

# MID-STATE SCHOOL COMMUNICATIONS

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Communication plays a vital role for any successful school district. Strong partnerships between parents, staff, students, and community members lead to more learning opportunities for students and greater engagement with stakeholders. Additionally, great communication strategies and processes go hand-in-hand with a successful superintendency.

In order to support neighboring districts in Mid-Missouri, members of the Missouri School Public Relations Association (MOSPRA) are committed to providing professional development and learning opportunities related to district communications. The need for additional support and collaboration is more prevalent than ever as a result of technology, media illiteracy, and engagement.

## PRACTICING #SCHOOLPR

### INTERNAL

The internal audience needs to know first. Why?

Keeping your faculty & staff informed first builds trust between administrators and teachers/staff.

Equip them with answers to questions that they can answer in conversations at the grocery store, a basketball game, or dinner on Friday night!

### WHY PR?

Are you considering a Communications position in your district or looking to retain one?

Find out why you should during Wednesday's FREE webinar, "School Communications: How a designated position impacts your district."

[Click here to sign up!](#)

*Find more info in the email attachment!*

## BOND & LEVY PREP

### Staff Do's & Don'ts



Staff members cannot advocate on the clock but how do you communicate this to them and get them involved? Two other districts shared a helpful information that we use!

### BoE Work Sessions

Administrators and the BoE collaborate to plan communications and solicit feedback for capital improvements and a possible 2018 bond initiative through work sessions and other engagement efforts.

### Social Media Marketing

Social media is a free, powerful tool used to communicate internally and externally. Make an event, share a survey, create an internal staff group, and gather an audience!

60%

# of Hallsville voters who approved the first operating levy in 30 years! If you're planning a ballot initiative, let's talk!