

STORYTELLER- IN-CHIEF

Role of the Principal in Creating a Positive School Culture

Presenter:

Michelle Zundel

Chief Academic Officer Medford School District

MICHELLE ZUNDEL


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- ▶ Chief Academic Officer – Medford Schools
- ▶ Principal Ashland High School – Ashland Schools
- ▶ Principal Bellview Elementary – Ashland Schools
- ▶ Curriculum Director – Ashland Schools
- ▶ 2007 Trip Around the World (visited schools in 13 countries)
- ▶ Principal Walker Elementary – Ashland Schools
- ▶ Principal Briscoe Elementary – Ashland Schools
- ▶ Assistant Principal Ashland High School – Ashland Schools
- ▶ English, Social Studies, Theatre Teacher – American Int'l School of Zurich
- ▶ English & Social Studies Teacher – South Umpqua High School
- ▶ Masters Degree – Harvard University
- ▶ Bachelors Degree – Brown University
- ▶ Born and raised New Orleans, Louisiana. Married with two daughters.

PARTICIPANT INTRODUCTIONS

- ▶ Who is in the room? Name & Role
- ▶ What would make the next hour worthwhile to you?
- ▶ Sign up on the notepad if you want to receive the slides & notes from the session.

SESSION OBJECTIVES

- ▶ To learn how to utilize multiple communication strategies to create/enhance a positive school culture.
 - ▶ To think broadly about the purposes of communication and the audiences with whom you communicate.
- 

AUDIENCES FOR COMMUNICATION

- ▶ With a partner, brainstorm all the groups or audiences with whom the principal communicates.

(3 minutes)



METHODS OF COMMUNICATION



- ▶ Find a different person with whom to brainstorm the various methods of communication available to principals.

(3 minutes)

DAILY EMAIL COMMUNICATION

Tone

Spelling/Grammar

Content

Timeliness

Signature

Inspiring Quote

Is an all staff email at 4AM a good idea? Send those to yourself only and then review it in the morning.

▼ Add a signature automatically to all messages

You can set a default signature for each of your mail accounts.

1. On the **Outlook** menu, click **Preferences**.

2. Under **E-mail**, click **Signatures**



3. Click **Default Signatures**.

4. Under **Account**, select the account for which you want to set a default signature.

5. Under **Default signature**, click the pop-up menu in the selected row, and then click a signature name.

Note If you have multiple accounts, you must set the default signature separately for each account.

CUSTOM SIGNATURE

Random	Signature name	Signature
<input checked="" type="checkbox"/>	Standard	
<input checked="" type="checkbox"/>	Weapon	
<input checked="" type="checkbox"/>	Oprah	
<input checked="" type="checkbox"/>	Involve Me	
<input checked="" type="checkbox"/>	John Adams	
<input checked="" type="checkbox"/>	Tony Blair	
<input checked="" type="checkbox"/>	BB King	
<input checked="" type="checkbox"/>	Michelangelo	
<input checked="" type="checkbox"/>	Yeats	
<input checked="" type="checkbox"/>	Abigail Adams	
<input checked="" type="checkbox"/>	Malala Yousafzai	
<input checked="" type="checkbox"/>	Carl Jung	

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“Education is the most powerful weapon we can use to change the world.” - Nelson Mandela

WEEKLY EMAILS: MONDAY MUSINGS

Monday Musings: Smarter Balanced Assessments

Message

Delete Reply Reply All Forward Move Junk Unread Categorize Follow Up

Monday Musings: Smarter Balanced Assessments (SBA)

Michelle Zundel

Sent: Sunday, April 19, 2015 at 9:57 PM

To:

You forwarded this message on 4/29/15, 11:03 PM.

Dear AHS Staff,

Isn't it amazing how time seems to speed up after spring break? The process of closing one year and starting a new one is always a challenge. This year we have the added complexity of state assessments being required in the last six weeks of the school year. With SBA. Fear of the unknown is natural and a charged political context doesn't help matters. So I thought I'd share some thoughts with you as we start testing on Monday.

Monday Musings: Beloved Community - Inbox

Message

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Monday Musings: Beloved Community

Michelle Zundel

Sent: Tuesday, January 20, 2015 at 12:38 PM

To:

You forwarded this message on 1/29/15, 1:41 PM.

