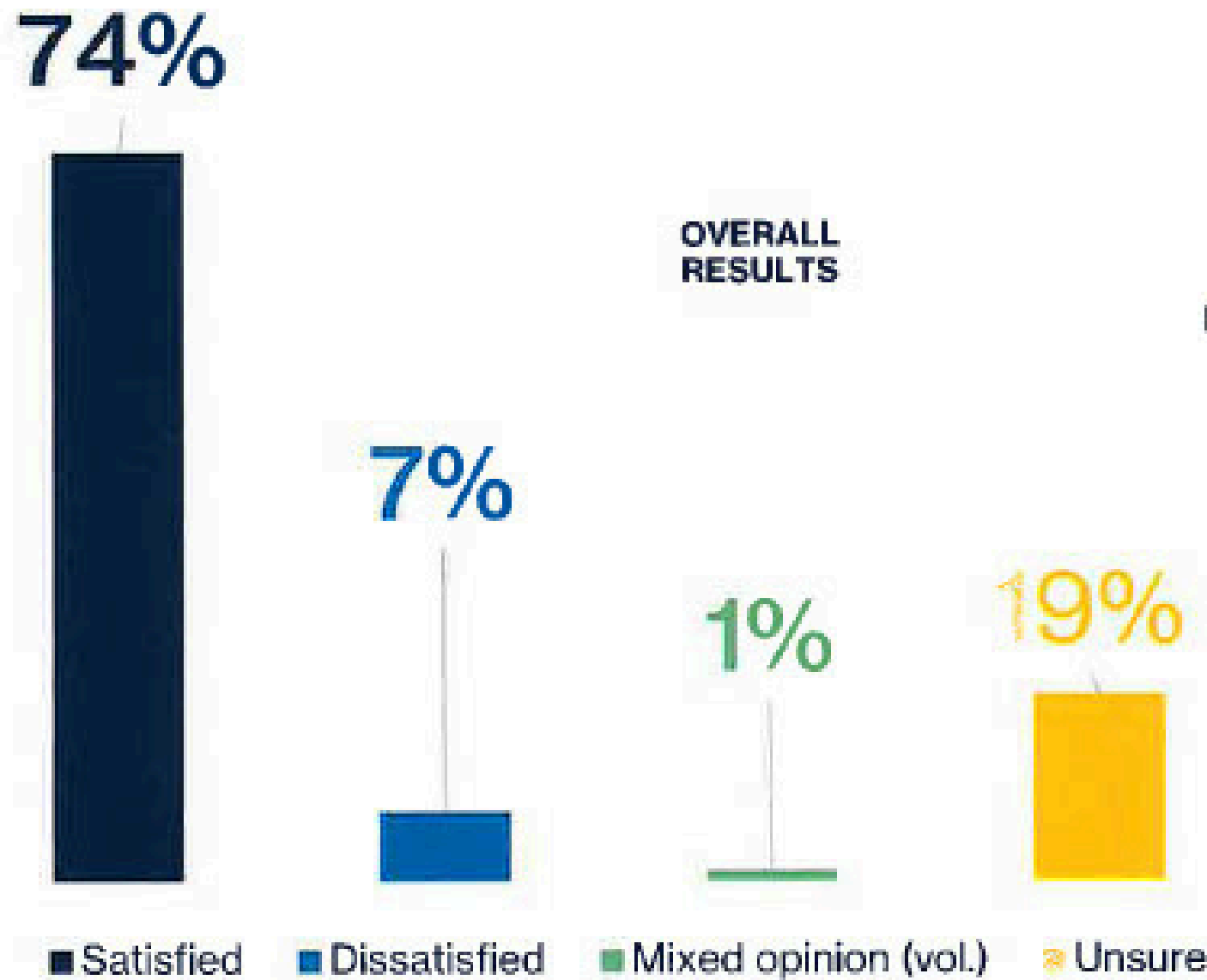
Trust

STRATEGIC PLANNING

If you don't know where you are going...there's a good chance you won't get there.

