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ready-to-use NEWS

inside

Increasing visibility to improve trust

Is your brand recognizable and trustworthy? Increasing familiarity with the good work you do will improve both. If you have a practice of communicating regularly and transparently, you likely have a strong brand with positive associations. Districts can maintain or improve brand recognition and trust with consistency. Here are some tips to increase visibility and build a positive brand.

Inviting people into schools

Schools and districts need good relationships with community members. Relationship-building results in good partnerships for student opportunities and goodwill during crises. To build these meaningful connections with your community — and especially with the majority who do not have kids in schools — invite them into the building. Plan now for ways to show them your programs and operations. When COVID resides, you can welcome people inside and grow your connections with your public.

Schools boards: Understanding your role is critical in a crisis

School board service is an important job with a clear advisory role. This elected body hires a district leader, sets priorities and adopts policy. The superintendent is charged with implementation and management. A clear understanding of these roles is critical. Read about the roles of elected officials and district leaders to ensure smooth school operations.

Thank you for your board service: Resources for new and reelected school board members

School board service can be challenging. This important job is complex, but there are resources to ensure that your volunteer service is collaborative and productive. Here is a list of training recommendations and expert sources that may help new or reelected board members start strong or maximize continuing service.

Tips for building social media accounts

By now, most people and organizations have a basic social media presence. Here is a primer to expand or improve your social media strategy.

INSIGHTS FOR PARENTS: Kids need mental health help

The pandemic is yielding data on the effects of the illness, isolation and social changes. Further studies are finding patterns about the health of children and teens. So far, it is not encouraging. Doctors say mental health among young people is suffering. Here are tips for parents and children to alleviate the mental health toll on younger generations.

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

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