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# ONcall

ready-to-use NEWS

## inside

### **Communications planning: Editorial calendar for the new year**

Plan communications content in advance and schedule all of your channels with a master editorial calendar that includes reminders, updates, activities and program information. Making this plan in advance will ensure that no audience is overlooked and can minimize the last-minute stress during the school year.

### **Contracts and pledges confirm commitment to school success**

Contracts for behavior, homework, parental support, school requirements, etc., are a great check for understanding about what to expect from all parties. Consider starting parent, staff and student pledges for your classrooms and schools to clarify expectations and improve accountability.

### **Set and share clear expectations for communicating with parents**

Parents have concerns and questions, and the start of a new school year opens a two-way floodgate of information. The goal is to have engaged parents without disrupting school and the ability of the teachers to work. Start the year off right by setting good communications expectations with parents..

### **Timing is everything when you share your news**

Timeliness is key factor in whether your news gets noticed. Consider timing when you share important news - release urgent messages quickly to beat the social media rumor mill, and time strategic news carefully to increase or minimize attention and reach your audiences.

### **What are your school rules and how do you share them?**

Schools can be both welcoming and firm about following rules. It's how you state the rules and whether your school community understands why they are important. Before school starts, review and agree upon standard rules that will be enforced consistently at each individual school and among schools in the district.

### **INSIGHTS FOR PARENTS: School Success Tips**

School is starting, and many students could benefit from tips to help them succeed academically. Share these common-sense tips to help them start the year strong.

For subscription information, contact WSSDA at (800) 562-8927 or (360) 493-9231.

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