## Communication PRinciples for Principals

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## PRINCIPAL'S CHECKLIST

Source: Evaluating your School PR Investment NSPRA

places within your community?

Do you encourage volunteers to work in your building?

Do you emphasize the PR responsibilities of each staff member in your building?
Do you provide an open, two-way leadership style to stimulate healthy communication in your building?
Do you involve students, staff, and community in meaningful advisory roles for school programs?
Do you publicly praise students and staff for their accomplishments?
Do you effectively use your principal's bulletin as a PR vehicle?
Do you have a planned, two-way communication program?
Do you have an updated, building-level crisis communication plan?
Do you run in-service workshops on PR for your staff members?
Is your school building considered a "good neighbor" in your community?
Do you know your immediate school neighbors on a face-to-face basis?
Do you respond promptly to telephone calls from parents and the media?
Do you have a news gathering network in your building?
Do you know the reporters who cover your school, and have you asked them how you may be more helpful to them and they to you?
Have you invited community groups to your building?
Do you have a building newsletter sent to parents and other key external audiences?
Do you distribute your student newspaper or yearbook to public

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Are you visible to staff and students?
Are you accessible to staff and students?
Do you periodically survey your students, staff, and parents on school-related issues?
Do you encourage students and staff to provide opportunities for entertaining and servicing the community?
Do you speak to community and service groups at least three times a year?
Do you brag with sensible pride about the accomplishments of your staff and students?
Do you use your outdoor message boards or other visible tools for substantive achievement messages (for example, 20 students inducted into the National Honor Society) instead of, "Have a nice day"?
Are you aware of the various publics in your school's attendance area and which audiences need special attention from your school building?
Do you support parent groups and provide assistance in any way you can?
Do you encourage your teachers to communicate more effectively with their students' parents?
Do you provide flexible hours for counselors to work and meet with parents?
Do you open you building and playing facilities to community groups?
Do you orient new staff members and substitute teachers?
Do you say or write "thank you" to students, staff, and community residents who make extra efforts?
Do you use the four-point communication test when decisions are made: Who needs to know this? What do they need to know? What is the best time and vehicle to communicate this? and How will we know the message has been received?
Do you attend workshops on PR and take a few staff members with you?
Do you encourage staff and students to create special activities that shed a positive light on your school building?
Do you hold "family meetings" when all building employees get together – not just teaching staff?