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ready-to-use NEWS

inside

An informed staff is essential to crisis communication

Your staff should be at the top of the list when you share information, but they are often overlooked during crises. Be sure your internal communications and crisis communication plans include all staff — licensed, administrative and *all* support staff. Be sure that everyone understands who is included, what the decisions are and why they have been made.

Apology-writing tips and how to make the most of a mistake

Mistakes are inevitable, but good leaders demonstrate high-quality leadership with thoughtful, sincere responses to errors. Plan for apologies ahead of time and be sure to acknowledge what went wrong and what, if any, changes will be implemented to avoid repeating the mistake in the future. Include your team in the planning process.

Developing empathy as a board member

The pandemic has created stress, anxiety and disruption. Schools have become a flashpoint of emotion for staff, students and parents. Many people are saying things out of fear that they would not normally say. White Pass School Board Chair Ricky Emerson shared a reflection based on the comments she's heard and the challenges she's seen during this time. She acknowledges the difficulties facing schools and expresses gratitude for hard work on behalf of students.

Understanding the budget process

Budget reports are among the most important documents in your district, but they are hard to understand. Read these tips to help simplify your budget process and report to ensure that your community can participate in the process and support your efforts.

Why email is still an effective way to reach people

Does email seem like an old-fashioned communication tool? This tried-and-true method of reaching people should still have a place in your communication plan. Read some tips and best practices to use it effectively for your goals.

INSIGHTS FOR PARENTS: Recognize and stop virtual bullies

Bullying has long been a problem that continues to threaten students' well-being during virtual instruction. Parents should watch their children for changes in behavior and routines. Tips are included to minimize risks that your child will be bullied or be the bully.

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

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