Dear AHS Staff,

AHS students, teachers, staff, and families never cease to amaze me! I was awed by the insights and ideas discussed in our discussion groups at the staff meeting on Friday. The collective wisdom of this staff creates a powerful force for student success. We are finding more ways for all of us to access it. Monday, nearly 200 students attended the Final Countdown Study Session. Tammy Anderson organized. Thanks to Jill Carrigan, Nancy Martin, and the student tutors for assisting so many students. I was feeding them cookies! What an incredible community of learners.

Monday Musings: Senior Projects - Inbox

Message

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Monday Musings: Senior Projects

Michelle Zundel

Sent: Monday, April 27, 2015 at 9:02 PM

To:

You forwarded this message on 4/29/15, 10:40 PM.

Dear AHS Staff,

Did you know that unused school meals must be thrown away? Working with Cafeteria Director, Gema McSoto, David Lehrburger and Charis Roberts collected all left over lunches from the cafeteria at the end of lunch. Just to be clear, these are the lunches that had not been served, not those that were partially eaten. Following all health guidelines, they stored them during the week, heated them up at Salamé Restaurant and distributed them to the homeless and hungry of Ashland. Charis and David have had a "picnic" on the Plaza every Sunday afternoon since October! I was awed by this and several other senior projects. Friday, we celebrated the school lunch and cafeteria staff. The Class of 2015 shared with the community...

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s from the Change Project volunteered at the City of Ashland Change Project, which moved the audience to tears and applause. AHS alum, Clementine von Radics performed at the assembly last week. He gave permission to be signed by a publisher, her first commercial book.

4, 1966, Dr. King gave a speech "Nonviolence: A More Powerful Community," one that improves lives. On a daily basis, we strive to meet Dr. King's challenge. In a poignant way, he'd recognized his colleagues for their work. So in keeping with those sentiments, I want to thank the people, changing lives every day.

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WEEKLY FRIDAY FAMILY EMAILS

Message from Principal

Dear AHS Families,

We hope that your student(s) enjoyed [Career Day](#). It was a tremendous success and we are grateful to the parent volunteers and community presenters who made it possible. Each AHS student chose four sessions to attend. If you haven't had a chance to talk about Career Day with your student, we hope you will this weekend. During Student Led Conferences, families will participate in selecting classes for next year. We hope students will consider their future careers and interests when selecting classes, in order to make the most of their high school education.....

Upcoming Events with Links

Upcoming February & March Events

February is Black History Month!

Feb 14: Community Service: Food Project
9:00AM-12:00PM or 11:00AM-2:00PM @ AEFB,
560 Clover Lane

Feb 14: Student Senate SATURDAY Meeting
10:00AM-12:00PM

Feb 16: No School: Presidents' Day

Feb 17: Local Scholarships Deadline 12:00PM

Feb 17: Spring Sports Parent Meeting 6:30PM @
AHS Commons

Feb 17: Senior All Night Planning Meeting 7:30PM
@ Northwest Pizza

Feb 25: Seniors: Transcript request deadline for
OSAC




Feb 25: Last Day to DROP Classes

Feb 26: Required Student Led Conferences


Feb 26: Required School if Failed Advisory

FACEBOOK PAGE

← → ↻ <https://www.facebook.com/AHS.principal.zundel>

f Principal Zundel  Michelle Home    

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THIS WEEK

1
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Post Reach

1 of 1
Response Rate

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2014

2013

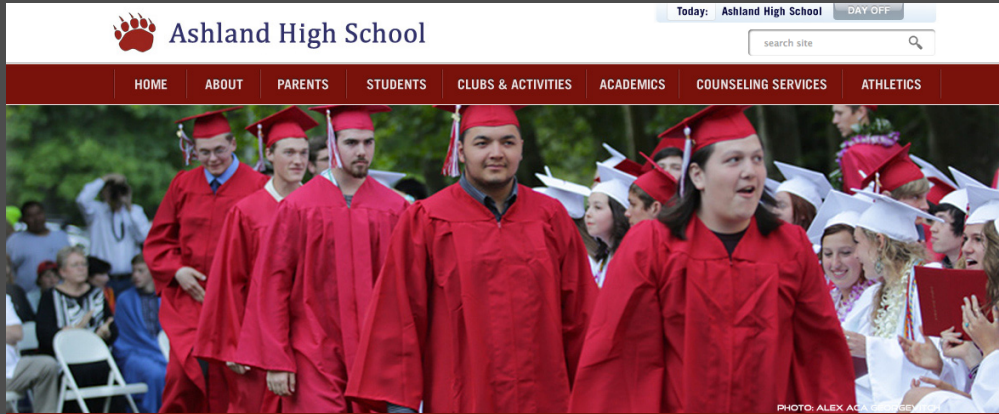


Principal Zundel
School

Create Call to Action  Liked ▾  Message 

Timeline About Photos Likes More ▾

SCHOOL WEBSITE



Evolving Education

In effort to focus on adapting and evolving to changes in the learning landscape, AHS staff, students, parents, business and community leaders came together to discuss steps to further the opportunities available to our students. [VIEW VIDEO](#)

Enrollment & Registration

In an effort to improve and streamline the registration and enrollment process this year, we've put instructions and forms online for you. [get started](#)

It's A Great Day To Be A Grizzly!

