

# Marketing Your School Just Got Easier...

A photograph showing three students from behind as they walk along a snow-covered path on a college campus. The student on the right is wearing a purple shirt, light-colored pants, and a blue and yellow backpack. The other two students are wearing dark jackets and pants. In the background, there is a brick building with a yellow-trimmed entrance and bare trees.

*with electronic communication!*

Presented by Stacey Musil, Foundation for Educational Services

# On the agenda...

- Why it's important to market your school
- How your constituents are using the Internet
- Online tools you can use to market your school
- Examples of how schools are using their web presence to market their schools

# Why market your school?



# Increased scrutiny from news media

- Academic performance
- School violence
- District spending

**District spending causes public scrutiny**

**Poor test scores worry  
Crocker school board**

**School board cracking down on safety**

# Competition and declining enrollment

- Private schools
- Charter schools
- Home schooling
- Choice of schools (open enrollment)

# The need for community support

- People want to be a part of changes planned at local schools
- Bond measures demand explanations and justifications

**Schools' strategy calls for community input**

# For relocating families ...



- Promote your community
- School reputation
- Student/staff recruitment
  - Families' relocation decisions often depend on their perception of the school district

# How do you market your school?

- Chances are you don't have a marketing or PR department in your district
- With today's easy-to-use online tools, you can accomplish several public relations efforts



But, first ...

Know that your  
constituents  
are online



# According to recent surveys ...

- In 2005, **78.6** percent of Americans were accessing the Internet
- They are online an average of **13.3** hours per week
- **Email** is the most popular Internet activity
- The **strongest** area of growth is among low-income Americans
  - Of families with incomes less than \$30,000, 61% have access

\*Source: The Digital Future Project study of the Internet

# And ... they rely on email

- Today's email users rely on email as much as the phone for communication
- They spend about an hour a day on email
- 41% check email first thing in the morning
  - 14% after getting home from work
  - 14% right before they go to bed
- 61% of email users employed outside the home check personal email at work

Source: AOL E-mail Addiction Survey, May 2005

# Online tools you can use ...



*to market  
your school*

# No second chance to make a good ...

## first impression!


- The Internet is increasingly the first place people go for information
- It's vital that your website makes a good impression!

# Provide an up-to-date web presence




Many schools are using content management systems to easily create and post web content

# From smaller districts...




## LAMMERSVILLE ELEMENTARY SCHOOL DISTRICT

Established 1877 — Over 125 Years of Educational Success



300 Legacy Drive  
Mountain House, CA 95391  
(209) 836-7400  
Fax (209) 835-1113

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TUESDAY, FEBRUARY 20, 2007

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Lammersville School ▶

Lammersville Charter School

Wicklund School ▶

Cafeteria Menu


Archives

**INTERACT**


Calendar

### Welcome to

[www.lammersvilleschooldistrict.net](http://www.lammersvilleschooldistrict.net)



Welcome! As you can see, the Lammersville Elementary School District web site is up and running! Actually, we have been working internally for the past few months to get it designed and working. We will be making additions over the course of the next several weeks and months as the site is truly a work in progress. We invite you to take a look now, and then keep checking in with us from time to time; hopefully you'll notice . . . [read more](#)



### Want a Great Way to Track School Events?

*...the Activities Calendar is the Answer*


2006-2007 School Calendar Check out the Activities Calendar on this site. This easy-to-use tool: provides up-to-date school activities and events allows you to view and print a daily, weekly or monthly list of calendar events includes a search option to find a specific event sends you e-mail . . . [read more](#)

### GIVE US YOUR FEEDBACK



*...we wouldn't ask if we didn't want it*

You may have noticed these "talking heads" appear on some articles. Do you know why they are there? When you see them, it means you are invited to give feedback on that article. We don't ask for feedback on every article so, when you see it, know that we are truly seeking your input. PLEASE take advantage of the . . . [read more](#)

Weather Conditions for Mountain House, CA  **56** [more...](#)


[06-07 School Year](#)

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[Menu](#)

#### Literal Translation

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ACCESSIBILITY

# ... to larger districts

**Holland Public Schools** FRIDAY, FEBRUARY 16, 2007 SEARCH SITE  GO



## Holland Public Schools

Excellence in education since 1848  
156 West 11th Street · Holland, MI 49423 · Phone 616.494.2000

Home Our District Student Learning Parent Links Student Links New to Holland Jobs For Staff Only

Holland High West Middle East K-8 Jefferson Van Raalte Maplewood Holland Heights Harrington

Lakeview

**All Parents Invited to Internet Safety Presentation**  
*Tuesday, March 20, at 7 p.m. at East K-8*

For many students, the Internet is a crucial part of their daily lives. Although it can be a useful tool to support learning, it can also be source of temptation and potential trouble. On March 20, parents are invited to attend Technology Night in the East K-8 Cafeteria at 7 pm. Instructional Technologist Andy Mann, from the Ottawa Area ISD, will present "Internet Safety – What Parents Need To Know." . . . [read more](#)



**History Fair Winners Off to GVSU**  
*Blue Ribbons*  
*Awarded to East K-8 and West Middle 8th Graders*

About one hundred 8th graders from West Middle and East K-8 participated in the annual History Fair. Students met the challenge of connecting the National History Days theme of

**Holland High's Musical "Good News"**  
*District and Regional Champs!*

Holland High's rollicking family fun musical production of "Good News" continues to woo audiences. The theatre team's 45 minute "condensed" version captured first place honors at both the district

Weather Conditions for **Holland, MI**  **18** [more...](#)

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**Check it Out!** 

Building Your Place of Learning  
**Lakewood CONSTRUCTION**

MERCANTILE BANK OF MICHIGAN  
Supporting Our Schools  
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HPS Today 

District Calendar 

E-Bulletin sign up 

Lunch Menu 

Holland High ATHLETICS

Middle School ATHLETICS



# Parents want access to...

- District contact information
- School board minutes
- District and national test results
- School forms
- School calendars
- Lunch menus



