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ONcall

ready-to-use NEWS

inside

Add infographics to your content toolbox

Do you use infographics? They are an effective, visually appealing way to tell a story, and they are easier to design than you may think. Read tips for creating good infographics with easy, accessible online tools.

Adding student work to your content strategy

Schools and districts regularly share information about students, but how often do they share news from students? There are benefits to incorporating student voices into your content strategy: students gain workplace skills and schools expand the content and reach of their communications. Consider ways to include these voices without creating a lot of extra work.

Improving your attendance rates

Students can't learn if they don't attend school. Absenteeism is a serious problem for schools around the country. This is a problem for the whole community to address. Read tips for reaching parents, community and business representatives to help them understand the importance of school attendance and reduce absentee rates.

Making budgets easier to understand

Budget season is around the corner. Be sure that your budget process is transparent and understandable by outlining the process, sharing information and speaking in plain language.

Your primer for PR consultants: When, why, and how, plus do's and don'ts

Consultants can help with special projects, planning and strategy or an extra hand when staff have too much to do. Do you know what to look for in a consultant, when to hire one and how much to pay? These tips can help get the most out of consultants providing assistance on contract.

INSIGHTS FOR PARENTS: Digital Fluency

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.

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