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ready-to-use NEWS

inside

How and why to use Twitter as a school leader

Districts can expand their social media reach if leaders also post strategically to personal leadership accounts. Read tips for increasing engagement for district programs with tweets from the superintendent.

Let students take the lead during parent conferences

Parent-teacher conferences are better when students participate. Parents can hear directly from their children in meetings facilitated by the teacher, and students can practice presentation and personal reflection skills. Follow these steps to set up student-led conferences in your school.

Make your information accessible and understandable

School information can be complex. To build and maintain trust with your community, you must share it in a way that is understandable and accessible. Read this reminder about how and why to ensure that your audience understands you.

Plan your PR with tickler folders

There are a lot of events and dates to keep track of during the year. A simple system of folders and reminders will help you remember them all. Set up tickler folders for your PR planning.

Survey data: Still valuable and much harder to get

Data is the foundation of any good initiative plan, but how do you get it. Phone surveys, once excellent sources of public opinion research, are less effective. Read the latest on what you need and how you can still get it.

INSIGHTS FOR PARENTS: Help your kids learn math

Parents are often encouraged to help their children with reading skills. Here are easy ways to support math skills as well. Math is everywhere. Parents can build confidence and expand skills through regular, simple practice.

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

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