



# On Call

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**January  
2013**

Washington State  
School Directors'  
Association  
221 College Street N.E.  
Olympia, WA 98516

- **Your budget process: what and when to share**

Budget season is around the corner. Each year, districts face the challenge of communicating clearly and adequately to parents, staff and the community. See tips to help you prepare what and when to share.

- **Meeting the challenge of closing schools**

Budget reductions and declining enrollment sometimes means downsizing. Closing a school is a difficult decision. Set the stage with a communication plan for each step in this tough process.

- **Keeping staff in the loop in the electronic age**

If you are not yet on the social media bandwagon, these tips are for you. Get helpful guidance on adding electronic tools to your communications by using standard who, what, where, when and why rules.

- **Help your community make sense of complex information**

The difficult issues that arise in schools need to be addressed carefully and clearly. Make these issues easier for your public by simplifying the complex information you are sharing.

- **Insights for Parents: Parent involvement in schools**

Involved parents give their children a boost in school. Studies have shown that active family participation can result in better grades, stronger school-family connections and higher staff morale.

- **Here's to You!: Tips for your New Year's resolutions**

Every year, almost half of all Americans make New Year's Resolutions. Less than half of them will follow their resolutions through to completion. Get tips on making resolutions you can keep for a happier, healthier 2013.