Introduction

Dear Colleague:

Every superintendent and principal understands the value of strong, working relationships between the school district and the community. This AASA toolkit is designed to give school and district leaders tools to make school-community communication easier.

This toolkit is designed around four key issues that every school and district leader faces:

1. Back-to-school events
2. Student achievement
3. Critical incidents
4. Major change

The toolkit provides tip sheets for school leaders and ready-to-use templates for sample back-pack letters, student letters and staff emails. We hope you will find this toolkit to be a handy resource when you need to take quick action without much lead time. The tools are based on real-life events and have been tested in real-life situations.

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

Special thanks to Global Connect for sponsoring this toolkit.

Sincerely,

Mark Bielang
AASA President

Daniel A. Domenech
AASA Executive Director