



# On Call

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Washington State  
School Directors'  
Association  
221 College Street N.E.  
Olympia, WA 98516

- **Do you have a policy for that? Crowdfunding for classroom activities and programs**

School fundraising has expanded from car washes and door-to-door magazine sales to the digital world. Online crowdfunding tools like GoFundMe.com have great potential to benefit education, but they need to be used carefully to ensure that funds are being tracked. Here are tips for a school board policy.

- **Evaluating your communications: Understanding and assessing your effectiveness**

Assessment is essential in education, and it should be built into your communications program as well. Read about different metrics and why you need them to ensure maximum effectiveness.

- **Internet censorship: How and why to moderate content and manage trolls**

Social media provides expansive forums for public engagement. With greater communication freedom comes a greater need for oversight. Be sure to set clear social media guidelines and moderate your forums to maintain civil discourse.

- **Protect your credibility through careful proofreading**

Mistakes happen — we're human after all — but they can damage credibility if they go unchecked. Here is a reminder about why careful proofreading matters and some suggested resources to help keep your writing clean.

- **When something changes, prepare your office staff to serve customers efficiently, consistently**

Big changes in your district often cause concern and resistance from the affected parents or staff. Minimize the resistance and build your network for feedback by keeping your front-line staff informed. They should be at the top of the information loop so they can respond when questions arise.

- **Insights for Parents: Monitor online activity**

Kids need supervision online, but it's hard for parents to know what they are doing virtually. Here are tips to help parents ensure that their children are safe in the digital world.