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ready-to-use NEWS

inside

Communications training for principals

Good communication from the principal makes parents and staff feel like they are part of something great. Poor communication makes people question school operations and programs. Most principals don't get enough formal training on communication leadership. Here are tips to help them succeed in this important role.

Getting the message: How schools and parents communicate

Good communication between schools and parents is key for reducing parent stress and building support for your school. Read how some schools have implemented new communications channels and social media strategies to improve communication between schools and parents.

Share your good news with your community

School communication sets the tone for community perceptions about schools. Communications is a daily effort — not a one-time event. While it is important to communicate adverse events effectively, it is as important to consistently share your good news stories.

Update your school letter templates for the new school year

When unexpected events happen, schools should have letters ready to send to parents with key messages. Here are templates for principals for some unexpected events that require responses in the midst of stressful situations.

Where do you find your good news stories?

You want to boast about the great things happening in your school, but where do you find the good news stories to share? Those stories are everywhere. Read tips about harvesting them to build a platform for all the great work in your school.

INSIGHTS FOR PARENTS: Setting limits on social media

Researchers have calculated that the average social media use over a lifetime equals five years and four months. Combined with new research that links screen time and depression, parents need to be aware of the children's online activity and consider taking steps to curb it.

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

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