

AN OUNCE OF PREVENTION

- ❑ Develop a succinct mission statement that can be easily communicated
- ❑ Practice communicating your public mission statement and make sure it's visible on your web site, brochures, etc.
- ❑ Have 3-4 basic, accurate and positive proof points which showcase your work
- ❑ Tell your story first, and on your own terms
- ❑ Create an emergency media plan and do annual run-throughs with key staff
- ❑ Create individual communication plans for school closures, notices of intent to revoke and other actions that may generate media interest
- ❑ Don't shy away from community events (enrollment fairs, etc.)