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ready-to-use NEWS

inside

Bringing them back: Reengaging students after COVID

Absentee rates were too high before the pandemic and have only increased during the disrupted school year. Schools must increase their efforts to bring students back to the classroom. The community will support schools that help students succeed.

Can good public relations substitute for marketing?

Public relations and marketing go hand-in-hand, but they are not the same. Simply put, public relations is a steady, careful focus on developing and maintaining relationships and the district's reputation, and marketing is sales. Both have a place in school district communications plans, but the foundation of community outreach should be based on the honesty and two-way engagement of PR.

Leading in a crisis — lessons learned

COVID restrictions are easing, but the pandemic disruptions are not over. Ongoing health and safety guidelines will still affect normal operations to ensure that students and staff are safe. School leaders can benefit from carefully reflecting on what worked and what didn't. Writing a few notes about the lessons learned will be a useful resource for the next crisis.

Plan your parent update system

To reach your parents with important information, you don't just need to know what to say; you need to know where to say it. Understand the communication tools to help you reach your parent population.

Reminding staff about public records laws

The new school year is a great time to remind staff about rules, and public records laws are among the most important. Make sure your staff members understand the specific rules and requirements for public resources and records, including what a public record is, how staff should respond to requests for public information and the district's public records policy.

INSIGHTS FOR PARENTS: Starting a new school year and returning to buildings

Most schools should be back to normal in the fall after the long pandemic disruption. Students may need some help transitioning to regular school building routines. Parents can help by planning carefully and providing emotional support. Read tips for starting the school year smoothly.

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

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