Bridging the Gap
Easing the Communication Overload

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In this presentation, you will:

- View examples
- Learn concrete tips and strategies

- Communication is vital in the educational setting
- As educators, we often cite parental and community support as crucial factors in student success
- The way we, as educators, communicate with parents, students, and stakeholders acts as our “calling card”
- Our communication must be appealing, error-free, friendly, effective, and efficient.
In today’s digital world, educators do have access to a variety of mediums that enable them to quickly and efficiently communicate with stakeholders including parents, students, faculty, and others.

Who are your stakeholders?

- Parents
- Students
- Faculty
- Fellow educators (on campus/off campus)
- Community
Face to Face Interactions

What Makes a Difference?

- Verbal
  - Tone of voice
  - Word choice
  - Friendly

- Non-verbal
  - Body language
  - Eye contact
  - Gestures / Stance
  - Attention
Face to Face Interactions, contd.

What Makes a Difference?

- Initiation and Openness
  - Open door policies & knowing when to schedule a private meeting
  - Protocol for meeting requests
  - Be willing to schedule

- Professionalism
  - Dress
  - Speech
  - Documentation
  - Follow ups
Phone Communication

What Makes a Difference?

- Tone of voice
  - Smile
  - Be free of distractions
  - Avoid noisy or busy spaces
  - Convey focus

- Preparation
  - Be prepared with docs and a “script” / agenda so that the conversation stays on track
  - Think ahead
  - Be willing to schedule follow up

- Professionalism
What Makes a Difference?

- Professional email addresses
- Advertise with subject link
- Greeting
  - Dear Mrs. Heron,
  - Good afternoon, Mrs. Atwood,
  - Hello, Mrs. Carlisle,
- The ABC’s of CC and BCC
  - Always double check
  - Be sure to use the right option
  - Check your choices
What Are My Options?

- Brochures
  - Elementary Counseling Brochure
  - High School Counseling Brochure
  - Brochure

- Calendars
  - Sample Counseling Calendar
  - Sample Calendar

- Community Resource Guides
  - Sample - Resource Guide for Referral - PDF
  - Sample - Resource Guide for Referral - INFOGRAPHIC
What Are My Options?

- **Websites**
  - Online Career Center
  - College and Career Center

- **Presentations**
  - Lots of text = Distraction
  - Choose graphics carefully
    - Sample - Educating Others on Eating Disorders - VISME
    - Sample - Educating Others on Eating Disorders - EMAZE

- **Social Media**
- Padlets
  - Simple organization
    - Sample - Professional School Counselor Toolkit Padlet
    - Sample 2 - Professional School Counselor Toolkit Padlet
Quick Tips for Busy Educators

- Spell Check
- Peer Review
  - Ask for help
  - Edit others’ work
- Review Others’ Documents
- Read Professional Journals
- Practice
- Read Aloud
Quick Tips for Busy Educators

- Keep slides simple
- Use visually “friendly” colors and fonts - simple is best
- Choose your words carefully
- Check all links and embedded media
- Think about accessibility
- Do a “dress rehearsal”
- Be engaging--Don’t read the slides
Additions to Remember

- **Contact Information**
  - Name
  - Location
  - Email
  - Phone
  - Picture

- **Language Options**
  - Know your populations

- **Further Resources**
  - Links
  - Downloads
  - Community contact info
  - Digital to Print Downloads
  - Print to Digital Links
Contact Information

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YOU GET A THANK YOU!

AND YOU GET A THANK YOU!

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EVERYONE GETS A THANK YOU!