# Childress Independent School District

308 Third Street NW • P.O. Box 179 • Childress, TX 79201 • Ph. 940.937.2501 • Fax 940.937.2938

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## DISTRICT CONTACTS



[email article](#)



[print article](#)

### Contact Numbers

January 04, 2007

#### Important Phone Numbers

<b>Superintendent</b> John Wilson	940-937-2501
<b>Business Manager</b> Bennie Foard	940-937-2501
<b>Child Nutrition Program Director</b> Shonda Jones	940-937-2501
<b>Athletic Director</b> Mark Manley	940-937-6131
<b>High School Principal</b> Toby Tucker	940-937-6131
<b>Junior High Principal</b> Marsha Meacham	940-937-3641

Weather Conditions for Childress, TX



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# ALLIANCE PUBLIC SCHOOLS

"Success For All Students"

1604 SWEETWATER, ALLIANCE NE 69301

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APS Staff

Community Education

Archives



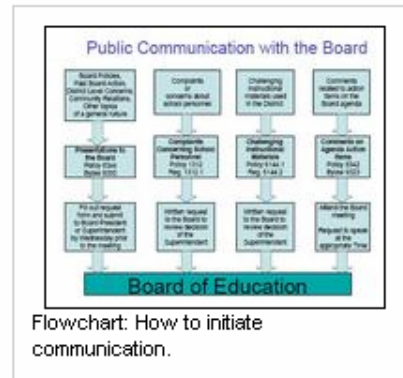
ACCESSIBILITY

## BOARD OF EDUCATION

### Communicating With the Board of Education

by Kevin Wilkinson | Tuesday, February 14, 2006

It is important and necessary for individual constituents of Alliance Public Schools to be able to communicate formally with the Board of Education. Unfortunately, misunderstandings about the specific procedures for doing so can lead to bad feelings and an 'us versus them' mentality with regard to how our community's children should be . . . [read more](#)



Flowchart: How to initiate communication.

### MINUTES - BOARD OF EDUCATION MEETING - 12 FEBRUARY, 2007

by Lori Watson | February 13, 2007

MINUTES BOARD OF EDUCATION MEETING 12 FEBRUARY, 2007 I. Vice President Kollars called the Meeting to Order at 7:00 p.m. II. . . . [read more](#)

### APS Board Members

by Joan Ibarra | October 26, 2006

Current Board Members of the Alliance Public Schools School Board are: Kollars, Tim Koch, Dan Cornish, Alan Curtiss, Terry Bunnell, Cindy [read more](#)

Weather Conditions for Alliance, NE



44 more...

### Literal Translation

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# Farragut Community School District

Committed to building a solid foundation for our children's future.

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## SCHOOL IMPROVEMENT: ANNUAL PROGRESS REPORTS

[email article](#) [print article](#) [post feedback](#)

### Annual Progress Report (APR) 2006

by Mr. Lutt  
August 02, 2006

The files below are documents that contain data from our 2005-2006 school year. The complete APR will be contained on a state website in the future. There will be a link on this page when it is completed in September. All files are in Adobe Reader. Please call or email **Jay D. Lutt**, Superintendent if you have any questions.



[ICAM - Reading and Math Assessments \(PDF\)](#)

[2001-2006 ICAM Averages \(PowerPoint\)](#)

[2006 ACT Report \(PowerPoint\)](#)

[2006 Annual Progress Report \(PDF\)](#)

Weather Conditions for Farragut, IA



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# Freeman Public Schools

Quality Education  
For All Learners

415 Eighth St. • Adams, NE 68301 • Phone 402-988-2525 • Fax 402-988-3475

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## FORMS

### Medication Authorization Forms

by Sandy Renken | December 22, 2003

The school is not permitted to provide cough drops, tylenol, or other similar medication for students. If you would like your child to have access to such items, you will need to supply the school with the supply to be dispensed as . . . [read more](#)

### Family Data/Emergency Contact Form

Glenda Kuster | December 22, 2003

Click here to download the Family Data/Emergency Contact Form [read more](#)

### Transcript/Records Request

| December 22, 2003

In order to provide your school transcript to another institution/organization, the student (if over 18) or legal guardian (if under 18) must complete the release of information form. The form can be obtained by clicking here . . . [read more](#)

### Secondary Physical Form

| December 22, 2003

Weather  
Conditions  
for  
Adams, NE



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# Relocating families want access to...

- Enrollment information
- Special programs
- Student demographics
- Student to teacher ratios
- Graduation and dropout rates



# PRINCETON HIGH SCHOOL DISTRICT 500

103 South Euclid • Princeton, IL 61356



OLDEST  
TOWNSHIP  
HIGH SCHOOL  
IN ILLINOIS

EMAIL SIGNUP

TUESDAY, FEBRUARY 20, 2007

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2007 - 2008

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Booster Club

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Guidance

Learning  
Resource  
Center

LRC Works

## Registration 2007 - 2008: Class of 2011

### [Parent Orientation Power Point](#)

by Brian Church | January 29, 2007

Class of 2011 Parent Orientation Power Point [read more](#)

### [Class of 2011 Registration Form](#)

by Brian Church | December 13, 2006

Class of 2011 registration forms will be distributed to all incoming freshmen on Friday, January 26. If you need to obtain an additional copy of this form, please use the link below. Class of 2011 Registration Form [read more](#)

### [Four Block Basics](#)

by Brian Church | December 13, 2006

Frequently Asked Questions About the 4X4 Block Schedule 1 . How many classes will my student take in the block? Students take four classes at a time in the block schedule. Classes that are one term (9 weeks) are worth ½ . . . [read more](#)

### [Information/Emergency Sheet for the Class of 2011](#)

by Brian Church | December 13, 2006

Please use the link below to obtain an additional copy of the Information/Emergency sheet for the Class of 2011. [Info/Emergency Sheet](#)

Weather  
Conditions  
for  
Princeton, IL



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### Literal Translation

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# WRIGHT CITY R-2 SCHOOL DISTRICT

Dedicated to our Students' Success

P.O. Box 198 Wright City MO 63390

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[email article](#) [print article](#)

## PROGRAMS AND SERVICES: ESOL

### ESL English as a Second Language

*also known as English for Speakers of Other Languages*

by Darla Heusmann  
November 02, 2006



### Meet Mrs. Heusmann

Hi! My name is Darla Heusmann. I am the ESL teacher for the Wright City School district. I teach English as a Second Language for all grades K through 12. I travel to each building daily to meet in small groups. It has been fun getting to know all my students and their siblings.

