

# COMMUNICATION PRINCIPLES for PRINCIPALS

**June 2017**

## ABOUT

*Principles for Principals offers key information and messages for principals to consider in communicating the basics and getting parents involved. It is written and published by the DoDEA Communications Office.*

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## PREPARING FOR THE 2017-2018 SCHOOL YEAR

With the conclusion of another successful school year, it is now important to start thinking ahead for the 2017-2018 school year.

To make it easy for schools to provide parents with the information they need in a single location, the DoDEA Communications Web Team has created and rolled out a 2017-2018 Back to School web page template. The content blocks included in the template are based on input from parents, principals, and superintendents across DoDEA.

The Back to School template includes content blocks for the following information:

- School Calendar:
  - Updated school calendars at least through December 2017
  - Include schedule for Orientation, Meet and Greets, and Back to School Night
  - Include CCRS and any other staff training days
- New Parent Orientation Info:
  - Include where to purchase school supplies and uniforms
- School Supplies
- Attendance Policy
- Transportation Information
  - For schools that do not publicize bus schedules, include School Transportation Office contacts.

- School Contacts
  - o Principals will determine which teachers and school staff phone numbers and/or e-mails should be posted on the school website to facilitate parent-school communications and accomplish the DoDEA mission. For the purpose of a school website, teachers and program coordinators may be considered “positions commonly known to the public” and their names are allowed to be posted as necessary to accomplish the DoDEA mission. Force protection must always be a consideration when publishing names of employees. Principals should make these determinations
  - o Include sports contact info (POCs, coaches, athletic director, etc.).
- School Activities
- Graduation & Eligibility Requirements

On June 7th, the Headquarters Communications Web Team notified all school webmasters, via email and Schoology, that the new Back to School web page has been set up on all school sites with some basic information incorporated. The web team provided school webmasters instructions on how to complete the page and has offered any assistance necessary. A letter went out in the June 7 Weekly Packet to Region DSEs, Superintendents, and Principals giving additional details about the school web page.

Ideally the information should be posted any time between now and the middle of July to ensure maximum visibility and timeliness to coincide with the start of the school year and the summer moving season for many of our families. We realize that school webmasters are now gone for the summer. Hopefully, many of them posted the information suggested in the templates we provided. If not, some schools have an alternative support staff member who has access to the web over the summer and can post the info. If not, our global web team can help.

If your school requires any assistance with completing or customizing their Back to School page using the new template, please submit an IT help desk request for web support along with the web content you need posted and the Communications web team will gladly help.

There may be additions to the web template over the next few weeks and those additions will be made available to school webmasters. School webmasters should also ensure that any outdated forms for school registration that were previously posted locally be removed. Current forms are available on the DoDEA site.

Again, the goal is for all schools to have their Back to School pages completed in the June-July timeframe to help make the Back to School period as smooth as possible for students, parents and school staff.

As the situation necessitates, DoDEA HQ and regional PAOs will provide any new system-wide back to school information along with a welcome back message from DoDEA Director Tom Brady.

Stay tuned for additional tools to support your Back to School efforts.