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Celebrate your seniors: Tips for social media and local recognition

Graduation is a rite of passage for students. It is cause for immense celebration and should be marked with an appropriate level of fanfare. Here are tips for maximizing your schools' graduation recognition events in real life after prior virtual events.

Refresher for your in-person graduation events: Sample script and ceremony set-up

Some schools haven't had an in-person graduation ceremony since 2019. This assembly and ceremony outline provides a helpful refresher for setting up and facilitating these important events. The sample guidelines are from graduation events at McNary High School in Keizer, Ore.

Responding to requests for public records

Transparency in public school operations is a goal and a legal requirement. Patrons and parents have the right to access many school district records, but excessive or complicated requests can be a burden to fulfill. Read tips for responding to these requests in a timely and efficient manner.

Sample graduation speech

Read a sample graduation speech to help inspire your commencement address for your graduation ceremony.

Tips for planning your next event.

Well-planned events can leave attendees with a sense of confidence and connection, but the extra work to schedule, coordinate and host an event can overwhelm busy staff. Here are tips to help you cover the basics and plan a successful event.

INSIGHTS FOR PARENTS: Help students get ready for finals week

Final exams can be stressful, even for younger students. Help your child minimize and manage stress related to finals with these test preparation tips.

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2022-23 key dates for school calendars

The annual list of key dates for the school year includes interesting and important events to help you plan your school calendar for 2022-23.

Please note that some groups/states celebrate appreciation days or weeks on different dates, particularly those for education support professionals and teachers.

Communications planning templates and samples

Project management for a large initiative could be overwhelming, and pieces of your plan could be overlooked. Build a plan to reach your goals and set up your planning documents to assign work and stay on schedule. Your team can use apps or a simple table in a word processing app. Attached are templates and a sample plan.

Follow your vision, mission and goals

Strategic planning shouldn't be just an exercise in reviewing and revising district goals. It should yield a useful road map and a team-building opportunity. A key outcome could be a vision statement that can summarize your priorities and be a source of pride for staff members.

The value of in-person communication

Digital communication is modern, fast and easy. It has a wide reach, and it is an efficient way to reach a large group, but it can be impersonal. Sometimes you need to reach people face-to-face to build and nurture connections. Here are some tips to connect with people in person.

When to market and when to engage

Marketing and public relations are similar but not the same. Public relations is an ongoing effort to engage and communicate with specific audiences. Marketing is an attempt to reach an audience influence them to take a specific action. Many school district staff members fill both functions. This refresher clarifies the differences between these roles.

INSIGHTS FOR PARENTS: Are your kids respectful at school?

It's been a tough few years for kids, parents and educators. Kids have reported feeling anxious and depressed, which is unhealthy for them and can manifest in difficult behavior at school. Family therapists recommend a simple but effective solution: family dinners.