

# Public Relations:

Helping Parents and Community Understand 21st Century Learning







WEB PRESENCE

- Clear Vision & Purpose
- User-focused Navigation
- User Engagement
- Clear & Concise Messaging



## A Place of {REACHING YOUR GOALS}



### NEWS

RMC equestrians host successful competition

RMC skiers dominate Regionals; bound for Nationals

RMC student discusses Semester at Sea

### EVENTS



February 11th - March 4th, Computer Science Exhibit

February 28th - March 6th, Mid-term break

March 14th, Last Day to 'Withdraw' from a Course



# AMERICAN SCHOOL OF BOMBAY

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AND SERVE

AT SCHOOL

ADMISSIONS

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# FAIRVIEW MIDDLE SCHOOL

## HOME OF THE FALCONS!

[Home](#)[ParentConnection](#)[District Website](#)[Daily Announcements](#)[Principal's Message](#)[Counseling Center](#)[College & Career Info](#)[Student Handbook](#)[School Clinic](#)[Library](#)[Office Staff & SRO](#)[Cafeteria & Custodians](#)[FMS PTO](#)[FMS Video &  
Information](#)[2010-2011 Supply  
Lists](#)[Honor Roll](#)[Sports Page](#)[Activites/Clubs](#)[Faculty Directory](#)[Sixth Grade Teachers](#)[7th & 8th Language  
Art](#)[Math](#)[Social Studies](#)[Science](#)[Related Arts](#)[Special Services](#)[Art Gallery](#)

### FMS News

[2010-11 School Calendar](#)[Donate to the Jake Gibbs  
Soccer Bench Project](#)[PTO "Hoodie" Sweatshirt Order Form](#)

### Upcoming Events & Information

**Feb 21 - Presidents Day**  
**No school for students - Staff Dev Day**

March 15 - End of 3rd Quarter

### [ParentConnection](#)

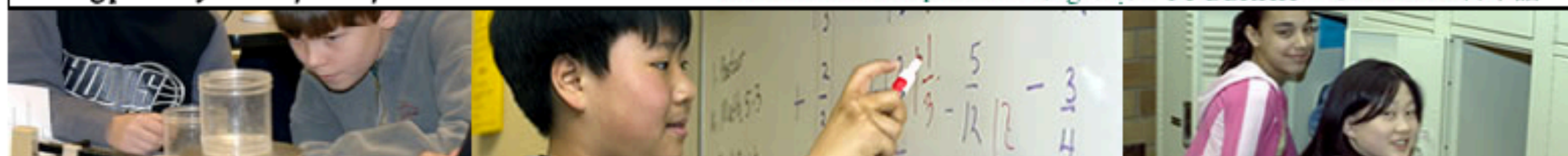
[Directions](#)[ACT Question  
of the Day](#)[SAT Question  
of the Day](#)

### FMS eBooks

The **e** stands for  
**engaged students.**







## Tools & Resources

- ▶ Strategic Plan
- ▶ Annual Budget
- ▶ Bond Measure
- ▶ Curriculum
- ▶ Data and Research
- ▶ Facility Use
- ▶ Handbooks and Forms
- ▶ Library Resources
- ▶ Other Resources
- ▶ Proficiency
- ▶ School Boundaries
- ▶ School Meals

**School  
Closure  
Information**

**Click Here  
Volunteer  
Background Check**



## Beaverton School District Budget Update February 18 2011



On February 15, state economists released the latest quarterly revenue projections for the 2011-13 budget cycle and there are signs that Oregon's economy continues to improve slowly.

## Media Showcase



🎥 **Signal-to-Noise 2011 Promo (0:60)**  
**Tell us a Story!** Student producers of video, animation, and other moving image media are encouraged to participate in our annual Signal-to-Noise Festival. *Need some inspiration?* Click the Archive link (below) to access a wide range of media projects developed by students of all ages. ENTRY DEADLINE: Friday, March 11th.

powered by **Signal-to-Noise**

[Archive]

## District News

- Change To Ethnicity And Race Reporting
- Community Invited To Take The District Calendar Survey
- District Seeks Community Members To Serve On School Board
- 2006 Capital Construction Bond Completion Report To The Community
- Learning Options - Application Information
- Beaverton School District Briefs

[more district news]

## In The News

RSS 2.0

## Superintendent's

Message

*District Goal (2010-2015): All students will show continuous progress toward their personal learning goals, developed in collaboration with teachers and parents, and will be prepared for post-secondary education and career success.*

## OPEN BOOKS

See Where Your \$\$\$ Goes



## Events

- **School Board Executive Session - February 23**  
February 23, 2011
- **Screening Of Bullied - A Student A School And A Case That Made History**  
March 01, 2011
- **School Board Business Meeting - March 7**  
March 07, 2011
- **Budget Committee Workshop - March 15**  
March 15, 2011
- **Quarterly Local School Committee Meeting March 29**  
March 29, 2011





**Welcome to the Indiana K-12 School Web Sites**  
On this page you'll find links to those Indiana K-12 schools which have registered their site with the Indiana Department of Education.

**Click a county to  
display corporations.**  
Or search using the box to the left.

#### Where is your Indiana school?

Schools in Indiana are not required to submit their web address to the Indiana Department of Education. The links displayed on the following pages have been submitted under a voluntary basis. School corporations should access the DOE-MF School Directory updates on [this site](#) to add or update your school web address. This is a secure form that requires a school or corporation to log-in.

