



CPR: Providing a Lifeline for Principals Through 21st Century Communication and Public Relations

Daniel P. Butler
@danpbutler



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Intended Outcome

Leaders will understand how social media and other communication tools have been utilized to enhance communication, improve public relations, while fostering positive relationships within the school environment.

A Quick Poll...
Please take out your cell phone.
<http://bit.ly/18wz0m>

A Quick Poll...

Please take out your cell phones:

<http://tinyurl.com/y96xsxl>

My Story

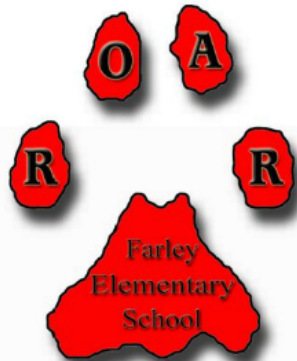


Principal of Two Elementary Buildings

- 80 staff members
- 2 of everything
- Communication, consistency, and transparency

My Essential Daily Tools

- Remind
- You Tube
- Twitter
- Google forms/spreadsheets/apps
- Data Centers/Continuous Improvement
- School websites
- Friday Focus
- Blog



R = I will RESPECT all people at all times.
O = I will be ON MY HONOR always and everywhere.
A = I will be ACCEPTING of all people and feedback.
R = I will be RESPONSIBLE in every way.

Intended Outcome
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Remind



**#1 on
your
handout**

Remind Features

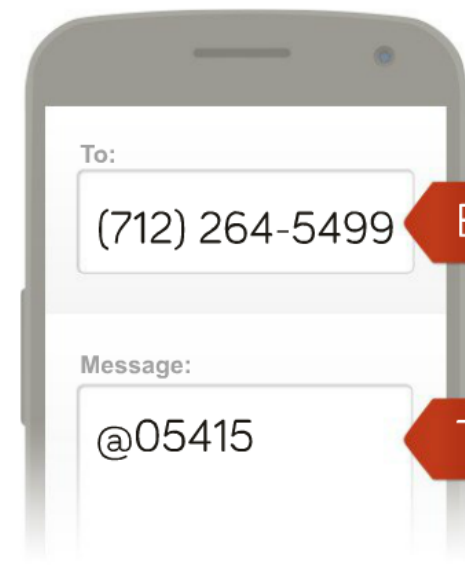
- Free mass text messaging service
- Schedule messages to be sent at later time or date
- Send to multiple groups of people



How to sign up for Mr. Butler's Test messages:



To receive messages via text, text **@05415** to **(712) 264-5499**. You can opt-out of messages at anytime by replying, 'unsubscribe @05415'.



Enter this number

Text this message

*Standard text message rates apply.

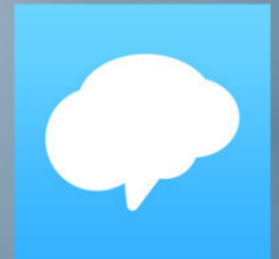
Remind Features

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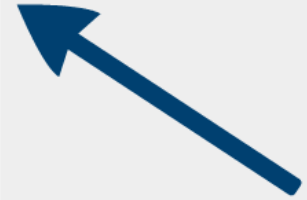
Remind Impact

- Participation in EE PTO has tripled since 2011-2012
- EE Walk-a-Thon Event earned more than \$11,000 (last year's event = \$3,500)
- More money = more resources = increased student learning (we hope)



Tool	What I heard	How can I apply this to my school?
Remind		
Twitter		
Google forms/ spreadsheets/apps		
Continuous Improvement		
Friday Focus		
Blogging		

**Take two minutes to reflect
on uses of Remind**



A Quick Poll...

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<http://tinyurl.com/y96xsxl>



Twitter



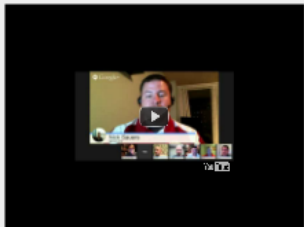
The Most Powerful Professional Development

Individual Benefits

- Anytime professional development
- Connection w/ powerful educators and authors
- Resource sharing and collaboration
- Ashton Kutcher and Shaq

