

Effective Communications Outline

School Council Training Day October 21, 2006

Engaging Stakeholders

Part 1

- Communications 101

- Why it's important
- Positive relationships
- Enhancing student performance
- Building trust
- Accountability
- Your audience
- How you communicate your message

- Communicating with your school Board

- Your communications Department (who we are and what we do)
- Ways we communicate with Parents/Community
- When you have concerns...

- Working with media – getting your message out

Part 2

- Communicating Through FirstClass

- Introduction to First Class (what it is and how it works)
- First Class as a communications vehicle for parents
- Acquire Login Information
- Hands on-Setting Up FirstClass and Logging into FirstClass

Part 3

- Wrap up – how can we communicate better with parents
- Questions

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