



YourSchool Leadership Tips of the Week for 2009

Your Jostens YourSchool Tip of the Week for the week of September 8

Here's a brand new thing we are going to be sending you every week in the coming school year. We hope it makes your year a little better and helps with your planning and makes your job a little easier or more interesting. We would love feedback on these tips as well as our YourSchool newsletter we send you five times a year. Ideas for articles and tips are always appreciated and we promise if you ask a question, we will pass it around and see if we can get you a response from someone who has been there before.

Some of it will be informative, some of it helpful and we hope all of it fun. And in that vein, here is the first one for September. A reminder of all the great things you can celebrate this month with your school. Might make for some fun mentions in your daily announcements.

Monthly

Baby Safety Month. Sponsored by the Juvenile Products Manufacturers Association, Baby Safety Month is intended to educate consumers on safety issues involving car seats, strollers, cribs and beds, toys, and other accessories for infants. See www.jpma.org for ideas and details.

National Chicken Month. The National Chicken Council sponsors this month to promote sales of chicken after the summer grilling season ends. Find delicious chicken recipes at www.eatchicken.com/chicken_month/recipes.cfm

National Piano Month. Harpsichord maker Bartolomeo di Francesco Cristofori built the first "rough and loud keyboard instrument," or gravicembalo col piano e forte, in Padua, Italy, in 1709. To commemorate the magic the keyboard has been making ever since, the National Piano Foundation (www.pianonet.org) celebrates National Piano Month every September.

Library Card Sign-Up Month. The American Library Association (www.ala.org) reminds schoolchildren and their parents that a library card is the most important school supply of all.

Weekly

Suicide Prevention Week, Sept. 6-12. Approximately 89 people in the U.S. commit suicide every day, or about one every 16 minutes. To recognize the warning signs and save a life, go to the American Association of Suicidology Web site.

Tolkien Week, Sept. 20-26. Observed during the calendar week that contains Sept. 22, the mutual birthday of Bilbo and Frodo Baggins of J.R.R. Tolkien's *The Hobbit* and *The Lord of the Rings*. Celebrations have been held in distinguished universities, libraries, prisons, and army bases.

Pollution Prevention Week, Sept. 20-26. The third full week of September is designated by the National Pollution Prevention Roundtable as a time for businesses, government, and individuals to explore options for stopping pollution and preserving our environment.

Daily

Labor Day, Sept. 7. Established as a federal holiday by Congress in 1894 to celebrate American workers, it's also considered the unofficial end of summer.

National Grandparents Day, Sept. 13. Coal miner's wife Marian McQuade led the effort to create a national day honoring grandparents. President Jimmy Carter signed a proclamation designating the first Sunday of September following Labor Day as National Grandparents Day.

Constitution Day, Sept. 17. Commemorating the signing of the U.S. Constitution in 1787, and also recognizing people who have become U.S. citizens. Public educational institutions provide history on the U.S. Constitution to students on this day.

Talk Like a Pirate Day, Sept. 19. Avast, ye bilge rat! Drink some grog and dance

Your Jostens YourSchool Tip of the Week for the week of September 14--A request for info from you.

Here's a test. We want to see if we can make these tips really matter and if you are reading them. Last week we had a discussion with one of the administrators we work with. She asked us for a totally new idea for their graduation in June. Yes, we know it doesn't happen until June but you and I both know we are already in the planning stages.

So, we would like to know if you have done anything that you think is totally unique to your school at your graduation ceremony in the past few years. I will throw in an idea we saw last spring to get you thinking.

"At a graduation I attended (small school of less than 200 graduates) there was a table next to the spot on the stage where the graduates received their diplomas. On the table was a copy of the brand new yearbook. After each graduate received their diploma, they walked to the table and signed the yearbook. There was a student (the Junior class president I believe) standing next to it holding a pen so it didn't slow things down too much. Plus, they only signed the book (no inscription or message). It was explained to the audience what they were doing and that it was a new tradition they were instituting at the school. That particular book would be the copy kept in the library of the school for posterity."

So what about you? What have you done that you believe is unique to your school for graduation. Let us know and we will share it with everyone.

Your Jostens YourSchool Tip of the Week for the week of September 21--Looking at the Back to School issue of our YourSchool newsletter.

We are sure that by now you have all received the Back to School issue of our YourSchool newsletter. If you have missed it perhaps your secretary has seen it and can grab it for you. If you have it please take a moment to open it up and peruse the contents. We want to draw your attention to these important items:

1. Page three starts the major content with our "every-issue" article on some facet of graduation. After all, we are the graduation experts. This issue we look at putting your Grad Team together and getting started planning for June 2010.
2. Page five has a Grad Checkoff List that appears in every issue to keep you and your Grad Team on track with a complete list of things that you should be doing now (in September and October) to stay on track for graduation.
3. Page seven has two short articles that we saw that relate to your job as a professional. One addresses networking, the other giving a speech. We hope that you find at least one golden nugget of information that you can use in either of them.
4. Page ten and eleven continue the personal-professional material with shore articles on perfection and working smarter. Something we can all do better. Hopefully there are hints there you can use as well.
5. On page twelve you will find what we are going to call Bytes from the Boards. These are direct questions and answers from Jostens Educator Services website (go to www.jostens.com and click on Educator Services). They will always have a request for info from an administrator like yourself and then a series of great answers. Who knows, maybe a situation you need solving will come up.
6. There are management tips on keeping students and staff happy when they "have to do" boring work and a short blurb on making tough management choices on page thirteen.
7. Page 14 has some communication tips that you might use--three skills for better negotiations and sending e-mail that gets results.
8. Lastly after all that serious stuff we thought you might need a smile. So check out page 15 for a couple of great anecdotes that relate to education. Enjoy.