#IAedchat and Storify

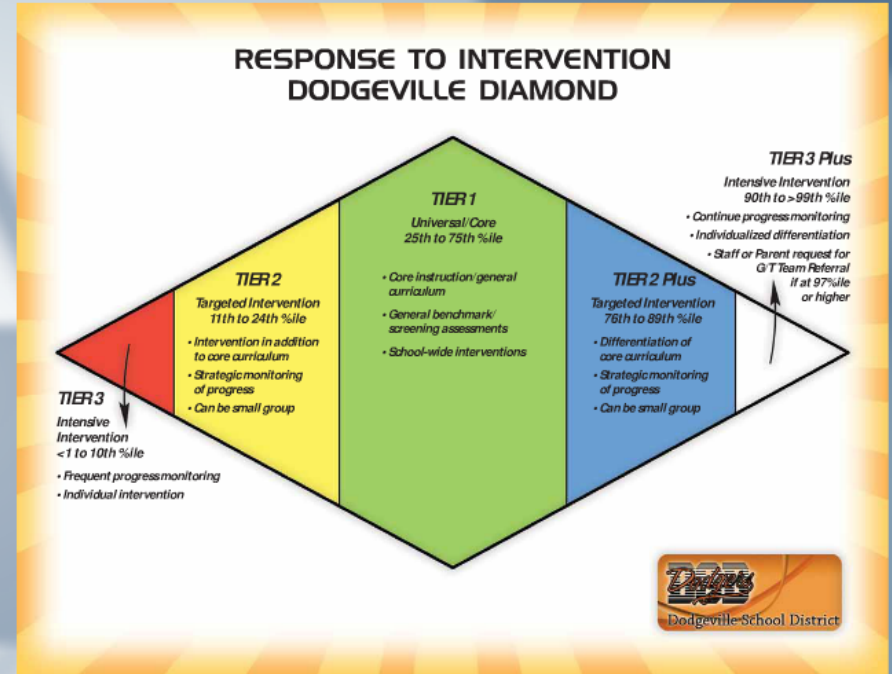
- The Interview (<http://tinyurl.com/mqhw8wp>)
- Sundays at 8:00 AM **AND** 8:00 PM
- Weekly edchat schedule:
(<http://tinyurl.com/cesvdun>)



