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ready-to-use NEWS

inside

Communications staff must be part of the decision-making team

Communications staff members are a valuable part of the executive administration team, and they should have a seat at the table to help with strategic planning. Read why this key member of your staff can provide much more to your district than just newsletters and website content.

How and why to write a letter to the editor

Newspaper readership is declining, but most local papers still have loyal readers who appreciate local news. These people read the letters-to-the-editor section faithfully. When you are building support for an initiative, letters to the editor can help build community support. Read more about how to organize letter writers who can help share information through their local paper.

Making social media a priority this school year — in five simple tips!

Social media is not new, but some districts have not joined yet. This tip sheet will help districts start or plan for next year. Facebook is an essential platform. Read tips for getting started or improving your current site.

School board members can create cooperation from confrontation

When tempers can flare, how do you respond? The school board can be a magnet for complaints and frustrations. Help your board diffuse conflict and respond constructively when confrontations are heated.

What can schools say about current hot-button issues?

The current social and political climate may create tensions among people with opposing views. When school resumes, these issues will likely come into the buildings. It's important to know how to handle issues such as racism, the role of law enforcement, and health, with tact. Set your goals early and reflect now on how to respond to these current hot-button issues.

INSIGHTS FOR PARENTS: Validate your kids' feelings

The worry about COVID-19 and the disruptions to daily life can put a strain on us all. Kids are no exception. We can't change these external factors, but we can minimize the anxiety that children are feeling if we listen and validate their feelings without judgment. Read some suggested prompts to help children share their feelings and learn how to respond productively.

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

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