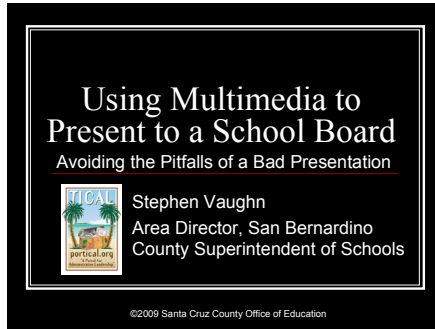
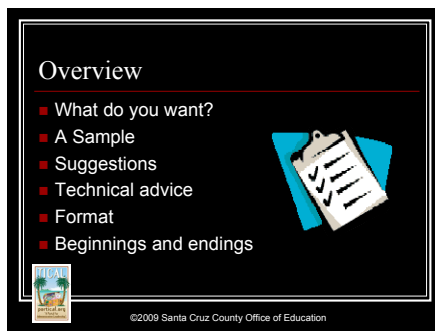


Slide 1



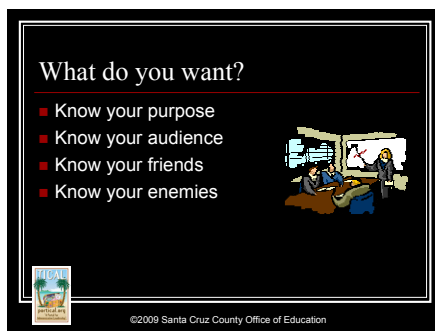
Hello, My name is Stephen Vaughn. I am an Area Director for San Bernardino County. This presentation is a short summary of what to do and what not to do in a presentation to your Board of Trustees. Over my twenty-seven years in education, I have made many presentations to many different Boards. I have had some successes and some failures along the way, and I hope you will learn to avoid some of the pitfalls that tripped me up.

Slide 2



Here is the overview of this presentation. This is a model of the first thing you need to do in a Board presentation. Telling them before hand the outline helps them see what is coming so they can stay focused. The first item is deciding the purpose of your presentation.

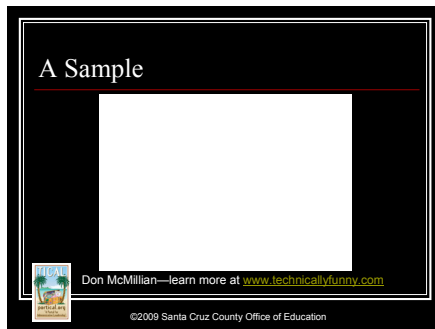
Slide 3



Okay, you know you need to share some important budget information with the Board. You know what needs to be said, now you need to make sure you know these four things to make a successful presentation. Sometimes, the Board members may be a secondary audience. You may be using the Board Meeting as a forum to get information to the public, or the teacher association or everyone. If you been around school district politics for any time at all you already know your friends and

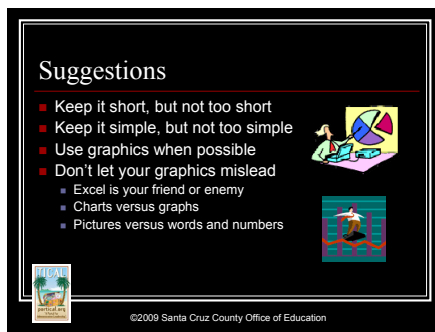
your enemies.

Slide 4



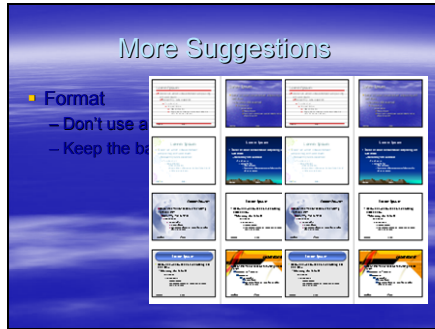
Here is a humorous example of how not to use Powerpoint by Don McMillan.

Slide 5



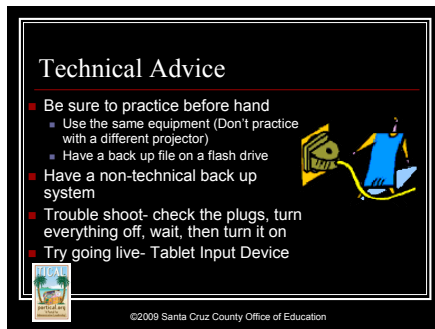
Now that you know your purpose and you know your audience, here are a few suggestions about presentations. You know that numbers and pictures can be misleading and the last thing you need is to muddy the water with charts that are not clear and correct. In my experience, charts are easier to get to the big picture, but numbers are better for the answers to detail questions, so you need to have both ready. Try to think of the questions your audience will ask and be ready to answer them.

Slide 6



I know this is really hard to see. This is an example of selecting a template and going with it, even though the font colors are bad. A basic rule is simple is better and easier to see. What this slide says is: Don't use lots of words and Keep the background simple.

Slide 7



As you can see, this slide is much better. The contrast is clear, but not too stark. I have done a few presentations in my life when everything went wrong and I bet you have too. The lesson from those experiences for me was to always have a back up plan or maybe two. Most of the time when technology doesn't work, unplug everything and start again. I encourage you to explore the power of digital ink- based system so you can create elements of the presentation on the fly. It is very engaging and helps you control where the focus goes. Example: You can circle a number or a line with a bright color right when you are talking about it.

Slide 8

Format

- Tell them what you are going to tell them
- Tell them
- Review what you told them

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Here is the basic outline for all effective presentations. Basically, it is telling them three times what you want them to know and remember. Some researchers say you have to hear something 200 times to get it into long term memory. Obviously, three times is just a start.

Slide 9

Beginnings and Ends

- If the content is large or complex divide it up
- People remember the first and last

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This idea is based on some learning research done by Madelyn Hunter. People remember the first and last things more. So, the idea is to make more beginnings and ends.

Slide 10

Televised Board Meetings


- If your Board videotapes its meeting remember the following:
 - Don't make promises you can't keep
 - Be aware of how you look and how you make others look
 - Check your emotions at the door (IT ISN'T PERSONAL)



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Here are some basic guidelines about the emotional elements to presentations. Again, notice how the background can be distracting to the content.

Slide 11

Resources/Contact Information

- **TICAL Resources**— Multimedia presentations and PowerPoint assistance
- Stephen K. Vaughn 
- (760) 242-6322
- Area Director- San Bernardino County Superintendent of Schools
- Stephen_vaughn@sbcss.k12.ca.us



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I hope this presentation has been helpful. If you have any questions you can contact me through these contact mediums and I will be happy to try and help you. Thanks for taking to time to review this presentation and I wish you the best in the future.