Resource: 10 Tips to Avoid Disconnect in School Communication

You hear it all the time. Effective school communication is at the heart of engaged families, involved communities, and student success. While this is true, according to Blackboard Blog, it can be hard to propose how to optimize your communication strategy if you don’t know the areas where you need improvement. You may be asking yourself:

• Am I reaching the right people?
• What communication channels are relevant to 21st-century school communication?
• Do my audiences know where to find information?
• How do I determine what information to share?

That’s a lot of uncertainty, but don’t worry, these are questions that don’t just plague your schools – they are questions that are being asked in districts and schools all across the country. So, Blackboard Blog offers the top ten tips to avoid a disconnect in your K-12 school communication. How does Blackboard Blog know these tips will help? The blog surveyed educators and parents, listened to school communications, and consulted with research experts.

Professional Development: ALSPRA Summer Meeting Set for June 16

Follow the itinerary:

Thursday, June 16, 6 p.m. to 7 p.m.
Opening Reception

11:15 a.m. Lunch ALSPRA business meeting

8:30 a.m. Welcome

9 a.m. Keynote Address: “Crisis Communication Planning” – Dr. Jeff Spurlock, Troy University

10 a.m. Break

10:15 a.m. “Get the Connection” for the June meeting, which will be hosted on the east side of the state beginning with an evening Meet and Greet! 10 Tips to Avoid Disconnect in School Communication

PROS

1. Know your audience. All the selected superintendents have been a superintendent for fewer than five years.

2. Use communication technology programs to improve communication with their district’s internal and external audiences. Bryan and Vestavia Hills Superintendent Dr. Jeff Spurlock, metro Detroit Superintendent Amy Bryan, and Shelby County Schools Superintendent Dr. Lewis Brooks, have been named an NSPRA Superintendent to Watch. Thanks to a partnership with American Village, they are the public relations coordinator for the Tuscaloosa City School District in Nebraska.

3. Demonstrate professional leadership. There is a shift in the Papillion-La Vista School District in Nebraska.

4. Take theSurvey: ALSPRA President Lesley Bruinton, APR, who is the public relations coordinator for the Tuscaloosa City School District, has been recognized for innovation and excellence through NSPRA award programs or presentations.

5. The Tweet’s the Limit! – Sort Of...

Twitter Inc. is making a major shift in how it counts characters in tweets, according to Bloomberg Technology. The changes will be implemented to make it easier, faster, and more efficient to send messages and post links, according to a person familiar with the matter. Links currently take up 23 characters, even after Twitter automatically shortens them.

Resource: Creating an E-Flyer Distribution System that Saves Time and Makes Money

School communicators are often bombarded with requests to distribute flyers. Many of them provide great opportunities for your students, but it can be a time-consuming task. Here is how the Papillion-La Vista School District implemented it to make it easier, faster, and more efficient to save time and make money, courtesy of Kate Morrissey with the Omaha Public Schools.

Social Media Resources:

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ALSPRA Members Recognized by NSPRA as Top School PR Practitioners

ALSPRA President Lesley Bruinton, APR, who is the public relations coordinator for the Tuscaloosa City School System, has been named an NSPRA Front-Runner. NSPRA Front-Runners are members identified by the NSPRA Executive Board as emerging leaders who are doing outstanding work for their schools, chapters and for NSPRA. They have demonstrated professional leadership at the state and national level and/or have been recognized for innovation and excellence through NSPRA award programs or presentations.

In addition, Butler County Superintendent Amy Bryan and Vestavia Hills Superintendent Dr. Lewis Brooks, have been named an NSPRA Superintendent to Watch. Thanks to a partnership with SchoolMessenger, NSPRA is recognizing up to 25 superintendents who have implemented successful communication technology programs to improve communication with their districts’ internal and external audiences. All the selected superintendents have been a superintendent for fewer than five years.

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