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Titolo	Messaging matters : how school leaders can inspire teachers, motivate students, and reach communities / / William D. Parker
Pubbl/distr/stampa	Bloomington, Indiana : , : Solution Tree Press, , [2018] 2018
ISBN	1-945349-10-7
Descrizione fisica	1 online resource (x, 138 pages) : illustrations
Collana	Gale eBooks
Disciplina	371.2
Soggetti	Educational leadership Communication in education School management and organization School administrators - Professional relationships
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Building a positive culture for messaging -- 2. Cultivating a positive message with teachers -- 3. Using strategies for positive messaging with teachers -- 4. Cultivating a positive message with students -- 5. Using technology to message with students -- 6. Cultivating a positive message with parents and the community -- 7. Using technology to message with parents, the community, and beyond.
Sommario/riassunto	This book helps leaders to maximize their role as chief communicators with students, teachers, and parents and community. It includes suggestions for using digital tools to enhance messaging and ends with reflection questions and practical next steps and special considerations to make when communicating with challenging students or in difficult school climates.