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# ONcall

ready-to-use NEWS

## inside

### **Anti-racism resources to address racism and bias in schools**

A new urgency to address racism is in the spotlight after a series of high-profile, racially motivated tragedies in communities around the country. Social activism and protests have followed, and many students are participating. Now is a good time for districts to reflect on possible bias in policies or curriculum. This list of anti-racism resources may help.

### **How do you treat your substitutes?**

Substitutes provide invaluable services and are often in short supply. This was true even before the pandemic started. Protect this valuable staff pool by including them in your safety planning. Here are tips for ensuring their safety and showing your appreciation.

### **Make your communications count**

Schools are operating under a “new normal” this year and will likely have another new normal next year. It’s a challenging time, and school staff are adding additional duties to already full schedules. Good communications can make the task easier. Plan proactive communications as part of any program decision. Identify the most efficient way to target and message your plans. It will save you time and frustration — and build trust in your decisions.

### **Managing an online community: troll patrol**

Your digital platforms are not self-sufficient. Social media is a two-way channel that requires careful management to minimize troll activity. After you share and publish information, you must be vigilant about responding to comments and managing decorum.

### **Social media photos for the 2020-21 school year**

Photos are an essential part of social media engagement. Schools are now challenged with obtaining photos of student activity that they can share while schools are practicing distance learning. This tip sheet includes guidelines and ideas for getting good photos to maintain engagement on your social channels.

### **INSIGHTS FOR PARENTS: Help your child succeed in online classes**

Most schools are opening with distance learning programs this year. Some kids may thrive in virtual classrooms, but others will struggle. It isn’t ideal for learning, but it is an important safety measure, and parents can help their kids be more successful with a positive outlook and a productive “classroom environment” at home.

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

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