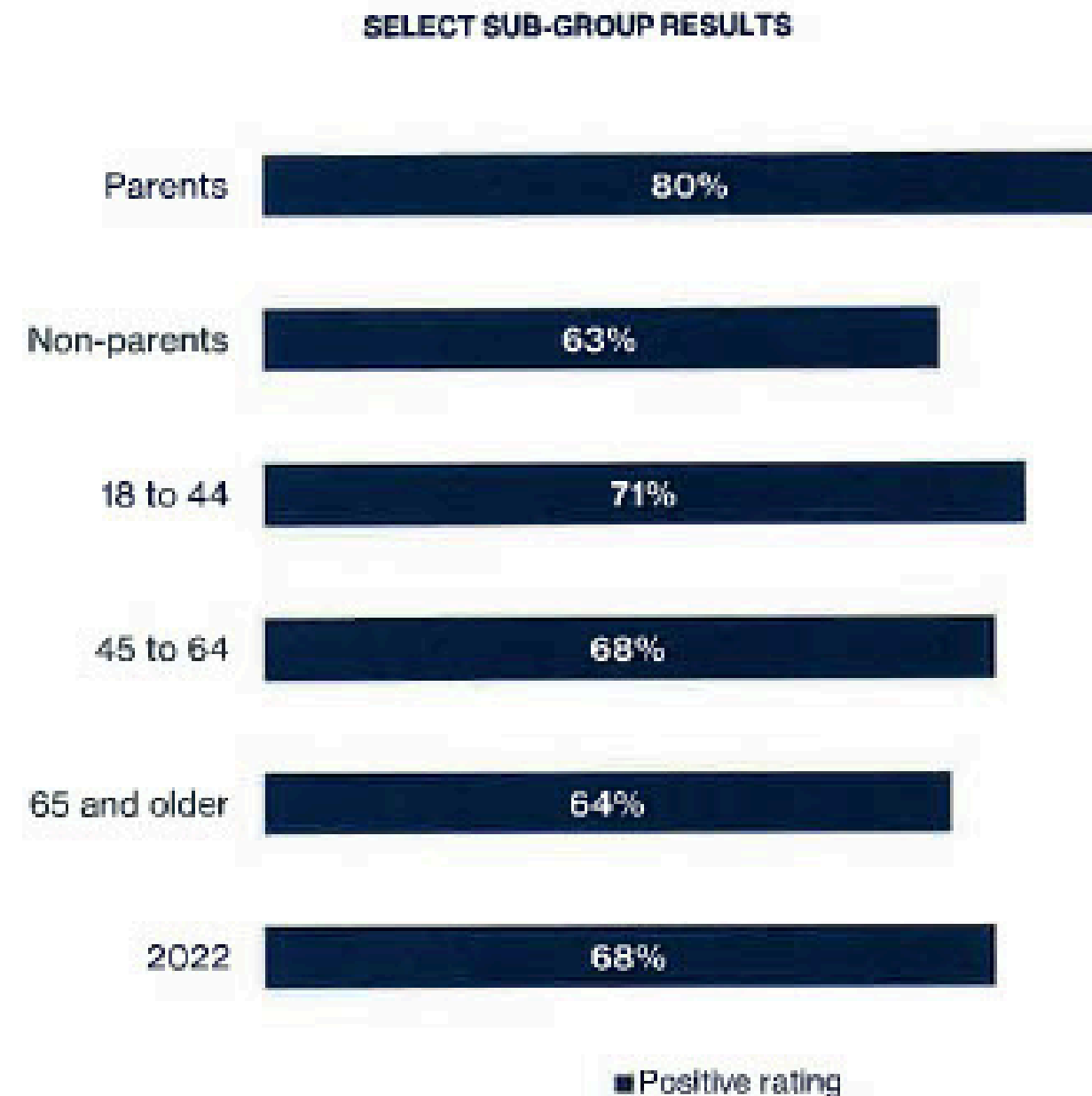