RESPONSE TO INTERVENTION DECISION MAKING FLOW CHART



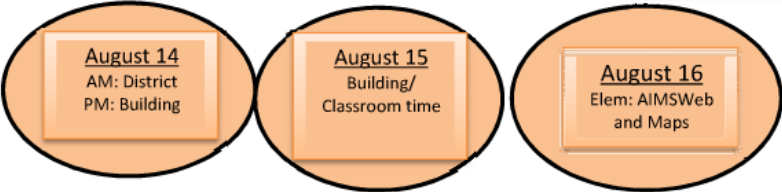
RtI Planning



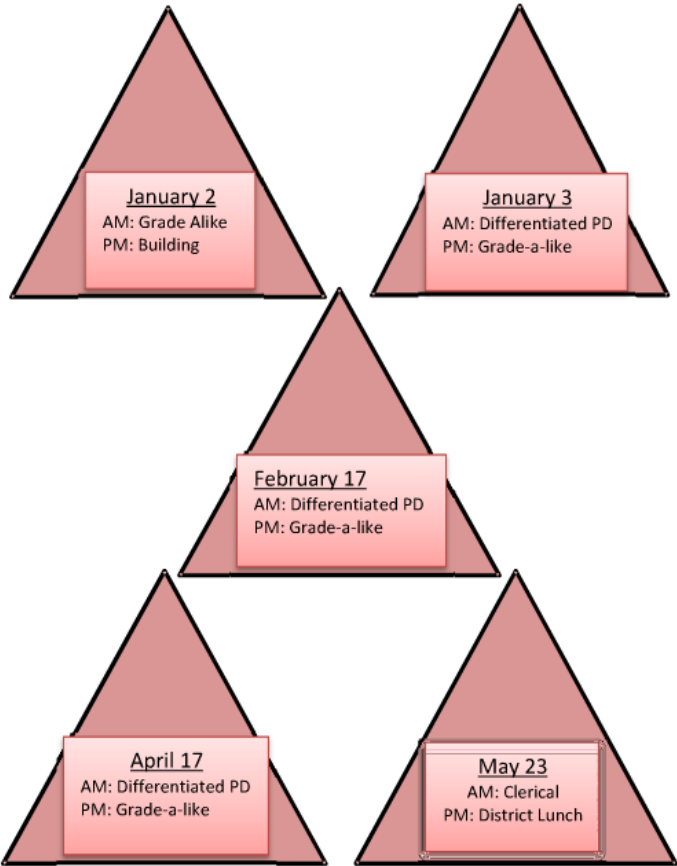
Created Collectively
on Twitter

2013-2014 PD Informed by Twitter

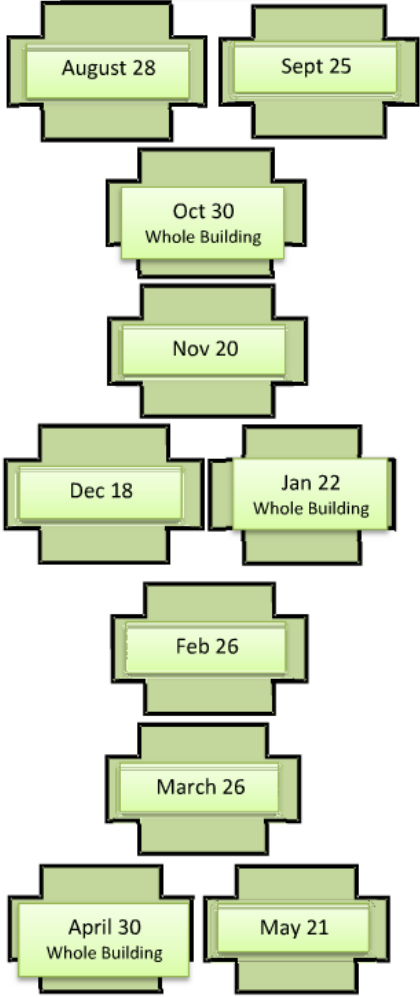
Elementary Professional Development 2013-2014



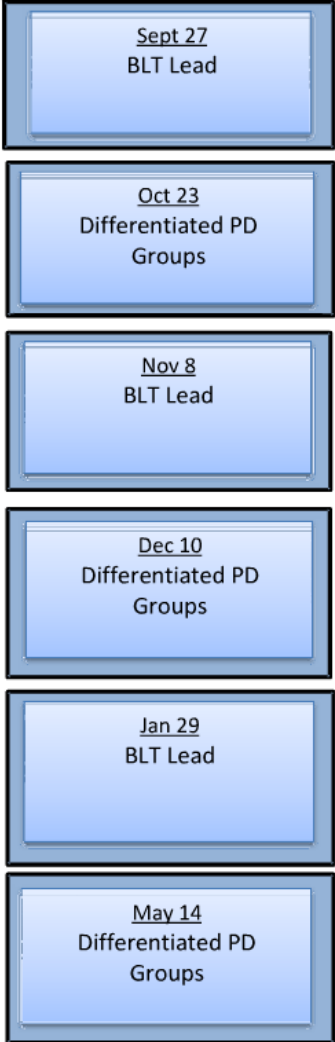
Full Days: Differentiated PD and Grade-a-Like



Collaboration Time: Rtl



3 Hour: BLT and Differentiated PD



Twitter: School Benefit

- Our story (<http://tinyurl.com/m2vurwz>)
- **Where we went wrong**
- Control the positive
- Celebrations/Achievements
- Parent/family resources
- Emergency updates



Google Forms/Spreadsheets/Apps



Classroom Walkthrough Form

- <http://tinyurl.com/mcrkvx2>

Walkthrough Data

- <http://tinyurl.com/lvwz9pq>



PBIS Incident Reports

Incident Report Form

- <http://tinyurl.com/orgabqw>

Incident Report Data

- <http://tinyurl.com/luwzuuh>



How it Works

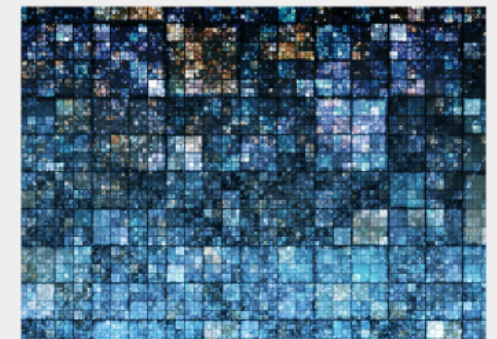
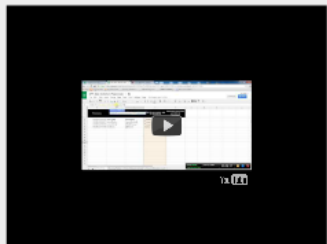
Sample Form