### Program Information

Did you know ESL, or English as a Second Language, is in an older term? The more modern term is ESOL; English for Speakers of Other Languages. Children qualify for language screening if they have any one of the following situations:

Weather Conditions for  
Wright City, MO



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## ABOUT BAYLESS

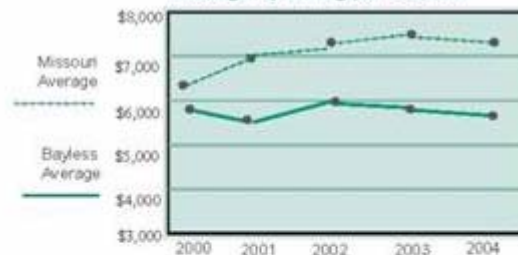
### Bayless In Pictures

*Annual Report Card Snapshot*

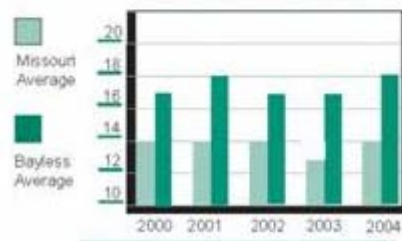
by Maureen Clancy-May  
January 14, 2006

The graphs and charts featured here give a snapshot view of some information published in the district's annual report card, required by the Missouri Department of Elementary and Secondary Education each year.

Average Spending per Student



Student/Teacher Ratio



Weather Conditions for St. Louis, MO



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[Annual District Report Card](#)

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# All want access to ...

- The good news going on in your district
- Classroom news
- Student achievement
- Scholarship information



# Brookwood

## SCHOOL DISTRICT 167

201 Glenwood-Dyer Road  
Glenwood, IL 60425

Phone: 708-758-5190  
Fax: 708-757-2104

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email article print article

Weather Conditions for  
**Glenwood, IL**



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more...

### Office of the Superintendent: District Happenings

Front Page

Office of the Superintendent

- Welcome Letter
- Annual Report
- No Child Left Behind
- District Happenings

Brookwood Junior High

Brookwood Middle School

Hickory Bend Elementary

Longwood Elementary

Board of Education

Parent Teacher Association

Resources

Archives

## Reading First at Longwood and Hickory Bend

by Kathy Puchkors and Kathleen Giel  
December 11, 2006



Mrs. Toth works with a group of kindergartners on phonemic awareness.

Hickory Bend and Longwood schools received a Reading First Grant in the spring of 2006 along with 19 other Illinois school districts. This grant is a state administered program, part of the national No Child Left Behind Act. As recipients of this grant, we joined over 5000 schools across the country in focusing on early reading instruction. Reading First is a program that helps our schools deliver effective reading instruction so that all students read at or above grade level by the end of third grade. We believe that this program can make a difference with our students by dedicating more time to reading, providing more training to the teachers, and by targeting our instruction toward the skills and strategies students need the most.



In grades kindergarten through third grade, students are receiving 90 minutes of uninterrupted reading instruction every day. The Harcourt Trophies comprehensive reading program was adopted in the spring of 2005 and is the basis for the reading instruction during the 90 minutes. Teachers emphasize the

Events Calendar

Meal Menus

District Webmail

TeacherEase

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## HEADLINES

[Winter Sports Season in Full Gear](#)

**SOCS**  
network

ACCESSIBILITY

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## SPORTS

### Andy Mink Crowned State Champion

*AGHS Wrestler Wins 215 Pound Class*

February 19, 2007

Ashland-Greenwood High School junior Andy Mink was crowned Class C State Champion in the 215 pound class at the NSAA State Wrestling Championships last Saturday at the Qwest Center in Omaha. Andy soundly defeated Southern Valley wrestler Daniel Stoelting 10-5 in the final match to win the championship.



Andy picked his way through the state tournament brackets without a lot of difficulty. He started his trip to the Championship podium by pinning Andrew Mahnken of Perkins County on Thursday night. In the quarter-finals he defeated Stephen Sunderman of Lutheran High School Northeast 8-2.

Willy Larrago of Gibbon was Andy's opponent in the semi-finals. Andy defeated him 13-6 and that led the

Weather  
Conditions  
for  
**Ashland, NE**



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# Sublette USD 374

Box 670 • Sublette, KS 67877 • 620.675.2277



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## SCHOLARSHIPS

### Aquila Scholarship

*March 16, 2007 deadline*

by Mikelyn Holloway  
February 09, 2007

Aquila will award up to 20 college scholarships of \$500 each to students graduating from Kansas high schools in 2007. The application is available below.

#### Deadline

The application must be completed and returned to the address on the form **by March 16**.

#### Eligibility

- Parent or guardian a current Aquila electric or natural gas customer
- Student ranks in the top 25 percent of the graduating class **or** scores 21 or higher on the ACT **or** 980 or higher on the SAT.
- Student plans to work toward a bachelor's degree at an accredited college or university.
- Student is not a relative of a current or retired Aquila employee, defined here as a child, grandchild, brother, sister, stepchild, foster child, spouse or in-law.

#### Application and Information

Applications must be completed in full to be considered. Due to volume of applicants, we cannot contact applicants for further information.

Weather Conditions for Sublette, KS



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#### Literal Translation

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# Engage your constituents



Keep them  
coming back  
for more with  
interactive tools

# Online surveys

- Discover the communication needs of your constituents
- Learn current public perceptions
- Compile results electronically
- Use results as the foundation of your marketing efforts



# AVERY

## Independent School District

150 San Antonio Street • Avery, TX 75554 • 903-684-3460

Home of the  
**BULLDOGS**

http://www.averyisd.net/surve...

