

March 2019

ONcall

ready-to-use NEWS

- **The benefits of school board leadership training**

School board leadership training isn't just for the chair and vice chair on your board. Ongoing professional development is an important way to improve board effectiveness by building shared knowledge and values and staying current on new initiatives. Read more about the benefits of board training.

- **Considering hiring an ex-journalist as a school communicator?**

A former news reporter sounds like a perfect fit for your PR position. Be sure your new hire understands the communications role in the school environment so they can transition effectively from the news room to public relations.

- **Do you have a communication plan for immunizations?**

Children are getting sick with preventable diseases that were previously nearing eradication. Illnesses like measles can disrupt school, result in significant school absences and financial impacts, and they can be deadly. If your immunization rate is

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

Before hiring a communications professional, brush up on best hiring practices and have a clear understanding of the position. The National School Public Relations Association offers a sample policy, job description and definitions for this important role.

- **Finding the right people for the team**

Assessment and evaluation is a standard practice in education, but are you also gathering data to assess your communications? Review the four metrics that can help you track and gauge the effectiveness of your efforts to inform and engage your audiences.

- **Insights for Parents: Immunizing kids against disease**

Preventable infectious diseases are on the rise due to lower rates of immunization. Exemptions to vaccine requirements vary by state. Before parents seek to avoid vaccinating their children, they should know more about the benefits vaccines provide.

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

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

Reproduction rights for materials distributed as part of *On Call* are granted only to subscribing districts and are restricted to distribution as part of their local public relations programs.