

Communication PRinciples for Principals

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KEY COMMUNICATOR GROUPS - SUPPORT STAFF



IDEA

- Keep support staff members informed.
- Include support staff in staff meetings.
- Give your staff a PR/communications role.
- Encourage support staff members to become role models.

DEALING WITH KEY COMMUNICATOR GROUPS – TOOLS AND STRATEGIES FOR COMMUNICATING WITH SUPPORT STAFF

Support staff members – and others who work in your school – administrative support personnel, supply technicians, educational aides and technicians, and food service staff - are all important people in your school family and they are credible and accurate sources of information about your school. They deal with students and parents every day and many of them live in the nearby community.

Keep support staff members informed.

Support staff members will be asked questions about your school, its programs, environment, student quality and much more. These people usually don't hesitate to answer questions. Give them a copy of the school handbook or staff newsletter to ensure they have the most accurate and current information.

Include support staff in staff meetings.

If it's impossible to include all support staff members in regular meetings, schedule a support staff meeting on a regular basis. Keep an open door policy and let all staff members, especially support staff employees that they can come to your office to discuss anything. This can be on a daily, weekly or monthly basis.

Give your staff a PR/Communications role.

Let your staff know how much they contribute to your public relations and communications programs. Provide professional development sessions and training opportunities on public relations and communications with your support staff.



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Encourage support staff members to become role models.

Remind support staff members to develop positive relationships with students, parents, and others in your audience. A suggestion for building relationships with elementary school students is to have bus monitors or lunch monitors recognize a “Bus Rider of the Month” or a “Lunchroom Customer of the Month” with a certificate they present to a student. These types of programs go beyond the bus and lunchroom to the students’ homes and to the entire school as well.

Always keep in mind your entire school staff – teachers, administrative employees, maintenance staff, bus monitors, and lunchroom monitors must be the foundation of any communication program.

Thomas R. Martin, of the Federal Express Corporation summed it up by saying,

“I’ve never understood why some companies will gladly spend millions touting their services to customers, but spend next-to-nothing communicating to employees who deliver those services.”

Content adapted from *Principals in the Public*, published by the National Association of Elementary School Principals (NAESP) and the National School Public Relations Association (NSPRA).

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TIPS