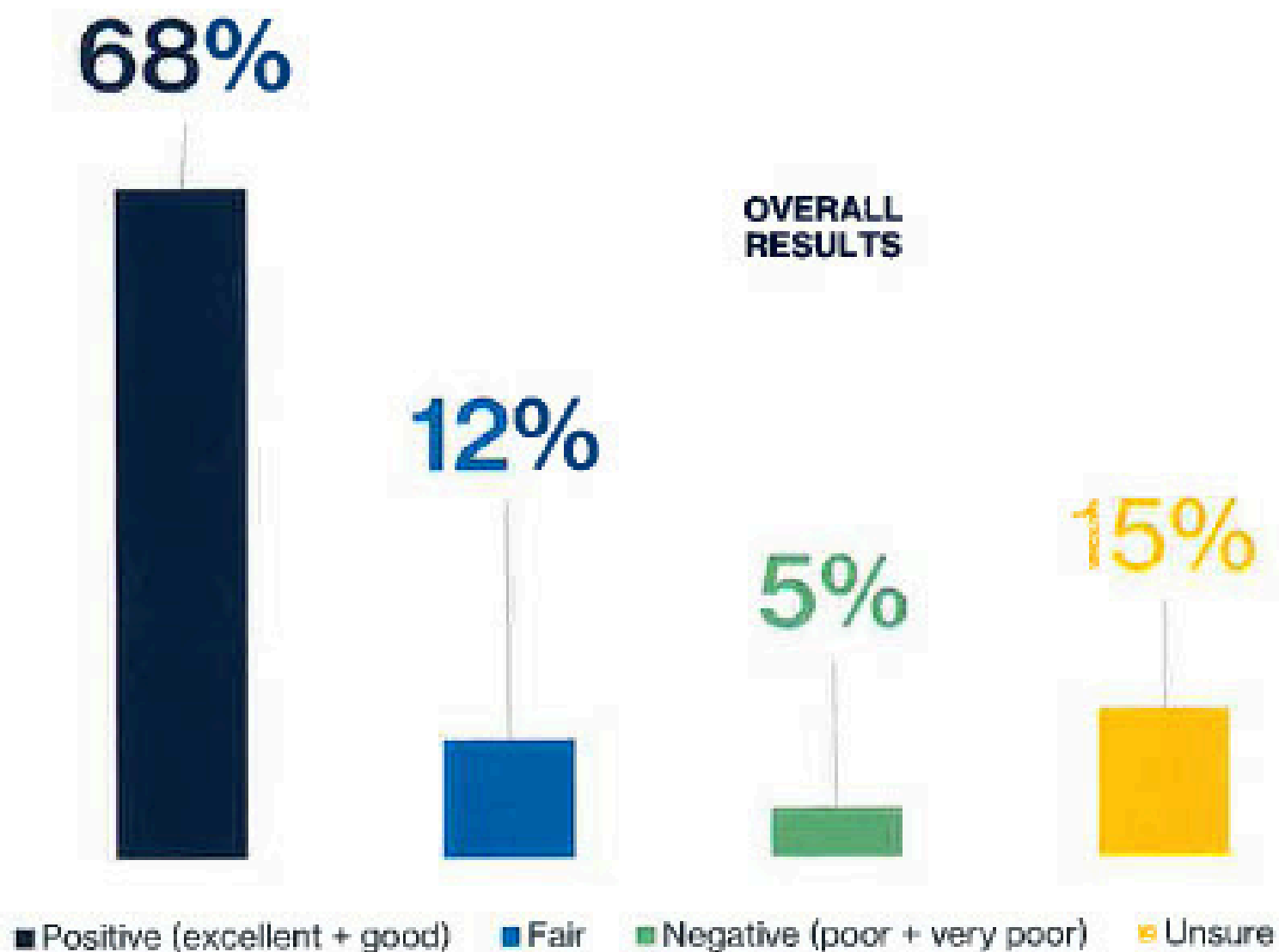