**Take our SURVEY**

**Let's Do It!**

**AVERY ISD**

**Decline** Please don't ask me again to take this survey

### FEEDBACK

*ask if we didn't want it*

...ed these "talking heads" appear on some articles. Do you  
here? When you see them, it means you are invited to give  
icle. We don't ask for ... [read more](#)

### ay to Track School Events?

*s Calendar is the Answer*

ities Calendar on this site. This easy-to-use tool: provides up-  
ties and events allows you to view and print a daily, weekly or  
dar events ... [read more](#)

### y Look!

et

Avery Independent School District website has a new look!  
ing internally for the past few months to redesign the website,  
ng additions over the course of the next several weeks and ...

Weather  
Conditions  
for  
**Avery, TX**



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#### Literal Translation

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# Target your surveys

http://www.olympia.org/survey/viewer.v?fp=survey\_for...

**For me, the Olympia website**  
Check all that apply

- is easy to use
- is well organized
- helps me keep track of events at Olympia schools
- allows me to check for announcements & cancellations
- gives me important information about district programs & initiatives

**The information I look for the most is about**  
Check all that apply

- academic achievements and awards
- articles written by students
- Board of Education and administrative activities
- calendar/schedule of events
- classroom lessons and projects
- current announcements (cancellations, etc.)
- sports and clubs

**My age is**

- between 0 and 20 years
- between 20 and 35 years
- between 35 and 50 years
- between 50 and 65 years
- 65 or over

**I am**  
Check all that apply

- a parent of an Olympia student
- a non-parent family member (grandparent, aunt/uncle, etc.) of an Olympia student
- a student in the Olympia school district
- a community member living in the Olympia district
- a staff member of the Olympia district
- an interested party living outside the district

Submit Survey

Done Internet

# Analyze test results

## Report Data

**Survey Title:** Olympia's Website

**Date Range:** Dec 15, 2006 — Dec 30, 2006

**Total Hits:** 6218

**Completed:** 139 (2.24%) site, n/a network

I visit the olympia.org website (mult. choice)	Site	Network
more than once per day	41.01% (57)	N/A
five or more times per week	30.94% (43)	N/A
five or more times per month	19.42% (27)	N/A
five or more times per year	6.47% (9)	N/A
less than five times a year	2.16% (3)	N/A

**Total Answered: 139**

For me, the Olympia website (mult. choice)	Site	Network
is easy to use	75.54% (105)	N/A
is well organized	64.03% (89)	N/A
helps me keep track of events at Olympia schools	69.06% (96)	N/A
allows me to check for announcements & cancellations	72.66% (101)	N/A
gives me important information about district programs & initiatives	60.43% (84)	N/A

**Total Answered: 139**

# E-mail newsletters

- “Push” information to your constituents
- Notify parents, students, community members of important information via email
- Links in e-newsletters bring them back to your website

Extra line breaks in this message were removed.

From: News Update [moderated@lists.fes.org] Sent: Fri 2/16/2007 12:26 PM  
To: NewsUpdate@lists.usd246.net  
Cc:  
Subject: [newsupdate] Northeast Schools NewsUpdate

Northeast Schools NewsUpdate  
February 16, 2007

REMINDER - NO SCHOOL Monday, February 19th (Presidents Day)

CURRENT HIGHLIGHTS:

- \* He's Got the Gallon Man Blues
- \* Top Ten Ways to Help Children Develop Healthy Habits
- \* February 12, 2007...
- \* District Documents...
- \* Scholars' Bowl Ends Season...
- \* Junior High School Boys Basketball...

\* He's Got the Gallon Man Blues

Fifth grade students at Northeast Elementary School received a rare treat this week. Mr. Steve Mahnken of Girard, a student teacher in fifth grade, taught his very first lesson, and what a...

<http://www.usd246.net/vnews/display.v/ART/2007/02/09/45cc53cd883f0>

\* Top Ten Ways to Help Children Develop Healthy Habits

1. Be a positive role model. If you're practicing healthy habits, it's a lot easier to persuade children to do the same.

2. Get the whole family active. Plan times for everyone to get moving together....

<http://www.usd246.net/vnews/display.v/ART/2007/02/13/45d1c00d6ac24>



**Recipient clicks on email link to connect to the article**



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**NORTHEAST**

USD Making Success  
246

1001 E South Street • Arma, KS 66712

TUESDAY, FEBRUARY 20, 2007

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## Making Success Our Business

1001 E South Street • PO Box 669 • Arma, KS 66712 • (620) 347-4116 • fax (620) 347-4087

Feb. 16 - NHS Basketball @ Galena

### Top Ten Ways to Help Children Develop Healthy Habits

*Provided by the American Heart Association*



1. Be a positive role model. If you're practicing healthy habits, it's a lot easier to persuade children to do the same. 2. Get the whole family active. Plan times for everyone to get moving together. Take walks, ride bikes, go swimming, garden or just play hide-and-seek outside. 3. Limit TV, video game and computer time. These habits lead to a sedentary lifestyle and . . . read more



#### He's Got the Gallon Man Blues

*Mr. Mahnken Teaches Measurement*

Fifth grade students at Northeast Elementary

School received a rare treat this week.



#### Summer Learning Opportunities...



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Notice to Individuals with Disabilities and Parents

Child Nutrition Programs...