- <http://tinyurl.com/k36ppvk>
- (#3 on your handout)

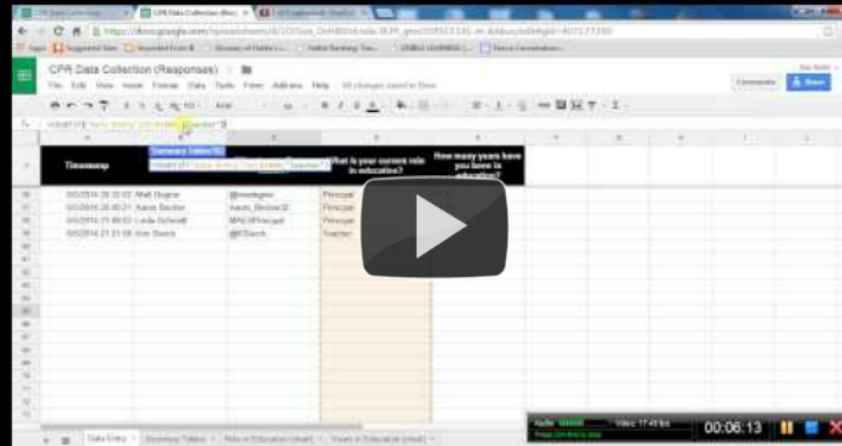
Sample Data

- <http://tinyurl.com/lgcs5vh>

<http://tinyurl.com/ppzyxtg>



<http://tinyurl.com/ppzyxtg>



YouTube

What's Next w/ Google?

Staff Workspace Website

- One place for all info
- A work in progress
- <http://tinyurl.com/lqdtelm>



Reflection/Discussion

Get up from your seats and find someone to discuss:

- What did you see that could enhance your current system?
- What other thoughts do you have related to Google Forms/Spreadsheets?

