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ONcall

ready-to-use NEWS

inside

Collaboration works

Does your team work as a group of individuals or as a team that shares and values individual expertise? Collaborative work cultures have been shown to benefit all programs and operations. Read tips to help your school or district improve or start collaborative efforts.

The mechanics of launching your e-newsletter

In this follow-up to last month's article, "Meet Your Communications Goals with an E-newsletter," read tips for finding an email platform, adapting a template and building an email list.

Media tips for school board members

In the second year of this stressful pandemic, schools are in uncharted territory for operations. The growing demand for schools to reopen and the concern about staff safety may cause more criticism and finger pointing at the people in charge, including the school board. Read these tips for a refresher on messaging and unity for effective media relations.

Trust and good communication starts with good leadership

District leadership sets the tone in the district. Good leadership creates a climate of trust, which is necessary for effective communications. Leaders may adopt more than one leadership style based on personal preference and the situational context. Read the characteristics of common leadership styles and get tips for cultivating new district leaders in your staff.

Why be transparent?

Trust is the foundation for community support, and transparency is the basis for trust. Your audiences can handle bad news if they feel that they are part of an open and honest communication process from the start. Learn why honesty is the best policy for building trust and preventing misinformation.

INSIGHTS FOR PARENTS: Reading tips for remote learning

Remote learning can be hard for many kids, especially the young ones, and everyone wants them to have good learning experiences. These reading tips can help parents help their children with reading practice. When students succeed, public perception of schools is higher. .

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

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

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