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# ONcall

ready-to-use NEWS

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### **Be radically clear in your crisis communications**

There are times for engaging storytelling and times for concise and clear communications. During a global pandemic, the latter is more effective. This guidance will help you provide the information families want and need without being too chatty or terse.

### **Communication skills for school administrators**

Trust is built on good communication, which starts with the school leaders. Most school administrators don't get formal training in public relations and engagement, and they have a very big job. Here are tips to make school administration easier by building trust and goodwill through public relations.

### **Creating institutional change**

The COVID-19 pandemic will leave lasting changes in work systems and individual practices. Change is natural, but it is not generally this abrupt. Read an eight-step process to plan for successful organizational changes in your district.

### **Graduating in a time of COVID-19**

This year's seniors got an unlucky break. Most of them will not get the recognition — the pomp and circumstance — that they deserve for their years of hard work and achievement, but they can still be celebrated. Read these ideas for graduation during social distancing.

### **Maximizing community partnerships**

A crisis is an ideal time to understand the mutual benefits of community partnerships, but the ideal time to build partnerships is before the crisis. Community partners want to support schools and provide expertise, and they have a stake in school success. Define your goals for partnerships and start to build your community team.

### **INSIGHTS FOR PARENTS: Resources for learning during closures**

Learning doesn't stop when schools are closed. Parents can benefit from having a library of online learning references to engage their children. Here are recommendations for academic support and engagement.

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

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