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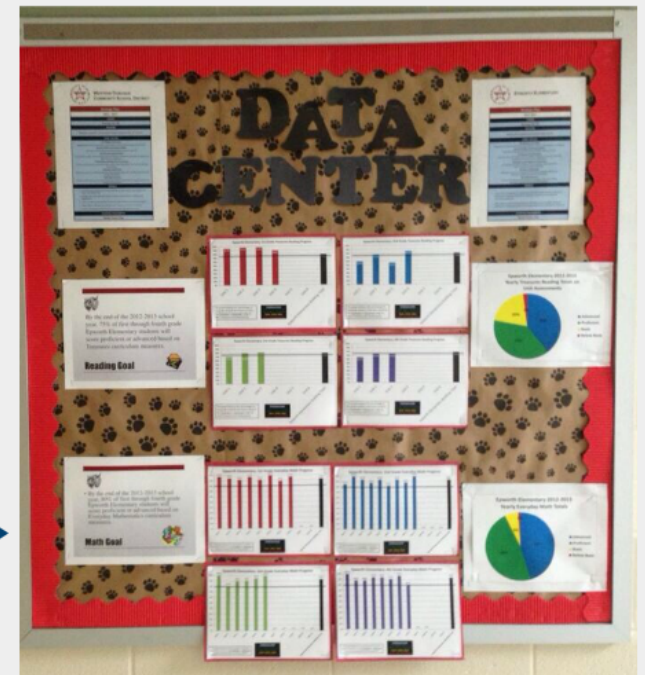
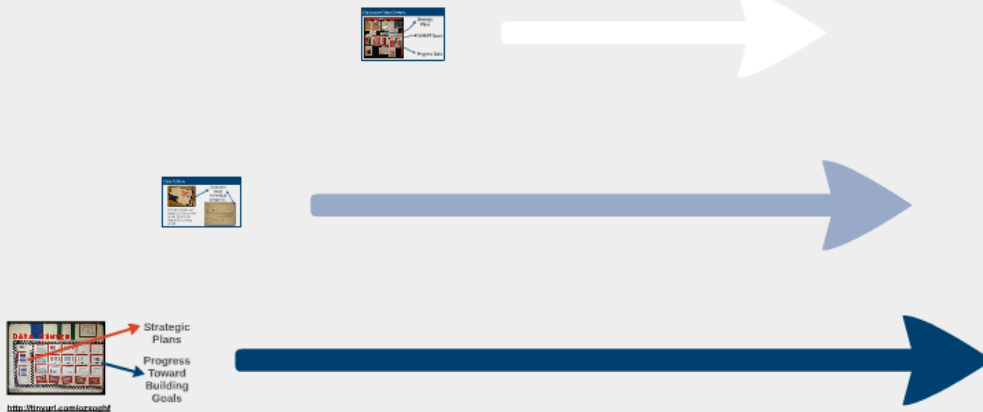
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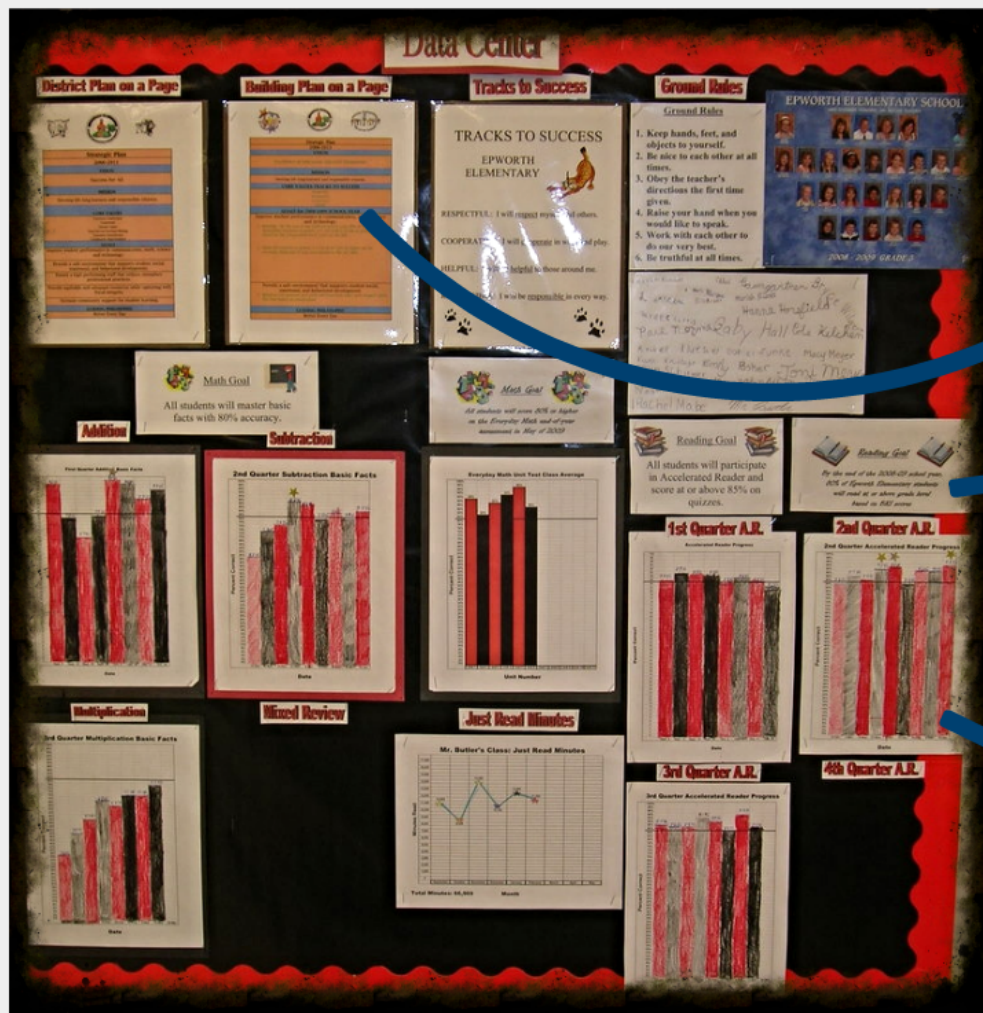
Continuous Improvement