Enter part of school name:

Search

#### Other links:

- Alphabetical listing of...
  - [Elementary Schools](#)
  - [Middle-level Schools](#)
  - [High Schools](#)
  - [School Corporations](#)
- [Indiana Charter Schools](#)
- [Indiana Colleges and Universities](#)
- [Indiana Private Schools on the Web](#)
- [Other Educational Institutions](#)
- [Download Indiana School Directory](#)



- Long-term Planning
- Collaborative Process  
to a point
- Professional Expertise
- Sustainability



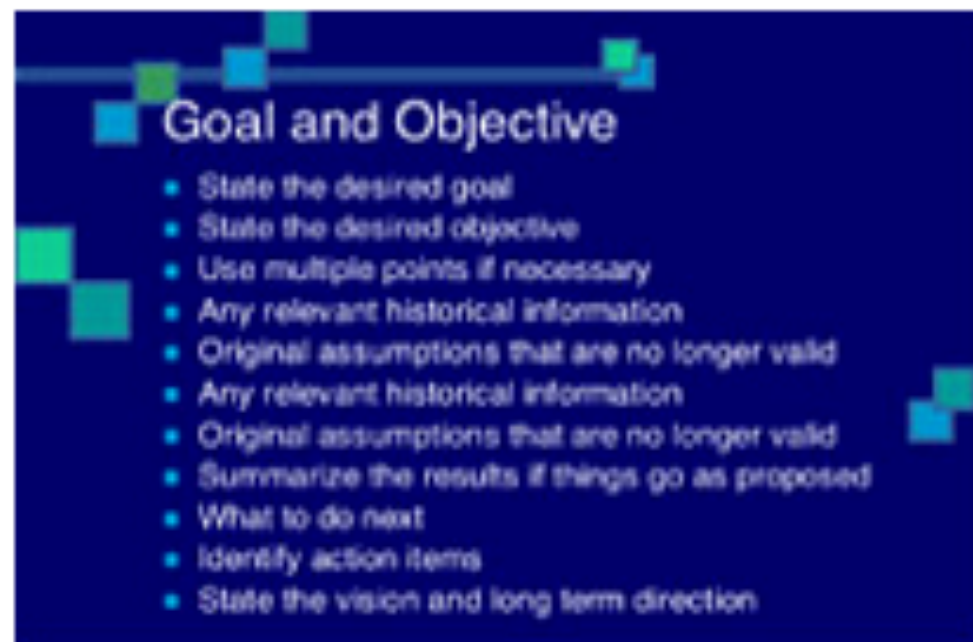


PRESENTATIONS



- Simple
- Limit Bullet Points
- High Quality Graphics
- Effective Charts





## Goal and Objective

- State the desired goal
- State the desired objective
- Use multiple points if necessary
- Any relevant historical information
- Original assumptions that are no longer valid
- Any relevant historical information
- Original assumptions that are no longer valid
- Summarize the results if things go as proposed
- What to do next
- Identify action items
- State the vision and long term direction

This slide is not unusual, but it is not a visual aid, it is more like an "eye chart."



## Gender Equality in Japan

- According to the latest reports from the Japanese Ministry of Labor, 72% of part-time workers in Japan are women. This is the highest rate reported yet. The number of part-time workers has been increasing for years. For many women, full-time employment is not available, or their family obligations makes it impossible for them to keep fulltime hours. Below are some comments from some prominent Japanese politicians:
- "Japanese work office environment is not yet conducive for promoting gender equality."  
Shoji Nishimoto  
UNDP
- "The conservatives...want to keep Japanese society traditional."  
Keiko Higuchi  
Tokyo Kasei University

Try to avoid text-heavy (and sleep inducing) slides like this one.



72% of part-time workers  
in Japan are women

Aim for something like this simple slide above.



72%

And this is even better...



## Developing BrandYou

Ask yourself these questions

- Who am I?
- What do I believe in?
- What are my values?
- What's my passion?
- What am I great at?
- Where do I want to go?
- What's my essence



Try to avoid cheesy clip art like this.

## Developing BrandYou

Ask yourself these questions

- Who am I?
- What do I believe in?
- What are my values?
- What's my passion?



This edited stock photograph is more effective and professional.





**Why?**



# Partnership Principles





# Equality

**We the People**  
insure domestic Tranquility, provide for the common defence  
and our Posterity, do ordain and establish this Constitution

Article 1.

Section 1. All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and in each State shall have Qualifications requisite for Electors of the most numerous Branch of the State Legislature.  
No Person shall be a Representative who shall not have attained to the Age of twenty five Years, and been seven Years a Citizen of the United States, when elected, be an Inhabitant of that State in which he shall be chosen.  
The whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be made within three Years after the first Meeting of the Congress of the United States, and shall be made by Law direct. The Number of Representatives shall not exceed one for every thirty thousand Persons, but each State shall have at least one Representative, and the Electors in each State shall have the Qualification requisite for Electors of the most numerous Branch of the State Legislature.



# Voice





# Components

Enroll

Identify

Explain

Mediate

Model

Observe

Explore

Refine/Support



# The Big Four

- Content Planning
- Assessment for Learning
- Instruction
- Community Building





- SUCCES model from “Made to Stick” by Chip and Dan Heath



# BIBLIOGRAPHY

- Jim Knight - Instructional Coaching Guru - Kansas University
- Dan Pink - “A Whole New Mind”
- Garr Reynolds - Former Apple Exec
- Steve Krug - “Don’t Make Me Think”