

Session: CPR: Providing a Lifeline for Principals Through 21st Century Communication and Public Relations

Speaker: Dan Butler

Date/Time: July 10, 2014 / 3:15– 4:45 p.m.

Notes by: Kari Dyer, principal of Heritage Intermediate, Middlebury, Indiana



Session Summary

There's no more important task for principals than communicating the amazing stories that are happening in our schools. Technology gives us the tools we need to do that, and the ability to control what messages are sent about our school. We need to be transparent with our school data by sharing it with parents and sharing what we are doing in response to that information.

“We have an obligation to share our stories. Never hesitate to share something great about your school.”

-Dan Butler

One Strategy I Will Implement Immediately

I'm excited to learn more about how "count-if" formulas in Google Forms and Spreadsheets can help me pull together live data in the moment rather than waiting to compile it after the fact. Wait too long to compile data and it's too late to do anything meaningful with it.



21st Century Tools

Remind, a free communication system, allows for safe text messaging between teachers, students, and parents, and can foster positive relationships.

Google Forms lets you create and edit fillable forms. This is great for teachers making quizzes and tests, and especially useful for principals to manage administrative tasks.

From the Twitterverse



Sandra Trach @SandraTrach · 20h

The importance of when a principal shares: danielbutler.blogspot.com
[@danbutler](https://twitter.com/danbutler) your blog/Twitter tell the successes of your school #naesp14

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Vicki Day @VictoriaL_Day · 20h

We have the power to tell the story! Never hesitate to share our stories AMEN!
[@danbutler](https://twitter.com/danbutler) #naesp14 pic.twitter.com/2yNeijATsG

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Kathy A. Melton @kathyamelton · 20h

Great use of Google forms & spreadsheets to collect & graph walk through data from [@danbutler](https://twitter.com/danbutler)! Thanks, Dan! #naesp14

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Check out Dan Butler's blog at danielbutler.blogspot.com for posts and resources.



The Wrap contains notes from the 2014 NAESP Annual Conference, July 10-12 in Nashville.

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