



On Call

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For content questions contact:
Marcia Latta
Communications Consultant
(503) 580-2612.

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

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

- **Communicating through images**

Humans can process information quickly and effectively when it is in visual format. Adding visual elements like photographs, illustrations, charts and graphics can help you reach a wider audience.

- **Evaluate your election results: What to do when you win and when you lose**

Your work doesn't stop after your school finance elections in November. The work after the election will set you up for success next time, regardless of whether you won or lost. Review this checklist for ideas that you may have overlooked and use the checklist forms to help with next steps.

- **The new currency: Getting their attention in three seconds**

To share information, you need to get attention first. This is not an easy task. You can improve your reach and your efficiency if you follow these rules for effective websites and messages to grab attention.

- **Maintaining civility at board meetings**

Public meetings are the source of greater tension in today's political climate. Hot-button issues can bring out even more passionate participation from audiences and even board members themselves. Keeping discussion calm and participation broad can be a challenge, but it will result in better policy development. Here are tips to maintain civility at your meetings..

- **Here's to You!**

Tips for your good health

This issue has information about healthy social media use, depression and cancer fact sheets.

- **Insights for Parents: Student success**

At mid-school year, parents and students can reflect on school success and areas for improvement to help ensure a strong finish to the school year. Read about small changes parents can make to increase the chances for school success.