Generally speaking, at this time would you say that you are satisfied or dissatisfied with the Mayfield City School District that serves your community?



* Caution should be taken when interpreting results for sub-groups with small sub-sample sizes because of greater random variance due to larger margins of error

In your opinion, how would you rate the job that the Mayfield City School District has done communicating with parents of students and the public?



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Where do you get most of your information about the Mayfield City School District?

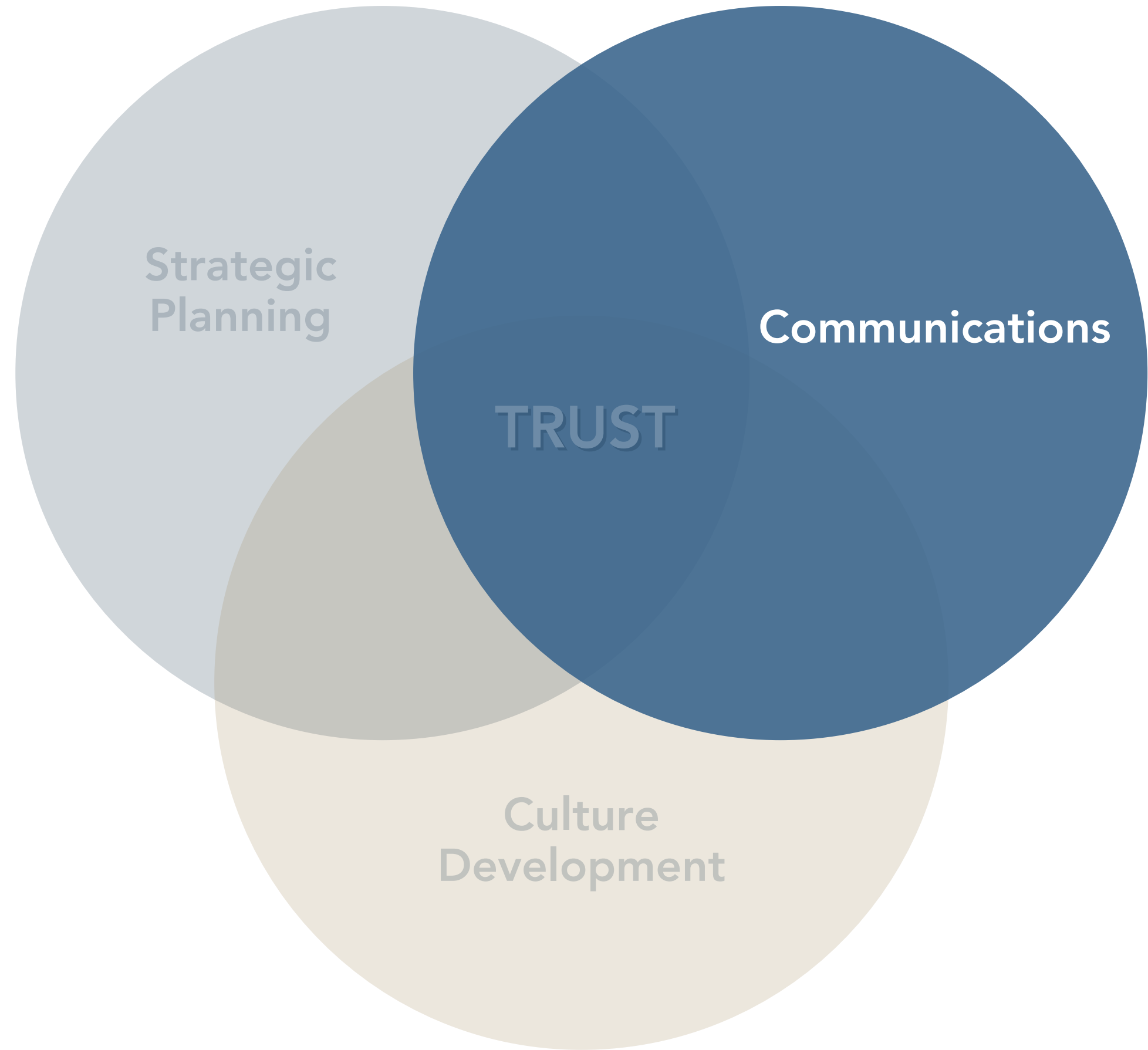


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Trust

COMMUNICATIONS



Trust

COMMUNICATIONS

Unconditional Challengers

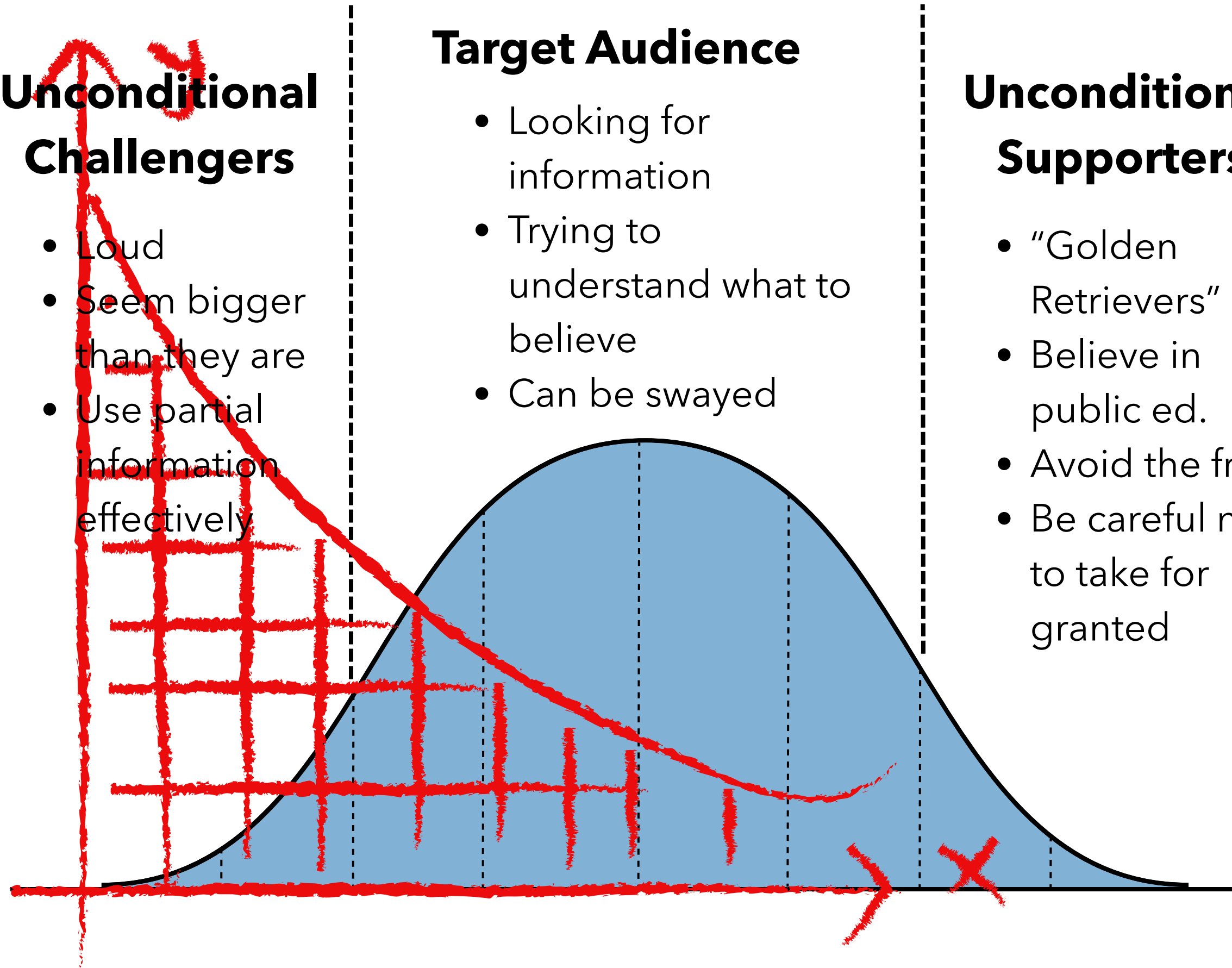
- Loud
- Seem bigger than they are
- Use partial information effectively

Target Audience

- Looking for information
- Trying to understand what to believe
- Can be swayed

Unconditional Supporters

- "Golden Retrievers"
- Believe in public ed.
- Avoid the fray
- Be careful not to take for granted



“

The single biggest problem in communication is the illusion that it has taken place.

