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**Sample Press Release to send prior to the school year beginning. Ideally, this will generate positive stories about your schools prior to the school year beginning.**

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### **It's Not Magic: "Day One" of Schools Calls for Yeoman Efforts**

The first day of school is just around the corner for the children of our district. **Day One** carries many emotions for students, parents and school staff: excitement, anxiety, joy and usually some frustration. But the things that take place on that first day of school don't happen by magic – there is tremendous work that takes place leading up to the first bus starting its journey; the first school door being opened by a principal and the first classroom welcome by a teacher.

#### **It starts before the end of the previous year**

Whether it is the revision of curriculum or securing fuel for buses at the best price, much of the planning for what makes Day One successful begins in the spring of the previous school year (or even earlier). Decisions on how best to serve students are ongoing, from the work of the Board of Education and the top administration, to the principals and teachers, to the cooks, maintenance and custodial crews.

*Consider these things:*

All **school buses** must be ready to roll. The drivers must not only be hired, they must know their routes and understand the nuances of the job. These are often the first people affiliated with the schools that students see. They must be ready.

The **kitchens and cafeterias** must be clean and well stocked and menus must be in place. Food Service coordinators must find the best deals on the best food and prepare to feed hundreds, if not thousands, of students. A school our size can expect to serve no fewer than 7,000 meals a day!

**Schools and facility grounds** must be safe and clean. Over the summer maintenance and custodial crews are on a tight schedule to prepare buildings for Day One. This includes everything from major overhauls of HVAC to waxing floors.

**Secretaries**... oh, secretaries! These people are often the central nervous system of the schools. They must be up to speed on virtually everything from schedules to new rules to

how to operate a new phone system. All this on top of being the default “go to” person for students and staff alike.

**Principals** are not only expected to wear many hats, they must be experts in the duties they carry out. Principals, like quarterbacks, must be the on-the-field coaches of their schools. They are involved in every aspect: managing a facility, working with parents, and most importantly, being academic leaders for their staff.

### **Where the rubber meets the road**

All of the things mentioned above are central to student success, but there is no arguing that the well prepared, knowledgeable, creative and enthusiastic **teacher** is the key. Teachers spend hours and hours preparing for the upcoming school year. This work is ongoing starting the previous year and continuing throughout the summer months. Teachers are expected to collaborate with principals and peers to develop consistent and challenging curriculum; develop best practices to deliver that curriculum; and hone their strategies and tactics to assure that each child finds success. Such work does not take place the night before school starts!

Naturally, there are many other cogs in the machine, all of which must be properly oiled and ready to click in harmony. It’s all worth it! There are few things as exciting and joyful as having students return to school.

It is imperative that students and their families feel welcome in the our schools and that we work together to help our young people find success. It doesn’t happen by magic, but we are determined to make it happen on Day One and all the days that follow.