

## FOR THE CLASSROOM

### Perk-up your classroom PR!

Does the outside world know about the magical moments that occur in your classroom? Have you built a method of communicating your classroom successes with parents, administrators, and community members? If your answer to these questions is no, then it is time to perk-up your classroom PR! Here are some quick tips on how to communicate the wonderful things that occur in your classroom.

#### Document Your Successes with the "PR Paragraph"

Use the following guidelines to write a "PR Paragraph" for each successful unit or activity that occurs in your classroom.

##### What did they learn?

State this in one declarative sentence.

##### How did they learn it?

Describe one or two of the activities in concrete terms.

##### Why did they learn it?

State the standards that were met by this unit but avoid using educational jargon!

##### Who participated in it?

State your name, subject, grade level, number of students, and description of guest speakers.

##### Add Extra Sprinkles!

Include a student's quote about the unit to help personalize the success. Add a photograph of students working and/or showing their work.



#### The Three Levels of Classroom PR

##### Level One: The Classroom

*Who:* Students and parents

*What:* Try to share every unit success no matter how small.

*Why:* Research shows that communication with students and parents has a positive impact on attendance and academic performance.

*How:* Send out one or more of your "PR Paragraphs" by attaching it to parent letters, sending it in batch e-mails, or posting it on your classroom webpage.

##### Level Two: School Level

*Who:* Teachers, department head, guidance counselor, librarian, principal, and parent organizations

*What:* Successes that stood out from the rest.

*Why:* When tactfully done, the sharing of classroom successes spawns teacher collaboration and improves interdepartmental communication.

*How:* Request to have a "PR Paragraph" to be attached to the principals weekly communication letter, the publication put out by your school's parent organization, or your school's web site.

##### Level Three: District/ Community Level

*Who:* School district supervisors, school board members, community leaders, superintendents

*What:* Your "shining star" classroom success

*Why:* Provides the community with an example that demonstrates the overall success of your school program.

*How:* Offer to attach your "PR Paragraph" to your school report card, principal's letter to the superintendent, or press release written by your district's PR department.


**FEATURE STORY**

# Turn Your Teaching Dreams Into Reality-- Get a Grant!

Have you ever had a great teaching idea dashed because you didn't have the funds to support it? Don't let another one of your dream units slip through your hands! Next time write a grant to help make your teaching dream a reality. The following is a short primer for getting grants.

## The Grant Application: Step-by-Step

### Justify your needs:

Use data from your school's yearly progress report to show that your students need the primary benefit of your grant proposal. Grants serve students or programs that fall outside the traditional boundaries of school funding. Identify your need for funding with demographics, test results, educational statistics, and anecdotal evidence.

### State your goal:

What is the outcome of your project? (Make sure it is measurable and student centered)

### State your objectives:

What are the specific objectives that you will meet to achieve the goal?

### Create a timeline:

What are your benchmarks? When you will achieve each of them?

### Identify assessment tools:

What will you use to evaluate the success of the project? Don't limit yourself to test results. Survey results and anecdotal evidence are also valid assessment tools.

### List materials, supplies, and personnel:

What will you need to achieve the goal of your project? Create an itemized list of how much each item will cost.

## Teacher's White Board



### Grant Quick Tips

#### Don't Put the Cart Before the Horse:

Avoid creating new projects to get grant funding. Instead begin with a project that has already proven successful in your classroom and identify a grant that can help fund its expansion.

#### Start Small:

Begin your pursuit of grants by focusing on smaller classroom grants for \$500-\$2,000. The application for these grants average only two to five pages and usually offer applicants better odds of receiving funding.

#### Two Heads Are Better Than One:

Join forces with another teacher at your school. Especially successful teams consist of an idea person partnered with a person who is detail oriented.

### Grant Sources

#### Public Sources of Funding:

These sources are usually mandated by legislation and typically fund programs that impact a specific group or area in society. They are more likely to fund larger projects that impact a larger population of students. The application process typically uses prescribed formats for proposals.

#### Private Sources of Funding:

Private grants typically fund programs that focus on emerging issues, trends, or innovative teaching methods. They are more likely to fund smaller projects that are innovative or experimental. The application process typically is more flexible and less bureaucratic.

The Teacher's White Board section is the area of the BIC Teacher Times dedicated just to you and your opinions. This is your chance to tell us what you think about BIC products, ask BIC questions, or share some advice with other teachers. All submissions become the property of BIC and we may publish your entry. Remember to include your name, the grade you teach, school and state.