Discrimination, Insult, Intimidation and Harassment

Inoculations Policy Notification

Student Transportation

Northeast Schools are a SRS Access Point

SEARCH SITE

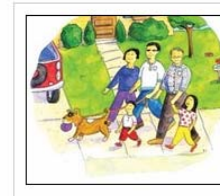
email article print article post feedback

#### FOR PARENTS

### Top Ten Ways to Help Children Develop Healthy Habits

*Provided by the American Heart Association*

by Judy Bache  
February 13, 2007



1. Be a positive role model. If you're practicing healthy habits, it's a lot easier to persuade children to do the same.
2. Get the whole family active. Plan times for everyone to get moving together. Take walks, ride bikes, go swimming, garden or just play hide-and-seek outside.
3. Limit TV, video game and computer time. These habits lead to a sedentary lifestyle and excessive snacking, which increase risks for obesity and cardiovascular disease.
4. Encourage physical activities that children enjoy. Every child is unique. Let children experiment with different activities until each finds something
5. Be supportive. Focus on the positive instead of the negative. Everyone likes to be praised for a job well done. Celebrate successes and help children and teen develop a good self-image.
6. Set specific goals and limits, such as one hour of physical activity a day or two desserts per week other than fruit. When goals are too abstract or limits too restrictive, the chance for success decreases.
7. Don't reward children with food. Candy and snacks as a reward encourage bad habits. Find other ways to celebrate good behavior.
8. Make dinnertime a family time. When everyone sits down together to eat, there's less chance of children eating the wrong foods or snacking too much. Get the kids involved in cooking and planning meals. Everyone develops good eating habits together and the quality time with the family will be an added bonus.
9. Make a game of reading food labels. The whole family will learn what foods are healthy and be more conscious of daily food intake. It's a habit that helps change behavior for a lifetime.
10. Stay involved. Be an advocate for healthier children. Insist on good food choices at school. Make sure your children's health-care providers are monitoring cardiovascular indicators such as body-mass index, blood pressure, and cholesterol. Contact public officials on matters of the heart. Make your voice heard.

Weather Conditions for Arma, KS



48  
more...



#### Literal Translation

Spanish	German
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SOCS network

# Interact!

Solicit feedback from constituents on school news and site content

- What do parents think about school issues and policies?
- How does the community feel about school plans that affect them?

Principal's  
Message

Project Grad 2007

Extra Help Without  
Extra Time

High School  
Contact Information

## HIGH SCHOOL

 email article  print article  post feedback



### High School Proposal

June 28, 2006

High School renovations are being planned to meet the needs of the increasing student population. The

proposed renovations will provide a net gain of eight classrooms plus other needed facilities. View a slide show about the proposal and leave your feedback using the link below.

#### Related Sites

- [HS Proposal](#)

External Pages are not endorsed by Holden R III School District.

**What do you think about the proposal? Do you have some questions?**

Post your feedback on this topic here

Date	Subject	Posted by:
07/26/2006	Question: I was wondering about the...	Visitor
07/26/2006	I think it is an excellent design and...	Parent
07/26/2006	Comment: I think a public meeting...	Visitor on website
07/26/2006	Being new to the district...and one...	Visitor who viewed slide show
07/26/2006	I think that this plan does not take...	Visitor to Site

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Atomic Learning



Soaring to Excellence

# Underwood

Community School District



P.O. BOX 130 • UNDERWOOD, IA 51576

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email article
 print article
 post feedback

Weather Conditions for Underwood, IA



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[Elementary School](#) ▶

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[High School](#) ▶

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[Awards](#) ▶

[Fine Arts](#) ▶

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## District News

### Middle School and Elementary Expansion Project

by Lewie Curtis  
September 19, 2006

Follow progress of the new Middle School construction and Elementary School expansion project by viewing the slide show below. Pictures will be added to the slide show at various times, so be sure to re-visit this page frequently by clicking on the link.

Feedback is welcome!

[Underwood Middle School and Elementary Building](#)

#### Literal Translation

Spanish  
French  
Korean  
Chinese

German  
Italian  
Portuguese  
Japanese

#### HEADLINES

[FROM THE DESK OF THE SUPERINTENDENT...](#)

[From The Desk of The Superintendent](#)

#### Tell us what you think about the pictures.

Post your feedback on this topic here

Date	Subject	Posted
09/25/2006	<a href="#">It is great to see the expansion...</a>	Dave

Feedback will open in a new window.

http://www.underwoodeagles.org - T...

## Underwood

### Tell us what you think about the pictures.

Posted 09/25/2006

It is great to see the expansion underway. With a youngster in Kindergarten we look forward to many years of use of this facility.

Dave Mayer

Close

Done

Internet



# Interact!

## Create a school calendar

- Post school in-session dates, parent/teacher conferences, music and sports events
- Have automatic email reminders sent to subscribed users
- E-mail reminders draw them back into your website



# Osakis Public Schools

Home of the Silverstreaks!

500 First Avenue East • PO Box X • Osakis, MN 56360 • PH. 320-859-2191 • FAX 320-859-2835



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- Administration Staff Pages ▼
- Elementary Staff Pages ▼
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- High School
- Athletics ▶
- Elementary School ▼
- Special Teachers Staff Pages ▼
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- Calendar
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- ACCESSIBILITY**

## CALENDAR

[Sign In](#)

Stay up-to-date... [Sign In](#) now for FREE event reminders!

 [Month at a glance](#)

 [Printable view](#)

### Keyword search

*(advanced search)*

[Search city only](#)

[daily](#) [weekly](#) **[monthly](#)**

March 2007

Sun	Mon	Tue	Wed	Thr	Fri	Sat
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

◀ Mar 2007 ▶

[daily](#) [weekly](#) **[monthly](#)**

### Calendar Events [March 2007]

Time	Description	Location
▼ <b>March 02, 2007</b>		
6:15 pm	JV & Boys Basketball	Brandon, MN
▼ <b>March 05, 2007</b>		
5:00 pm — 8:00 pm	Parent/Teacher Conferences	Osakis, MN
▼ <b>March 12, 2007</b>		
	Kindergarten Registration	Osakis, MN
▼ <b>March 13, 2007</b>		

Weather Conditions for **Osakis, MN**



### Literal Translation

Spanish	German
French	Italian
Korean	Portuguese
Chinese	Japanese

From:  listmaster@osakis.k12.mn.us  
To: Stephanie Mackeprang  
Cc:  
Subject: Osakis Public Schools Clipped Event Reminders for March 2, 2007