– *George Bernard Shaw*

Trust

COMMUNICATIONS

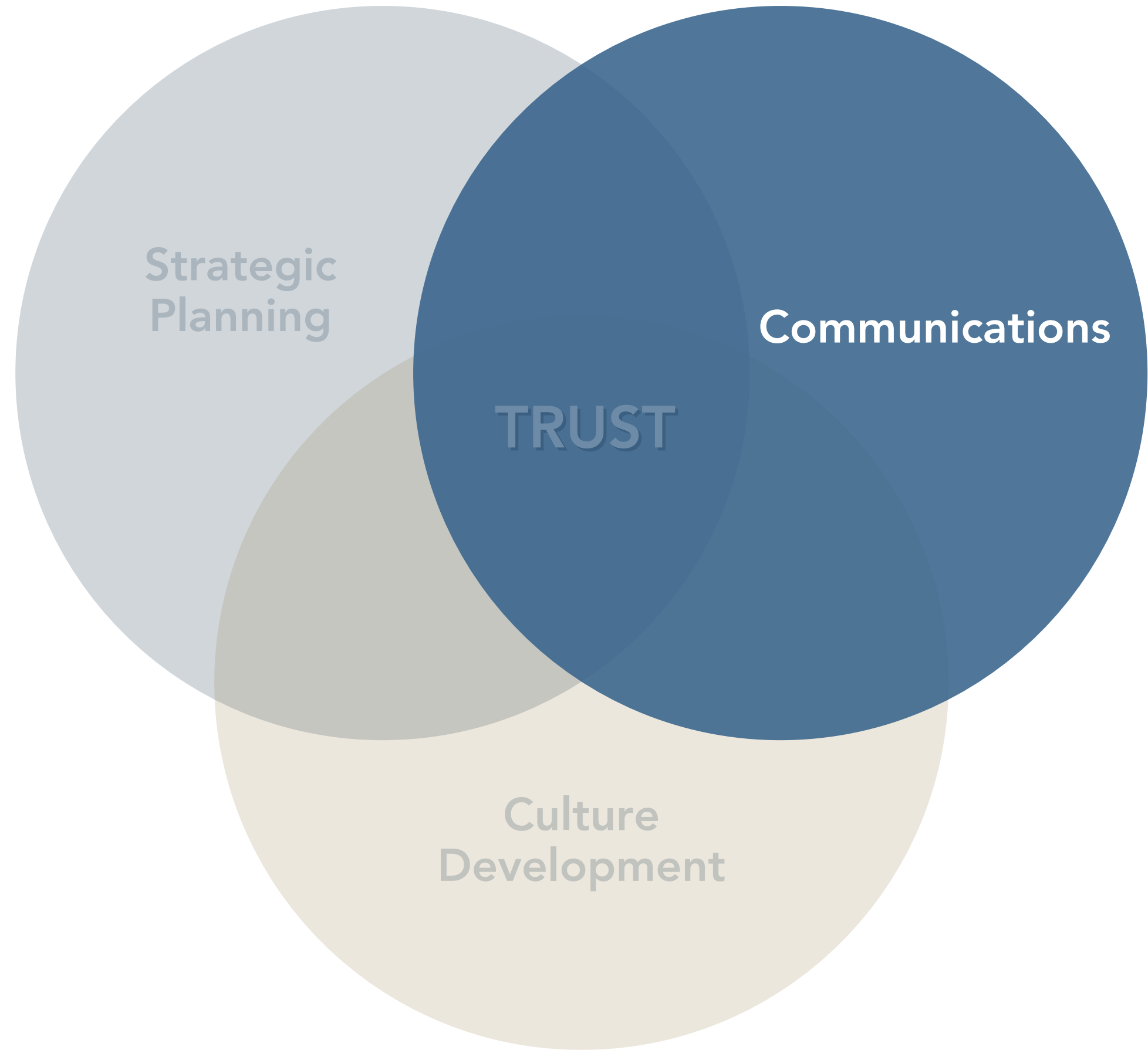
Rational Ignorance

Repetition

Multiple Places

3-30-3

Choose your hard



Live well. 
Lead well.



Thank you!

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