Aug. 1, 2008

Dear Colleague:

We are pleased to present the 2008 Back-to-School Toolkit for School Leaders! This toolkit is the result of a collaboration between the American Association of School Administrators and the National School Public Relations Association.

AASA, the leader in school system leadership, and NSPRA, the leader in school communication, share a common goal to support and advance high-quality public education for all children. Central to this goal is effective communication. This toolkit will help members of AASA and NSPRA get the new school year off to a strong start by presenting powerful communication strategies you can use with key constituents.

Contents include a short video on parental engagement, back-to-school talking points, tips for effective communications and media relations outreach and a sample back-to-school news release. We’ve also included easy-to-use tools for advocating for AASA’s 2008 Legislative Agenda: All Children Will Learn.

We encourage you to incorporate these resources into your back-to-school outreach to parents, school board members, staff, members of your local community, business leaders, the news media, lawmakers and other audiences important to you and your school system. For maximum impact, supplement these materials with information and data from your school system.

Send us your feedback! Please let us know how you use this toolkit in your district by e-mailing Amy Vogt (avogt@aasa.org).

Special thanks to our sponsor! This toolkit is brought to you through a grant provided by Connect-ED, a service of Blackboard Connect Inc.

Sincerely,

Randall Collins     Marsha Chappelow,
AASA President     NSPRA President

Daniel A. Domenech     Rich Bagin
AASA Executive Director    NSPRA Executive Director