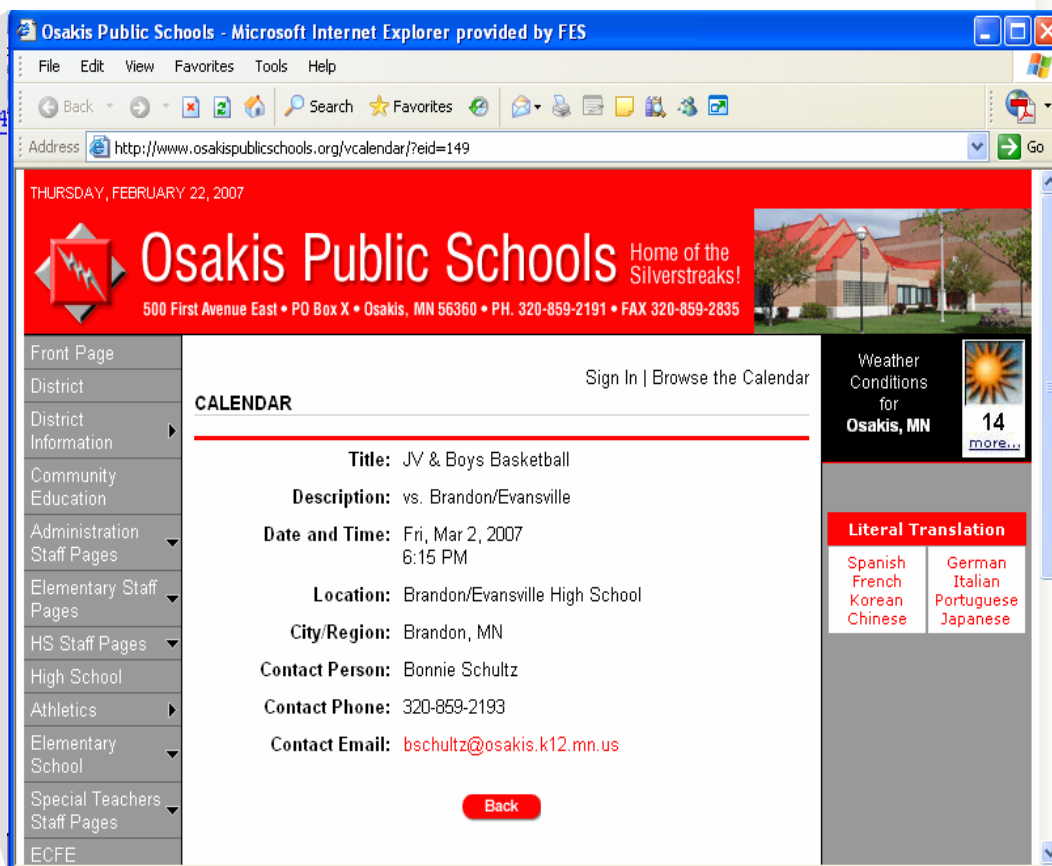
Sent: Thu 2/22/2007 1:16 AM

Here are your Clipped Events for  
March 2, 2007.


JV & Boys Basketball  
Athletics  
06:15 PM  
Brandon/Evensville High School  
Brandon, MN  
<http://www.osakispublicschools.org/vcalendar/?eid=149>

--  
Osakis Public Schools  
listmaster@osakis.k12.mn.us  
--

To change your email reminder settings go to:  
<http://www.osakispublicschools.org/vcalendar/>  
Sign In and click "Edit Reminder Prefs"



THURSDAY, FEBRUARY 22, 2007

 **Osakis Public Schools** Home of the Silverstreaks!  
500 First Avenue East • PO Box X • Osakis, MN 56360 • PH. 320-859-2191 • FAX 320-859-2835


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High School  
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Special Teachers Staff Pages  
ECFE

Sign In | Browse the Calendar

**CALENDAR**

**Title:** JV & Boys Basketball  
**Description:** vs. Brandon/Evensville  
**Date and Time:** Fri, Mar 2, 2007 6:15 PM  
**Location:** Brandon/Evensville High School  
**City/Region:** Brandon, MN  
**Contact Person:** Bonnie Schultz  
**Contact Phone:** 320-859-2193  
**Contact Email:** [bschultz@osakis.k12.mn.us](mailto:bschultz@osakis.k12.mn.us)

[Back](#)

Weather Conditions for Osakis, MN  14 [more...](#)

**Literal Translation**

Spanish	German
French	Italian
Korean	Portuguese
Chinese	Japanese

# Interact!

Provide easy access to school contact information

- District, school and department phone numbers, fax numbers and addresses
- Teacher and administrator email

Sign up for the News Update.

- [privacy policy](#)

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[Superintendent](#)

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#### HEADLINES

[Contact Lytle High School](#)

[Contact Lytle Junior High School](#)

[Contact Lytle Elementary School](#)

[Contact Lytle](#)

#### CONTACT US

[✉ email article](#) [🖨 print article](#)

## Contact Administration Office

January 31, 2007



### Administration Office

15437 Cottage Street

P.O. Box 745 Lytle, TX 78052

Phone: 830 709 5100 Fax: 830 709 5104

Hours of Operation 8:00am to 4:00pm

---

**Superintendent: Michelle Carroll Smith**  
E-mail: [msmith@lytle-isd.net](mailto:msmith@lytle-isd.net)

**Assistant Superintendent: Randy Ewing**  
E-mail: [rewing@lytle-isd.net](mailto:rewing@lytle-isd.net)

---

**Federal Programs: Laura Uribe-Center**  
E-mail: [lcenter@lytle-isd.net](mailto:lcenter@lytle-isd.net)

---

**Secretary to Superintendent: Sonia Clontz**  
E-mail: [sclontz@lytle-isd.net](mailto:sclontz@lytle-isd.net)

Weather Conditions for Lytle, TX



66

[more...](#)

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[lytleisd.com](http://lytleisd.com)

[Admin Emails](#)

#### Literal Translation

Spanish  
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Japanese

Academic Boosters  
 Theatre & Forensics  
 License to Thrill 2007 Senior Party  
 Food Service



