

Slideshow: [The Difference Between Ordinary & Extraordinary: Telling \(& Owning Your School's Story\)](#)

Goal: Modernize school-home communication & bring parents and students together with school staff to co-construct resources

Time	Topic / Activity	Action / Notes / Resources
10 min	Warm-up	<a href="#">3-2-1 Bridge</a>
30 min	Activity: See, Think, Wonder <ul style="list-style-type: none"> <li>• Search for RCHK on Google, FB, blogs, Instagram, Twitter</li> <li>• Use: hashtags on Twitter &amp; Instagram</li> <li>• Potential tool: <a href="#">Tagboard</a></li> </ul>	Discuss: <ul style="list-style-type: none"> <li>• What's the story being told?</li> <li>• Who's telling it?</li> <li>• What's missing?</li> <li>• What's the difference between the mediums - how do they look different based on the tools? - to see the purpose of having multiple tools and multiple voices</li> </ul> Discuss: Why do you need to tell your story?
1 hour	Why use modern technology tools to tell your story? <ul style="list-style-type: none"> <li>• <a href="#">8 Ways Schools Can Communicate with Parents in 2019</a></li> <li>• <a href="#">Edubloggers Guide to Involving Parents With Blogs</a></li> <li>• <a href="#">Every School Should Tell It's Story</a></li> <li>• <a href="#">Parent Communication Using Social Media</a></li> <li>• <a href="#">School Leaders Who Master Social Media Reap Huge Benefits</a></li> <li>• <a href="#">In Digital Age: Schools that Succeed are Schools that Connect</a></li> <li>• <a href="#">Tweeting for Schools</a></li> </ul>	<a href="#">4 A's Text Protocol</a>  Discuss: What does this mean for our communication with the wider school community?

	<ul style="list-style-type: none"> <li>• <a href="#">Branding the Learning Organization</a></li> </ul> <p>Additional / Extension Resources</p> <ul style="list-style-type: none"> <li>• <a href="#">NIST Social Media for Schools: Branding</a></li> <li>• <a href="#">Social Media for Administrators</a></li> <li>• <a href="#">Building social capital with community</a> (read the comments)</li> <li>• <a href="#">18 Benefits of Blogging</a></li> </ul>	
1 hour	<p>Building a collaborative community: co-constructing resources with all stakeholder groups</p> <p>Case Study</p> <ul style="list-style-type: none"> <li>• <a href="#">The Evolution of a Connected Learning Community: Parent Edition</a></li> <li>• <a href="#">The Evolution of a Connected Learning Community: Student Edition</a></li> <li>• <a href="#">YIS 2:1 Implementation</a></li> </ul> <p>Extension Resources</p> <ul style="list-style-type: none"> <li>• <a href="#">Developing a Technology Vision Statement</a></li> <li>• <a href="#">The Evolution of a Connected Learning Community</a></li> <li>• <a href="#">Engaging the Parent Community</a></li> </ul> <p>Strategies &amp; Ideas</p> <ul style="list-style-type: none"> <li>• Community Focus Groups: parents, students, teachers, leaders</li> <li>• Stakeholder Moderators in social spaces</li> <li>• Parent Facilitators / Moderators in chat groups (What's App, etc)</li> <li>• Database of parents &amp; what they're an expert in (doctors, etc, as invited speakers)</li> </ul>	<a href="#">Making Meaning Protocol</a>

10 min	Break	
30 min	What makes a great school?	<p>Activity: bubble chart  What makes a great school? (in parent-friendly language)  <a href="#">Padlet</a> (if no chart paper &amp; post-its)</p> <p>Discuss: How can we use modern technology tools to enhance these elements of great schools?</p> <ul style="list-style-type: none"> <li>from email blast to official website to class blogs to social media channels to parent workshops</li> </ul>
30 min	<p>Create Your Own Community Action Plan</p> <ul style="list-style-type: none"> <li>Select an item from the list above and create some SMART goals to make it happen!</li> </ul>	<a href="#">Community Action Plan Template</a>
If time	<p>Why should school leaders lead with social media?</p> <ul style="list-style-type: none"> <li><a href="#">Why Every Leader Needs a PLN</a></li> <li><a href="#">An Open Letter to School Administrators</a></li> <li><a href="#">This is not optional anymore</a></li> </ul> <p>If interest in creating a mini-social media action plan</p> <ul style="list-style-type: none"> <li><a href="#">Action Plan Template</a></li> </ul>	<p>List of International School Admin/Leaders on Twitter</p> <ul style="list-style-type: none"> <li><a href="#">Kevin Hall</a>, NIST</li> <li><a href="#">Maija R</a>, NIST</li> <li><a href="#">MLC. NIST</a> (Philip)</li> <li><a href="#">John Burns</a>, Technology Director, ISS</li> <li><a href="#">Stacy Stephens</a>, Director of Curriculum and Learning, ISBeijing</li> <li><a href="#">John D'Arcy</a>, Deputy Director, WAB</li> <li><a href="#">Dennis Harter</a>, MS Principal, ISBangkok</li> <li><a href="#">Tico Oms</a>, MS VP, ISBangkok</li> <li><a href="#">Rebekah Madrid</a>, PD Coordinator, YIS, Japan</li> <li><a href="#">Shane Kells</a>, Canadian International School, Bangalore</li> <li><a href="#">Tara Waudby</a>, Assistant Superintendent for Learning, ISG</li> <li><a href="#">Christina Botbyl</a>, Curriculum Director, AIS Kuwait</li> <li><a href="#">Shary Marshall</a>, Director of Teaching &amp; Learning, AIS Sofia</li> </ul>

		<ul style="list-style-type: none"> <li>• <a href="#">Tyler Sherwood</a>, Head of School, Chatsworth Singapore</li> <li>• <a href="#">Howard Stribbell</a>, Head of School, TIS Macau</li> </ul>
Wrap Up	What's one key takeaway that you can implement tomorrow to work towards your goal of modernizing communication and involving stakeholders?	<a href="#">3-2-1 Bridge</a>