Focus on Improvement and PS-12 Alignment



Classroom Data Centers

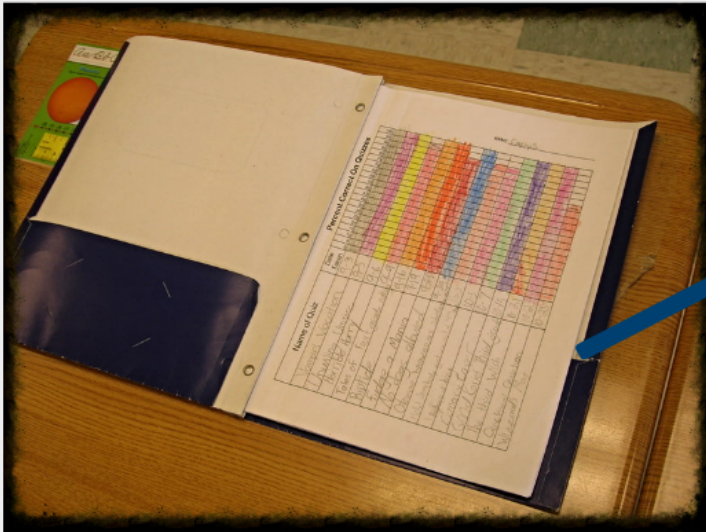


Strategic
Plans

SMART Goals

Progress Data

Data Folders



Students track individual progress

Individual goals set (aligned to classroom goals) (which are aligned to building goals)





**Strategic
Plans**

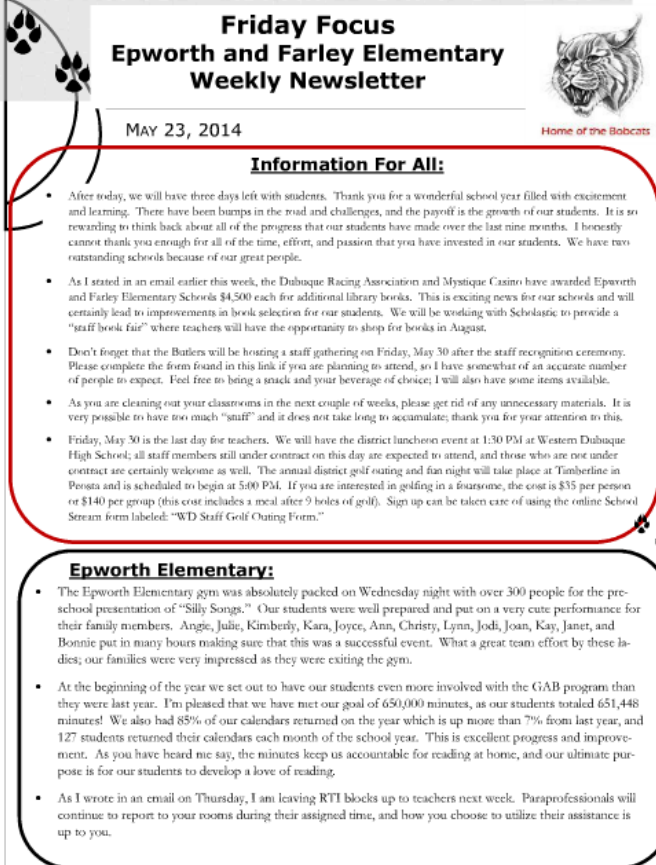
**Progress
Toward
Building
Goals**

<http://tinyurl.com/ozxoghf>

Friday Focus

Weekly Staff Newsletter

- Clear, concise, instructional focus
- One of the best tools I have used
- Shared with:
 - All staff
 - District administrators
 - Central Office
 - School Board
- Tweeted out weekly
- Examples: <http://tinyurl.com/mqfqrm8>



Friday Focus
Epworth and Farley Elementary
Weekly Newsletter

MAY 23, 2014

Home of the Bobcats

Information For All:

