

February 2021

# ONcall

ready-to-use NEWS

## inside

### **Celebrate virtual learning**

Learning looks different now, but students are doing great work and making progress. Schools can still share their joys and achievements during this remote learning year. Read how to keep your parents and community informed about the good things happening in your school buildings.

### **Make a plan to review your successes and failures of the COVID crisis**

Nobody welcomes a crisis, but they provide opportunities to learn and improve. Although the pandemic is not over, we can use the lessons from this crisis to help prepare for the next one. Take some time to review what is working and what should not be repeated to help you be ready for future challenges.

### **Meet your communications goals with an E-newsletter**

Electronic newsletters are great ways to build community trust and credibility. They are a low-cost, efficient tool for sharing key information about events, programs and action items, and they can help connect with readers who can be the base of support for initiatives. Read how the Bend-La Pine District shares tips for producing content for their award-winning e-publications.

### **Treating your staff with extra care and kindness**

Stress levels are high because of the pandemic. When staff are living with the strain of prolonged stress, communication is less effective, physical and emotional health is challenged, and their effectiveness is reduced. School and district leaders can help staff manage stress levels, which will benefit the whole school community.

### **Your annual report is a report care for your community**

Annual reports may seem old-school, but they aren't out-of-date. They are a classic tool to help stakeholders understand your progress, achievements and challenges. It will always be important to share information with your community and taxpayers in a consistent, transparent manner. Read tips to help you get started producing this effective annual publication. Links to award-winning annual reports are included.

### **INSIGHTS FOR PARENTS: Being a good digital citizen**

Many people assume that students have good technology skills because they are "digital natives," born after technology was in widespread use. Technology is a learned skill that requires exposure to a variety of technology tools, regular practice and good judgment. These tips can help parents and students understand how to stay safe and smart online.

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.

