



Principal Communication *Talking Points*

EL PASO INDEPENDENT SCHOOL DISTRICT



Public Schools are the Best Choice – Especially during a pandemic

- Built in structure
- Set schedule. Children, especially younger, thrive on routine
- Sports and electives, such as art and music.
- Resources: We have more resources to meet the needs of each child.
- Our teachers are certified.
- Social interaction and SEL
- We have the resources and expertise to serve special needs children.



Remote Learning

- We have provided devices to all students.
- Teachers are providing instruction, not parents
- Greater interaction with peers and teachers
- Flexible, asynchronous schedule to meet the needs of families.
- Live, screen time limited to two hours in the morning, two in the afternoon.
- Independent study to provide non-screen time.
- Provides a return to routine for children, which will ease the transition back to the classroom.
- Resources and services, such as lunch and access to tutors and nursing, still available to students.
- Several ways in which to measure attendance and participation.



Communication Best Practices

- You can't over communicate. But you can overwhelm. Be organized in your messaging so it doesn't become white noise.
- Know your audience: Which communication channel is preferred by your community?
- Take advantage of social media. It's a great time for engagement.
- Get in front of a crisis. You have a better chance of controlling the narrative.
- Be responsive.
- Update your campus websites regularly.