

# Communication PRinciples for Principals

FEBRUARY 2010

## HOW TO USE THE DoDEA ANNUAL REPORT



### IDEA

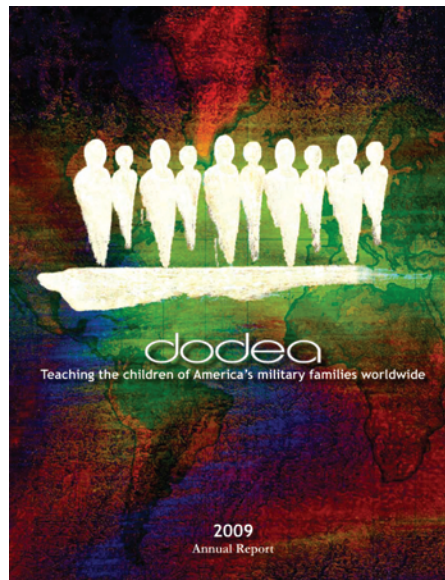
**Contribute to the 2010 Annual Report!**

- Contribute photographs or descriptions of events to your area public affairs officer or the DoDEA Communications Office.

### How to Use the DoDEA Annual Report

If you haven't had reviewed a print or web copy of the 2009 DoDEA Annual Report, you should take a moment to do so. This issue will provide a context for the Annual Report and give you some ideas on how to use it to your school's benefit.

### Annual Report Background



Most schools, businesses, and other organizations produce an Annual Report. These publications contain helpful information about the organization, its history, mission, and structure. Annual Reports also provide current information on the organization's performance during the past year as well as programs and initiatives developed and implemented.

The 2009 DoDEA Annual Report is the first of its kind, representing a comprehensive look at our school

system – from our mission, to our budget, to demographic profiles of our students and educators, as well as our initiatives, programs, and curriculum. It's a one-stop place for anything and everything about DoDEA.

Aimed primarily at outside audiences, such as parents, commanders, members of the civilian community, and governmental leaders, the Annual Report helps to instill an awareness and understanding of DoDEA that will hopefully encourage support for our students and our mission.



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for more information.  
<http://www.dodea.edu>

## Using the Annual Report

As a principal, you can think of the Annual Report as your “Calling Card” with a variety of groups:

- » Parents
- » Prospective students
- » Commanders
- » Local Education Agencies (LEAs)
- » Prospective Employees

Make sure you always have copies on hand at your school to provide to visitors, Commanders, and other VIPs. A limited number of copies are available by contacting your District Superintendent’s Office. You can refer parents and students as well as prospective employees to the online version of the Annual Report, available at:

<http://www.dodea.edu/pubs/docs/dodeaAnnualReport-09.pdf>. DoDEA Pacific, DoDEA Europe and DoDEA Americas also have separate sections of the Annual Report, contained in the back pockets of the printed versions and also available online at:

DoDEA Pacific: <http://www.dodea.edu/pubs/docs/PacificAnnualReport-09.pdf>

DoDEA Europe: <http://www.dodea.edu/pubs/docs/EuropeAnnualReport-09.pdf>

DoDEA Americas: <http://www.dodea.edu/pubs/docs/AmericasAnnualReport-09.pdf>

## Contribute to the 2010 Annual Report! Here’s How...

There are many opportunities for you to contribute to the 2010 Annual Report. Have a picture of an event or activity or classroom instruction at your school? Please send it electronically to your Area Public Affairs Officer or to the DoDEA Communications Office in Arlington, Virginia and be sure to include the who, what, when, where, why and how with the picture.

If you have an event, activity, or student accomplishment at your school that you’d like to share, please write a brief paragraph describing the event or accomplishment and results, if they apply. Please email the information along to your Area Public Affairs Officer or to the DoDEA Communications Office in Arlington, Virginia.

These examples represent perfect opportunities to shine the spotlight on your school, your teachers, and your students.

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# TIPS



## Points of Contact for Annual Report:

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