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ONcall

ready-to-use NEWS

inside

Accreditation in public relations and why it matters

An Accreditation in Public Relations (APR) is a valuable certification that will demonstrate professionalism, high-level skills and credibility. It is a recognized industry credential, and it offers professional development that will help improve your practice. Read more about why it may help you and how to get started earning your APR.

Keep families engaged with an easy-to-use website

It's a good idea to review your website periodically to ensure that it is a functional tool for engaging and updating families about important programs and decisions. Check your navigation, internal links, design responsiveness and accessibility to be sure that it is serving the needs of your users.

What is your professional development plan?

Professional development opportunities are a requirement of most jobs. They are also an important benefit in helping staff grow professionally, which enhances confidence in work skills. Staff should be encouraged to think about what they want and need from additional training and then build a plan to achieve it.

What should you put in your newsletters?

Newsletters are a tried-and-true way to share information. This traditional tool is still a relevant part of a good communications plan that allows targeted, regular, easy-to-access information. Read a list of essential information and ideas to keep them fresh.

Here's to You! Tips for good health

This issue has tips for setting goals for 2022, pandemic precautions during travel and how to find credible sources of COVID-19 guidance.

INSIGHTS FOR PARENTS: Vaccines, boosters and kids

There is a lot of information about COVID-19 and the vaccines for the virus. Many people have strong beliefs and opinions about these issues that are affecting our daily lives and the lives of our children. It's important to remember that kids are listening, and the many concerns they hear may be adding to already high anxiety. Here are tips for helping minimize confusion and concern.

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

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