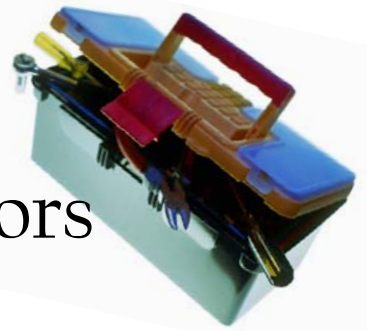


CHANGE

Toolkit for Communicators



NEWSLETTER – sends instantly, extremely inexpensive compared to paper, can sign up on web site

AUTOMATED CALLS AND EMAIL -refer to web, phone number, or school lobbies for detailed info, can be used for families and staff

FREE PRINT NEWSLETTER -First Hour is a company that will print, send your pdf newsletter out for you...for free!

EMAIL SIGNATURE –free advertising for your district, mission, link to your web page or the latest positive media story

BUILD YOUR DISTRIBUTION LIST -look for every opportunity to sign people up for electronic and print communication with your district. Examples include:

- Sign in sheets (every day at every front desk, every event)
- Web
- Meeting announcements/newsletter blurbs with outside organizations
- Registration, back to school
- Auto sign-up all staff, just include an “opt-out” at bottom of each email and never share your list

TURN NEGATIVES TO POSITIVES-when you get the calls from the folks who don't like the way something is being done, invite them to become part of the solution

- Free editing from the folks who find mistakes in print
- Volunteer time from the folks who want more supervision on and around campus

STUDENT VOICES-don't ever forget who you work for, check in with them to make sure you're on the right track, including:

- Involvement in decision making
- Participation in messaging

COMMUNICATIONS CORPS-recruit and train a communications champion at each and every school and department site. Make the communication sharing a two-way street:

- What's happening at the site, what are people talking about?
- Testing out new ideas, messaging
- Assisting with squashing rumors
- Getting the word out about new changes

CELEBRATIONS- they are important, even more so during change. Don't forget to do the good stuff, even if you have to do it on a budget. The ideas below are free:

- Recognition in front of peers
- Recognition in front of a large group
- Recognition from the superintendent
- Recognition in district or media publication
- Make it specific



We're happy to help! Call the Twin Rivers USD Communications Office at 916-566-1628 or email us at Trinette.marquis@twinriversusd.org to talk about change in your district and good luck!