NAMES/POSITION	PHONE	E-MAIL
<b>Arredondo, Mary</b> Teacher (Math)	494-2302	marredon hollandpublicschools.org
<b>Bechard, Joe</b> Psychologist	494-2315	jbechard hollandpublicschools.org
<b>Beck, Kathleen</b> Life Skills	494-2344	kbeckl hollandpublicschools.org
<b>Blandford, Debra</b> Teacher (HI)	494-2436	dblandfo hollandpublicschools.org
<b>Boes, Debra</b> Teacher (LC)	494-2318	dboes hollandpublicschools.org
<b>Brander, Lynette</b> Teacher (ESL)	494-2277	lbrander hollandpublicschools.org
<b>Brinks, Kurt</b> Teacher (Comp/Math)	494-2276	kbrinks hollandpublicschools.org
<b>Bullard, Charles</b> Teacher (Music)	494-2260	cbullard hollandpublicschools.org
<b>Burgess, Kortney</b> Teacher (Eng/Psychology)	494-2287	kburgess hollandpublicschools.org
<b>Burtch, Brian</b> Teacher (Family/Consumer Science)	494-2330	bburtch hollandpublicschools.org
<b>Busscher, Mary</b> Teacher (Spanish)	494-2238	mbussche hollandpublicschools.org
<b>Carlsen, Don</b> Teacher (Resource Room)	494-2280	dcarlsen hollandpublicschools.org
<b>Ceitham, Greg</b> Teacher (English)	494-2285	gceitham hollandpublicschools.org
<b>Chronowski, John</b> Teacher (Soc.Studies)	494-2295	jchronow hollandpublicschools.org
<b>Clark, Linda</b> Teacher (English)	494-2288	lclark hollandpublicschools.org



Literal Translation	
Spanish	German
French	Italian
Korean	Portuguese
Chinese	Japanese

# Reach out to the media

- Set up a media section on your school or district website
  - archive school/district press releases
  - Post district “fact sheet” information
  - contact information for school spokesperson
- Add reporters to your email list
  - Continually inform them of school events, accomplishments



# PRATT GREENBACKS

Pratt USD 382  
401 N Ninnescah  
Pratt KS 67124

Pratt High School • Liberty Middle School • Southwest Elementary • Haskins Elementary

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[Cafeteria & Food Services](#)

[Transportation & Maintenance](#)

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[Board of Education](#)

[District Office](#)

## BOARD OF EDUCATION: NEWS RELEASES

### New Principal For Southwest Elementary School 2007-08

*A Familiar Face; Jason May, Comes Back To USD #382*

by Dennis Gonzales & The Pratt Tribune | Wednesday, February 14, 2007

Pratt USD #382 will bring another of its own back to the district in the role of principal. On Monday night, they voted to extend a contract to Jason May, a former district teacher, to replace retiring Southwest Elementary principal Faye Kuhn. May had 16 years experience as a science, math, social studies, health and education . . . [read more](#) 1

### USD #382 Board of Education Recognizes Teachers For

*Building Awards and Awards of Excellence*

by: Dennis Gonzales | February 22, 2007

Congratulations to Pratt USD #382 Staff for Standard of Excellence Designations. BOE recognizes various teachers accepting awards for Kansas State recognition of reading and math - building awards and awards of excellence. Photo . . . [read more](#) 9

### Pratt USD#382 Board of Education Announces

*Steve Blankenship As Next PHS Principal 2007-2008*

by Dennis Gonzales | February 4, 2007

At a special meeting today, the Pratt USD #382 Board of Education named Steve Blankenship as the leader who will bring Pratt High School into the next school year and the new 14.5 million dollar facility. Blankenship, currently . . . [read more](#) 9

ZIP: 67124

TEMP. WIND



56.7°F

WeatherBug

SOUTHWEST ELEMENTARY

HISTORICAL WEATHER  
CONDITIONS FOR  
PRATT, KS

PowerSchool

Breakfast Menu

Lunch Menu

Greenback  
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Superintendent Garcia's E-Forum
Assistant Superintendent's Office
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Web Manager & Communications
Annual Reports
Schools & Maps
Our Strategic Vision & Plan
Community Advisory Committee 2007
2006-2007 Calendar
Special Education & Student Services
Human Resources Office
Finance & Business Office
Technology Department
Bus Transportation
Facilities & Maintenance
Food Service

## Our District

Thank you for making this "connection" with Holland Public Schools!



Holland High School

Founded in 1848, Holland Public Schools has earned state and national recognition for excellence in education. Approximately 330 teachers, with an average of 14 years experience each and most possessing master's degrees, offer our diverse student population solid instruction in core curriculum along with a wide spectrum of other programs, including art, music, athletics, theater, forensics, K-12 Spanish, special education, English as a Second Language, and many extra-curricular activities.



Holland High School's Varsity Football Team

Our district strives to provide broad-based opportunities; opportunities for students to grow and learn as well as opportunities for parents, community members, and business partners to get involved. We are a "community" school district in every sense. Everyone is welcome.

Please visit the Sites of our Web Sponsors





# BRIMFIELD CUSD #309

216 E. Clinton St. Brimfield, IL 61517

A Tradition of Excellence



EMAIL SIGNUP



TUESDAY, NOVEMBER 14, 2006

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H.S. Faculty Pages

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## SCHOOL INFORMATION: DISTRICT OFFICE: PUBLIC RELATIONS VIDEO

### Public Relations Video

*A Glimpse of District #309*

July 19, 2006

[Public Relations Video - Brimfield C.U.S.D. #309](#)

State Report Card

Public Relations Video

Weather Conditions for Brimfield, IL



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[more...](#)

### Literal Translation

Spanish	German
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# Nixon-Smiley CISD

800 N. Rancho Rd. • Nixon, TX 78140 • 830.682.1536

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[email article](#) [print article](#)

Weather Conditions for Nixon, TX



77  
[more...](#)

## Public Notices

### Notice of Budget

August 18, 2006

Nixon-Smiley CISD presents its 2006-2007 budget in comparison with last year's expenditures.

#### Proposed 2006-2007 Budget

Due to the pass...  
increased per p...

#### Literal Translation

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[Change in Trustee Election System](#)

Browser window showing: [http://www.nixonsmileycisd.org/pages/uploaded\\_files/budgetsummary8-0...](http://www.nixonsmileycisd.org/pages/uploaded_files/budgetsummary8-0...)

