

February 2020

ONcall

ready-to-use NEWS

inside

Communicating about chronic absenteeism

Student absenteeism is a growing problem in schools around the country. An estimated 16 percent of public school students in all grades missed more than 10 percent of the school year in 2015-16. Read about the high cost of chronic absenteeism and find resources for effective intervention strategies.

Eight steps to plot your style guide

How does your staff represent your brand? If you have a style guide, they can follow your brand guidelines and help you maintain a consistent identity for your district or school. Here are eight steps that will help you understand and implement this important branding process for a cohesive team and more effective marketing.

Make them green with envy: Be the best with color!

Color is an essential design element. It can impact brand perceptions or help your audience, but how much do you know about color theory in design? This quick overview will help you find colors to communicate better and serve as a reminder for defining your specific colors in your style guide.

Resource round-up: References for text and image content

Communicators must be masters of wide range of skills and tools — writing, editing, content strategy, social media, photography, videography, web content, public speaking, etc. Turn to the internet to streamline your processes to be more efficient. This list has editing and image resources to support your projects. .

Succession planning for a smooth transition

Can someone else do your job if you can't? You may not have plans to leave, but it is considerate and a helpful reflective practice to think about the work you do and how you could explain it to someone who is filling in for you. Even if you hold the position for years to come, this process can help you document and streamline your routines.

INSIGHTS FOR PARENTS: Reducing chronic absenteeism

Students can improve their success in school by showing up more. Research shows that communicating with parents about the importance of regular attendance can reduce absences. Parents may need reminders about the importance of attending school every day. Here are tips to help parents help their kids show up every day.

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