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ONcall

ready-to-use NEWS

inside

Growing leaders from your staff

Good managers delegate, great managers foster leaders. The more you encourage people to take on responsibility, the stronger your team will be and the more they, and you, can achieve. How do you recognize leaders among your staff to find the best candidates for leadership? Read tips on what to look for in meetings and interactions with your staff.

The importance of working with realtors

One of the first questions potential home buyers ask their Realtor is, “How are the schools?” So, making sure your local realtors are familiar with the good things happening in your schools should be a priority for every district. Here are tips for developing a relationship with realtors in your community.

Print is not dead — or why a printed newsletter is a useful tool

School staff should understand and commit to using printed materials strategically as part of their community engagement efforts. Although print may seem old-fashioned or expensive, it can help extend your engagement efforts and cement your credibility.

Share information to help parents with school lunch options

A nutritious school lunch is important for school success. Do your parents know their options for providing healthy school meals and avoiding the hazards associated with foods that trigger allergies? Reach out to parents to share food rules and meal planning ideas.

Who are you talking to? Tailoring your writing style for your audience

What works for one audience may or may not work for another. Knowing your audience will determine how you approach your writing. As a professional communicator, your audience, not your personal preferences, should determine your writing approach.

INSIGHTS FOR PARENTS: Personal Finance

Personal finance is an important practical skill. While we may argue about the merits of algebra as an essential skill, most people agree that students should master skills to manage money. Statistics show that the average person lacks those skills. Help parents start their child’s financial education at an early age.

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

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

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