- After today, we will have three days left with students. Thank you for a wonderful school year filled with excitement and learning. There have been bumps in the road and challenges, and the payoff is the growth of our students. It is rewarding to think back about all of the progress that our students have made over the last nine months. I honestly cannot thank you enough for all of the time, effort, and passion that you have invested in our students. We have two outstanding schools because of our great people.
- As I stated in an email earlier this week, the Dubuque Racing Association and Mystique Casino have awarded Epworth and Farley Elementary Schools \$4,500 each for additional library books. This is exciting news for our schools and will certainly lead to improvements in book selection for our students. We will be working with Scholastic to provide a "staff book fair" where teachers will have the opportunity to shop for books in August.
- Don't forget that the Barbers will be hosting a staff gathering on Friday, May 30 after the staff recognition ceremony. Please complete the form found in this link if you are planning to attend, so I have somewhat of an accurate number of people to expect. Feel free to bring a snack and your beverage of choice; I will also have some items available.
- As you are cleaning out your classrooms in the next couple of weeks, please get rid of any unnecessary materials. It is very possible to have too much "stuff" and it does not take long to accumulate; thank you for your attention to this.
- Friday, May 30 is the last day for teachers. We will have the district luncheon event at 1:30 PM at Western Dubuque High School; all staff members still under contract on this day are expected to attend, and those who are not under contract are certainly welcome as well. The annual district golf outing and fun night will take place at Timberline in Potosi and is scheduled to begin at 5:00 PM. If you are interested in golfing in a foursome, the cost is \$35 per person or \$140 per group (this cost includes a meal after 9 holes of golf). Sign up can be taken care of using the online School Stream form labeled: "WD Staff Golf Outing Form."

Epworth Elementary:

- The Epworth Elementary gym was absolutely packed on Wednesday night with over 300 people for the pre-school presentation of "Silly Songs." Our students were well prepared and put on a very cute performance for their family members. Angie, Julie, Kimberly, Kara, Joyce, Ann, Christy, Lynn, Jodi, Joan, Kay, Janet, and Bonnie put in many hours making sure that this was a successful event. What a great team effort by these ladies; our families were very impressed as they were exiting the gym.
- At the beginning of the year we set out to have our students even more involved with the GAB program than they were last year. I'm pleased that we have met our goal of 650,000 minutes, as our students totaled 651,448 minutes! We also had 85% of our calendars returned on the year which is up more than 7% from last year, and 127 students returned their calendars each month of the school year. This is excellent progress and improvement. As you have heard me say, the minutes keep us accountable for reading at home, and our ultimate purpose is for our students to develop a love of reading.
- As I wrote in an email on Thursday, I am leaving RTI blocks up to teachers next week. Paraprofessionals will continue to report to your rooms during their assigned time, and how you choose to utilize their assistance is up to you.

Blogging


My chance to reflect, connect, and share my personal/professional story:

<http://danielbutler.blogspot.com/>

Who is going to read this?

When do you have time?

Control the Message



We have the tools at our disposal to control the message and tell our stories.

"Never hesitate to share something great about your school."

Once a Bobcat, Always a Bobcat

Saturday, March 22, 2014

When Are We Ever Ready?

I have been in education for eleven years, and have experienced a wide variety of changes. Some have been enormous and had an impact on the entire system while others have been minuscule in the grand scheme of things. Something that I have come to realize in my seven years as a classroom teacher and four as an administrator is that the one constant in education and life, for that matter, is change. Whether it is a new curriculum, assessment system, alternative model of instruction, a new teaching opportunity, or move up the career ladder, change is happening all around us all of the time. As I have worked through changes in my personal and professional life and reflected heavily on this topic, I continually come back to the question, "When are we ever ready for significant change?"



As the principal of two elementary schools, I have the opportunity to work with thirty-five teachers and an additional forty staff members between Epworth @EpworthElem and Farley Elementary Schools @FESBobcats. I have the luxury of visiting with these people daily about their families, day to day operations in the classroom, future aspirations, and anything else that might be on their minds. Other than visiting classrooms and working directly with students, having conversations with our staff members is my favorite part of the principalship. We have such a wide variety of personalities, opinions, and everyone has something different to give to make our schools great.



Three weeks ago, my school district was notified by the Iowa Department of Education that our Teacher Leadership and Compensation grant was accepted, and we will receive an additional one million dollars each of the next three years to create additional leadership positions in the district. Our district will employ between nine and ten instructional coaches who will be removed from their current positions as classroom teachers. This will create a number of vacancies in the district, movement of current staff, and a lot of uncertainty. The conversations in my office have increased tremendously, as teachers have been processing all of the information and

Blog Archive

▼ 2014 (4)

▼ March (2)

Learning on the East Coast

When Are We Ever Ready?

► February (1)

► January (1)

► 2013 (4)

About Me

Dan Butler



Principal of Epworth and Farley Elementary Schools in Northeast Iowa. Passionate about leadership, relationships, and making differences in the lives of children.

[View my complete profile](#)

Control the Message



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"Never hesitate to share something great about your school."

Thank You



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