File Edit Go To Favorites Help Address Links

### Budget Summary Report for NIXON-SMILEY CONS ISD

		2005-06 Actual Budget		2006-07 "Proposed" Budget	
		Aggregate Expenditures	Per Pupil Expenditures	Aggregate Expenditures	Per Pupil Expenditures
Instruction					
11	Instruction	\$1,645,627	\$5,679	\$4,727,772	\$4,622
12	Instructional Resources, Media Services	\$165,873	\$187	\$112,380	\$110
13	Curriculum Development & Staff Development	\$34,000	\$34	\$42,205	\$41
99	Payment to Juvenile Justice AEP	\$0	\$0	\$0	\$0
	<b>Total</b>	<b>\$1,845,500</b>	<b>\$5,900</b>	<b>\$4,882,270</b>	<b>\$4,773</b>
Instructional Support					
21	Instructional Leadership	\$218,311	\$225	\$47,507	\$46
22	School Leadership, Guidance & Counseling, Evaluation	\$187,783	\$201	\$345,842	\$327
31	Social Work	\$111,474	\$112	\$102,734	\$100
32	Services	\$23,070	\$24	\$100	\$0
33	Health Services	\$107,752	\$103	\$102,214	\$100
38	Co-curricular Extra-curricular Activities	\$278,270	\$283	\$206,126	\$200
	<b>Total</b>	<b>\$1,126,660</b>	<b>\$1,120</b>	<b>\$324,523</b>	<b>\$323</b>
					\$0

1 of 2

# Be prepared for a crisis

- Whether it's a school closing due to weather or a serious incident at school – it's critical that you're ready to communicate!
  - Have the ability to immediately update your website
  - Send regular announcements via email
- This helps *you* control the story, not the media



Nov 8, 2006

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## Superintendent's Office

### School Lockdown Update

by Scott Powers  
October 11, 2006

As you are probably aware, the Olympia High School and Olympia Middle School went into lockdown Wednesday (10/11) shortly before noon. The lockdown was called as a result of a threatening message on the stall wall in the boy's washroom. Olympia Administration notified law enforcement of the threat and shortly after notifying law enforcement, both McLean County Sheriff's and Illinois State Police arrived on the scene. Students remained in secure classrooms, as law enforcement swept the building for weapons during a two-hour period. As a result of the search, no weapons were found. At approximately 3:15 PM that day, law enforcement deemed the building safe and secure. Once the building was deemed safe, Olympia OHMS proceeded with regular dismissal procedures.

After dismissal, law enforcement and administration met with OHMS faculty and staff in the auditorium to discuss the events of the day. Sheriff Owens, Lt. Elston, and Superintendent Donald Hahn conducted a press conference shortly after 4:00 PM Wednesday afternoon. An investigation by the McLean County Sheriff's Department is underway. Faculty and staff met the following morning, October 12, to prepare for students.

Students, faculty, staff, administration and law enforcement are to be


Site Search

GO

[Calendars](#)

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MONDAY, NOVEMBER 13, 2006

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email article



print article

DISTRICT OFFICE

## School Safety Hotline

October 26, 2006

**KANSAS SCHOOL SAFETY HOTLINE**

**1-877-626-8203**



This hotline is a toll free number available 24 hours a day, 365 days a year to give students, parents, and community members the opportunity to **anonymously** report any impending school violence.

Weather Conditions for **Wellsville, KS**



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[more...](#)

### Literal Translation


Spanish  
French  
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# Springfield Public Schools

Home of the Tigers



EMAIL SIGNUP 

TUESDAY, FEBRUARY 20, 2007

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## DISTRICT: SUPERINTENDENT

### Flu Outbreak Information

*Information for parents from Springfield Schools and Brown County Public Health...*

by Luther Heller  
February 02, 2007

Throughout southern Minnesota there has been a rise in school absenteeism due to illnesses and flu like symptoms. In light of this, Brown County Public Health and the Springfield Public Schools is distributing the attached parent information sheet to help people cope with the latest outbreak of illness.

#### Related Sites

- **Parent Information Form**

Note: Pages will open in a new browser window. External pages are not endorsed by Springfield Public Schools.

Weather Conditions for Springfield, MN



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[more...](#)

#### Literal Translation

Spanish  
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# BERKSHIRE SCHOOLS

14259 Claridon Troy Road • PO Box 364 • Burton Ohio 44021-0364

Maximizing each students potential as an individual and as a responsible citizen

Sign up for the News Update.

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## DISTRICT: SUPERINTENDENT

# Schools to Be Closed on Wednesday, February 14 2007

*Hazardous Driving Conditions/Heavy Snow Reason*

by [Jim Knapp](#)  
February 13, 2007

10:40 PM

## Tuesday

The superintendents decided late Tuesday evening to close schools in Geauga County on Wednesday due to the continuing snowfall. The hope had been that if the snow stopped by midnight that we might be able to have school on Wednesday. By late evening it was clear that was not to be the case and we posted the closings.

Berkshire will make up this day on Saturday April 21 with a regular school day with a 90 minute early release. All future snow days will be made up as well. We are hopeful the legislature may give us some extra days due to the harsh winter that has hit much of Ohio. However, we can't count on it. Sorry kids!

Troy and BE will reschedule the Valentine parties.

ZIP: 44065

Temp.	Wind
31.5°F	7 Day Forecast

Weather Conditions for **Burton, OH**

### Literal Translation

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# How marketing made a difference

“In the past, there was a lot of mistrust between the public and the school district—thinking we were doing everything behind closed doors. The only time we were in the paper was when something went wrong.

Now, we publish school board minutes online, so anyone can read them. We are getting in the paper more and *in more of a positive light*. The local reporter calls me now. Also, in that process, I have developed a good relationship with that reporter.”

**Dr. Anthony Rossetti**

Superintendent, Miller R-2 Schools, MO

[www.millerschools.org](http://www.millerschools.org)

# The bottom line...

Marketing and public relations is about *letting the public feel that their input is valued and considered seriously*, and that it is welcome and needed.

Source: The Power of Public Relations in Schools  
Northwest Regional Educational Laboratory

# Questions?

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