

Nov./Dec. 2020

ONcall

ready-to-use NEWS

inside

Attendance still matters

The school structure is different this year, but one constant is attendance. Students must show up for class — even virtual class. Minimizing absences may reduce the stressful impact of an atypical year and help reduce the odds of pandemic learning loss. Read these reminders about the importance of prioritizing student attendance and tips for increasing student participation.

Communicate, communicate!

The pandemic has presented an excellent opportunity for schools to practice crisis communications. That may be the only upside to a very challenging situation. This is a chance to build and maintain trust with parents. The key points are to communicate often, explain your expectations, conduct check-in activities and be available to answer questions.

Controlling comments on Facebook

Managing Facebook comments can be daunting, but it shouldn't dissuade districts from engaging on this important platform. Learn to manage comments like a pro with these suggested best practices.

Launching a new app or system for parents, students or staff

New technology systems should make work easier, but first impressions matter. In order to help your audience embrace the new tech, you need to roll it out as smoothly as possible, so you don't start with a critical or distrustful audience. Announce it early to help avoid surprises, have FAQs and tutorials ready for new users, and communicate regularly with your audience.

Protecting student privacy during remote learning

Schools rushed to implement online learning programs in the spring. New programs were implemented when school started this fall with the benefit of more time to consider important issues such as student security and privacy. This round-up for student safety tips includes information about FERPA, transparency with families, and safety during videoconferencing.

INSIGHTS FOR PARENTS: Covid mental health tips for teens

The pandemic is making mental health concerns worse for teens. This “new normal” is disrupting routines and adding an anxiety and uncertainty. Although it affects everyone, teens and kids may feel it more acutely. These mental health tips may help.

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

For content questions, contact: Marcia Latta Communications Consultant (503) 580-2612.

Reproduction rights for materials distributed as part of *On Call* are granted only to subscribing districts and are restricted to distribution as part of their local public relations programs.