Interested in who makes AHS such a great place to go to school. Watch this short video and we think you get the idea... [watch video](#)

Follow us on Facebook

Principal Zundel
Like You like this.

Principal Zundel
17 hrs

Summer School begins Monday, June 15 in the Library! Dates: June 15-18, 22-25, and June 29-July 2 8:00AM – 12:00PM

Do you need to retrieve a credit in any of the classes listed below, due to a failing grade?

- English 9-12 (\$75.00)
- Global Studies (\$75.00)
- American Studies (\$75.00)...

[See More](#)

Like Comment Share

Events

[see all](#) | [subscribe](#)

Fall Sports Moratorium Week 8/3/2015

News

[see all](#) | [subscribe](#)

Online Athletics Registration
Water Polo Seeking Yard Sale Donations

Quick Links

- [PowerSchool](#)
- [Grizz-o-Gram Newsletter](#)
- [Lunch Menu](#)
- [School Calendar](#)
- [Theatre](#)
- [Rogue News](#)
- [Contact Us](#)
- [Library](#)
- [Student Portal](#)

ASD - Find it Fast...

Ashland Community	Health & Wellness
Athletics	Job Descriptions
Attendance Zones	Mountain Avenue Theatre
Awards & Honors	Open Books
Community Partnerships	Open Enrollment Policy
Demographic Report	Rogue News


AHS Athletic Events at a Glance

[View All Events](#)



Today's Events - Sunday June 14 2015
No Events For Today

PROMOTIONAL VIDEO: WORTH THE MONEY

Vimeo Join Log in Create Watch On Demand Search videos, people, and more Upload



80-90% of Graduates Attend College

 **It's A Great Day To Be A Grizzly!**
from Ashland School District 5 [PLUS](#) 1 year ago /  [ALL AUDIENCES](#)

STUDENT RECOGNITION

- ▶ Assemblies
- ▶ Daily Around School
- ▶ Positive Postcards
- ▶ Certificates
- ▶ Spotlight on Excellence
- ▶ Facebook Shout Outs

MONTHLY NEWSLETTERS



March 2015

Grizz-O-Gram

Family Newsletter of Ashland High School

Principal's Message



Dear AHS Families,

Our hearts are lighter today than they have been in three months. AHS junior, Hannah "Moose" Thomas-Garner, has reunited with her family in Texas. She ran away three months ago and we worried about her safety. This is the best possible resolution to this incident. While she and her family request privacy as they reunite, KDRV, KOBI and her father's Facebook page, "BringHannahHome" have a few more details. We are delighted that a second student who ran away the same week, has returned to classes at AHS for second semester. We are grateful to live in a community that does not accept the disappearance of our children. We appreciate all the work of the Ashland Police Department and community groups who kept Moses's story in the news. She said she



Families across the Rogue Valley have the opportunity in the month of March to register for Open Enrollment and attend Ashland Schools without needing a release from their resident district. Open Enrollment information and registration can be accessed on the District website's home page. Registration occurs on a Survey Monkey form at this site:

<https://www.surveymonkey.com/s/ASD1516APP>


A critical part of planning for next year involves hiring teachers; we have openings in the content areas listed below. Please help us recruit exceptional educators by directing them to the employment section on our District website.:

<http://ashland.k12.or.us/Employment.asp>

- Math
- Spanish
- Counseling
- Special Education



PRINT AND TELEVISION MEDIA

- ▶ Proactively suggest story topics
 - ▶ Send press releases
 - ▶ Have a periodic teacher or principal column in the newspaper
 - ▶ Always return phone calls
 - ▶ What you post on social media often becomes a story.
 - ▶ Email reporters your talking points or data analysis
- 

3-2-1 CARDS

- ▶ Three things you learned.
- ▶ Two questions you still have
- ▶ One suggestion for me that I could use to improve my presentation

