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ONcall

ready-to-use NEWS

inside

Case study: #RideTogether, A campaign for employee relations

How do you engage staff when everyone works remotely? Read about a district that developed an employee relations campaign to boost morale and raise employee confidence. The #RideTogether campaign was based on the classic four-step PR process: research, plan, implement and evaluate.

Lead with empathy

Empathetic leadership can help improve communications by ensuring that people will hear your messages. Empathy can diffuse tension at meetings, boost staff morale and build trust. Empathy means trying to understand others, refraining from judgment, recognizing emotions and listening carefully. It is the best way to approach sensitive and challenging issues.

Students need an inspiring graduation speech

A second graduation season during the pandemic is around the corner. These graduates deserve to be celebrated and recognized. As in-person events may be limited, schools should still plan to send off members of the class of 2021 with inspiring words for their future. Read tips to help write a speech they will appreciate and remember.

Teaching in the time of COVID: When a “drive-by” is good for families

It is not just what you communicate; it is also how you communicate. Face-to-face communication is one of the most effective ways to build trust and engagement, but the pandemic has limited opportunities for in-person contact. Read how one school uses a “drive-by” model to connect with families.

Update your communications plan

Summer is the best time to review your communications plan and make changes for the coming year. It is important to revisit your plan annually, especially after a period of disruption like COVID-19. Plan now and include input from all stakeholders. Be sure to identify your purpose, audience and resources.

INSIGHTS FOR PARENTS: The Importance of Social Connections

Schools were focused on helping students learn social and emotional skills before the pandemic started. With more than a year of disruption and social isolation, the lessons are even more important. Parents can help their children by understanding social and emotional learning for building stronger connections to others.

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