

Ideas for Communicating About NCLB

Do	Don't
<p>Explain NCLB Simply to Board, Parents, All Staff and Students "NCLB in a Nutshell"</p> <ul style="list-style-type: none"> -Law made by the federal government -Goal: To help students do better in school (achievement gap) -Based on AYP -Explain what AYP is – based on reading and writing only 	<p>Refer to your school or others as "Failing"</p>
<p>Explain expected NCLB results and consequences to Board, Parents, All Staff and Students before they hit the papers</p>	<p>Complain, get defensive, or insult the NCLB legislation</p>
<p>Tell your story through your building newsletter, web site, message board, or small group meetings with parents, community members, and local business leaders</p>	<p>Wait for <i>The Muskegon Chronicle</i> to tell your story for you.</p>
<p>Create 3 simple talking points (proper way to use a report card) to distribute to all staff and all parents (lunch menus) Consider a theme "Where children are more than test scores"</p>	<p>Publish a 300 page manual on how your school will improve and require staff to memorize it</p>
<p>Brainstorm list of specific things your entire school staff will be doing to meet requirements</p>	<p>Take it personally. This is a time for parents, staff, community leaders and students to come together</p>
<p>Prepare and share a list of specific things board, parents, staff and students can do to improve performance – Ask them to work with you</p>	<p>Take on all of the responsibility for change.</p>
<p>Incorporate bits of information about your NCLB results in written communication, as brief parts of other events, in newsletters, etc.</p>	<p>Say "no comment" to inquiries from the media, staff, parents, community leaders, and students</p>