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Pop your communications with added visuals

The PenSPRASymposium

A note from our neighbors at NYSPRA

News from around the state and nation

Pop your communications with added visuals

We all know our communities are becoming more and more oriented to visual displays of information. There is a bewildering array of ways to communicate your message visually now available to us, and many of them are even free. Yet, if you feel yourself to be more of a “word” person, perhaps the jump to communicating using visual techniques isn’t coming as easily to you as you would hope.

We’ve gathered together a collection of examples for this issue that may help to wet your interest in trying some of these visual mediums. They are user friendly, and if you can design a newsletter you can work with these too.

A simple tool to start with is a website like recitethis. Recite this can help you create poster quality images out of text in minutes. Many of the visuals that are shared on Facebook or pinterest are created on sites like Recite this, Quozio or Photofunia. You can make reminder notices, cancellation or re-scheduled notices or just share short bits of information in a colorful, visual way. Here’s one:

Infographics are a more complex type of poster type quality images that contain both text, graphics and pictures and can vary in size. We’ve discussed them in previous e-Comm issues. Today we’re sharing a variety of interesting infographics that may be of use to you in your district or in your thinking.

Reviewing a variety of infographics may also give you some ideas of a topic you would like to try and cover on your own with a site like piktochart.

This one is about privatization of public schools

[http://4.bp.blogspot.com/-](http://4.bp.blogspot.com/-Grq08zPdWc0/Uwt9rcvfzsl/AAAAAAAAANg/OZFmWrbdn0o/s1600/privatization+graphic.jpg)

[Grq08zPdWc0/Uwt9rcvfzsl/AAAAAAAAANg/OZFmWrbdn0o/s1600/privatization+graphic.jpg](http://4.bp.blogspot.com/-Grq08zPdWc0/Uwt9rcvfzsl/AAAAAAAAANg/OZFmWrbdn0o/s1600/privatization+graphic.jpg)

This one demonstrates how teaching and learning in the 21st century is different

<http://educationcloset.com/wp-content/uploads/2012/05/creativity-infographic.jpg>

Components of a 21st century classroom

<http://tabtimes.com/ckfinder/userfiles/images/tablets-in-education-infographic.jpg>

How to safely use social media to reach students

<http://www.cbloh.com/wp-content/uploads/2013/07/schools-+-social-media-infographic-804x1024.jpg>

This one uses a cheeseburger to illustrate public relations strategy

<http://cdpr108lm.files.wordpress.com/2012/10/httpcontentkeen-comcontent-strategy-infographics.png?w=869>

Boosting the economy by boosting graduation rates

<http://www.loveinfographics.com/categories/business-finance-infographics/increasing-high-school-graduate-rates-infographic-infographic>

Press release do’s and don’t’s

<http://www.verticalresponse.com/blog/press-releases-dos-donts/>

Data never sleeps; the rise of infographics

<http://blog.suebradburypr.com/insidepr-blog/the-rise-of-infographics>

The difference between advertising, PR and marketing

<http://designsbyruthquinones.com/2013/07/19/infographic-public-relations-advertising-marketing-whats-the-difference/>

The PenSPRA Symposium

A note from our neighbors at NYSPRA

There is still time to register for the 2014 NYSPRA Spring Conference, which will be held March 23-24 in Albany, NY. We are pleased to announce this year's keynote speaker is Charles Borgognoni, Executive Director of Central New York School Boards Association. Charles has had an extensive career in public affairs and strategic communications in both the private and public sectors. A PRSA member, Charles is a recipient of PRSA's Silver Anvil Award, recognizing outstanding strategic public relations programs. Charles will be our Guest Speaker for dinner & conversation on Sunday night and will deliver our keynote presentation on Monday, focusing on the "what, how and why" of advocating for our public schools.

Also added to Monday's line-up is Michele Levings, Director of the State Aid & Financial Planning Service at Questar III BOCES, who will present an overview of the education proposals contained in this year's proposed NYS Executive Budget. And don't forget about our previously announced sessions: New Models for Effective Public Input Meetings and Evaluate Your Effectiveness with School Communications Rubrics and Measures: NSPRA's School Communications Benchmarking Project Presents Initial Benchmarking Tools for the Profession. For more information <http://www.nyspra.org/Spring-Conference.html>

News from around the state and nation

State funding formula in the news again

<http://triblive.com/news/adminpage/5661318-74/charter-funding-state#ixzz2uQ7DF9um>

The PA governorship is predicted most likely to flip parties

<http://www.nationaljournal.com/hotline/the-15-governorships-most-likely-to-flip-20140224>

New research confirms importance of class size

<http://www.washingtonpost.com/blogs/answer-sheet/wp/2014/02/24/class-size-matters-a-lot-research-shows/>

How to measure Facebook engagement

http://simplymeasured.com/blog/2014/02/19/facebook-engagement-rate/?utm_source=mkto&utm_medium=email&utm_content=20140227-prospects&utm_campaign=newsletter&mkt_tok=3RkMMJWWfF9wsRonvqzIZKXonjHpfsX56uktWa%2B%2BIMI%2FOER3fOvrPUfGjl4ASMVql%2BSLDwEYGJlv6SgFQrDEMal41bgNWRM%3D

More information on why are schools are not failing

<http://www.truth-out.org/news/item/22056-the-myth-behind-public-school-failure>