

## Tools For Schools

Norms put the 'Golden Rule' into practice for groups

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Lillian always arrives late and thinks nothing of chatting with her seatmate while someone else is trying to make a point. Arthur routinely reads a newspaper during each meeting. Barbara can't wait until each meeting ends so she can head to the parking lot to tell someone what she could have said during the meeting.

Later, most of them grumble that "these meetings are just a waste of my time. We never get anything accomplished."

Having a set of norms—or ground rules—that a group follows encourages behaviors that will help a group do its work and discourages behaviors that interfere with a group's effectiveness.

Think of norms as "a behavior contract," said Kathryn Blumsack, an educational consultant from Maryland who specializes in team development.

Norms are the unwritten rules for how we act and what we do. They are the rules that govern how we interact with each other, how we conduct business, how we make decisions, how we communicate, even how we dress when we get together.

"Norms are part of the culture. They exist whether or not you acknowledge them. They exist whether or not you formalize them," Blumsack said.

Pat Roy, director of the Delaware Professional Development Center, said identifying a set of norms is an effective way to democratize a group. Writing norms helps create groups that are able to have honest discussions that enable everyone to participate and be heard, she said.

### Who needs norms?

Any group that meets regularly or that is trying to "do business" needs to identify its existing norms or develop new norms. In school districts, that would include department groups, grade level teams, interdisciplinary teams, content area teams, school improvement teams, action teams, curriculum committees, leadership teams, advisory committees, and special project groups.

Although a group can pause and set norms at any time, Blumsack and Roy agree that it's ideal to set norms at the beginning of a group's work together.

"If you don't set norms at the beginning, when the behaviors become ineffective you have a harder time pulling behavior back to where it should be," Roy said.

Because every group has unspoken norms for behavior, groups need to work at being explicit about what they expect from each other. "Get those assumptions out on the table," Blumsack said.

### Creating norms

Some groups would prefer to have a set of norms handed to them. But Roy and Blumsack both said groups will feel more ownership of the norms if they identify and write their own.

"If they don't do this, 10 minutes after you've handed them a list, they'll begin violating the norms because they aren't their norms," Roy said.

There are two distinct ways to write norms. The first is by observing and writing down the norms that already are in use.

That's how the NSDC Board of Trustees established the set of norms it has used for about eight years. The NSDC board meets for two days twice a year, each time with a lengthy agenda of material that must be addressed.

The norms (which are published on Page 5) grew out of a board discussion about how it operated and how it wanted to operate. Pat Roy, who was then a board member, was tapped to observe the board's implicit norms during one meeting and draft a set of norms. "Essentially, I wrote down what I saw in operation," Roy said.

Roy's first draft was edited and refined by staff and other board members. That set of initial norms has been largely unchanged over the years.

The second way is to have group members suggest ideal behaviors for groups, eventually refining those suggested behaviors into a set of norms. (See the tool on Page 3.)

Blumsack cautions that norms must fit the group. Not every group would feel comfortable with the same set of rules, which is why each group must create its own rules, she said.

For example, she recently worked with a group that was "very chatty, very extroverted." Initially, the group wanted a norm that banned side conversations. Two days into their work, the group was frustrated because Blumsack, as the facilitator, kept trying to enforce the norm against side conversations. Finally, the group agreed to modify the norm to fit its unique personality. Their new norm was: "If you need to make a comment, do so but return quickly to the main conversation."

#### **Publicizing the norms**

Simply writing norms does not guarantee that the group will remember and respect them. Groups need to continually remind themselves about the norms they've identified.

At a minimum, the norms should be posted in the group's meeting room, Roy said. "Post them and celebrate them," she said.

Blumsack recommends creating tented name cards for each group member. On the side facing out, write the group member's name; on the side facing the member, print the group's norms.

The NSDC board receives a list of its norms along with materials for each of its twice-a-year board meetings. Then, at the beginning of each meeting, the president reintroduces the norms to acquaint board members with them. Since new board members join each year, this also helps to acculturate newcomers with the board's expectations.

Sometimes, the board uses activities to aid in that. During one meeting, for example, each board member was asked to illustrate one norm and the others tried to identify the norms based on those illustrations. Those illustrations were then taped to the meeting room's walls as visual reminders to be vigilant about the norms. Another time, board members were asked to write down as many board norms as they could recall from memory.

#### **Enforcing the norms**

Perhaps the toughest part of living with norms is having the norms enforced.

"The reality is that every group will violate every norm at one time or another. So you have to talk about violations and how you'll deal with them," Roy said.

Blumsack agrees. "If you don't call attention to the fact that a norm has been violated, in effect you're creating a second set of norms. For example, a common norm is expecting everyone to be on time. If you don't point out when someone violates that norm, then, in effect, you're saying that it's really not important to be on time," Blumsack said.

After a group identifies its norms, they suggest asking how they would like to be notified that they have violated a norm.

Roy recommends finding light, humorous ways to point out violations. One group she worked with kept a basket of foam rubber balls in the middle of the table. Violation of a norm meant being pelted with foam rubber balls. Other groups have used small colored cards, flags, or hankies that could be waved when a violation was noted.

Having all group members take responsibility for enforcing the norm is key, Blumsack said. Enforcing the norms should not be just the job of the group's leader.

#### **Evaluating the norms**

Finally, each group needs to periodically evaluate its adherence to the norms. A group that meets once or twice a year might evaluate each time they meet; a group that meets weekly might evaluate once a month or so.

Blumsack recommends giving each group member an opportunity to speak about what he or she has observed or take each statement and ask group members "how well did we do on this norm?"

Each member should be encouraged to identify the group's areas of strength as well as its areas of weakness, but not to single out violators.

"The more 'up front' you are about how the group is doing, the easier it will be to communicate about the other issues you're dealing with," Blumsack said.