And have a wonderful week. We look forward to seeing you soon.

Your Jostens YourSchool Tip of the Week for the week of September 28--What's coming up in October.

A reminder of all the great things you can celebrate this month with your school. Might make for some fun mentions in your daily announcements or some actual celebrations.

Monthly

World Blindness Awareness Month. Almost 180 million people around the world suffer from blindness or visual impairment. EyeCare America, a public service program of the Foundation of the American Academy of Ophthalmology, reminds everyone that most vision loss can be prevented if people have access to the right information and treatment. <http://www.eyecareamerica.org/eyecare/>

National Adopt a Shelter Dog Month. Ten million animals go into shelters every year. Why not make a commitment to bringing one home? For a list of questions to ask yourself and your family before adopting a dog, go to <http://www.doghobbyist.com/articles/DogHobbyist/Adopt.html>

National Breast Cancer Awareness Month. First held in October 1985, National Breast Cancer Awareness month aims to provide information about resources and treatment for breast cancer, which is expected to account for more than 40,000 deaths in the U.S. in 2009. About 2.5 million survivors of breast cancer live in the United States today. For more information, go to <http://nbcam.org/index.cfm>

National Ergonomics Month. Sponsored by the Human Factors and Ergonomics Society (<http://www.hfes.org/web/default.aspx>), National Ergonomics Month seeks to create awareness of ergonomic issues through community-based activities at colleges and universities, high schools, and corporations.

Weekly

National Customer Service Week, Oct. 5-11. Created to raise awareness of the importance of customer service, and also an opportunity to say “thanks” to those people who strive to satisfy customers and create a pleasant relationship between buyers and sellers. More information is available at <http://www.nationalcustomerserviceweek.com>

Hearing Aid Awareness Week, October 18-24. Sponsored by the International Hearing Society and recognized by the U.S. Department of Health & Human Services’ National Health Observances Calendar, this week is a spotlight on consumer awareness of state-of-the-art hearing instrument technology. For more information, go to the International Hearing Society Web site, <https://www.ihinfo.org>

National Freedom of Speech Week, Oct. 19-25. Celebrating the First Amendment to the U.S. Constitution: “Congress shall make no law . . . abridging the freedom of speech.” Congress first presented these 10 amendments to the state legislatures on Sept. 25, 1789. Virginia was the final state to ratify the Bill of Rights, on Dec. 15, 1791.

Daily

World Vegetarian Day, October 1. Founded by the North American Vegetarian Society in 1977, and the kick-off to Vegetarian Awareness Month. Go to <http://www.navs-online.org>

10-4 Day, October 4. On the fourth day of the 10th month, think of all those radio operators who use the phrase “Ten-Four” as an affirmative response.

Leif Erickson Day, October 9. Celebrating the date that Norse explorer Leif Erickson first landed in North America, sometime in the early 11th century.

Columbus Day, October 12. Italian-born explorer Christopher Columbus landed on the island he dubbed San Salvador on this date in 1492. For more about Columbus, see Page 15.

World Food Day, October 16. Established by the Food and Agriculture Organization of the United Nations, this day seeks to increase awareness of the problem of hunger in the world.

Halloween, October 31. Trick or treat! Learn about this holiday’s origins on Page 15.

Your Jostens YourSchool Tip of the Week for the week of October 5--How would you respond to this? Do you supply your local police dept. with a copy of your yearbook?

I got this note the other day from a friend who is a Jostens yearbook rep. He had received the request from one of his yearbook advisers. Here it is:

“Since you are asking for adviser’s help these days, here is one from me.

The other day the assistant principal called me to his office to ask me to give a copy of the yearbook to the police. A murder had been committed in his neighborhood and they thought one of our students was involved somehow. They wanted to use the yearbook to identify the student. I told him no for several reasons, the most practical being that I had sold all of my yearbooks. But I had bigger issues:

- 1. I cannot afford to give a yearbook to every small town police department and sheriff’s department that surround us. I think they should support us by buying a yearbook. Then they can use it for whatever reason they want because they bought a copy.*
- 2. My biggest issue is student privacy. I do not think it is right for the school to GIVE the police copies of the yearbook for identification purposes (which is why they want them). I think that is a civil liberties lawsuit waiting to happen, and it goes along with the whole security thing and permission forms. We would be in danger of profiling. Also, if students knew we were giving the book to the authorities, they might not want to be*

in the book, especially kids with unknown resident status. That would affect sales and content."

How would you handle this or how do you handle this in your school?

Your Jostens YourSchool Tip of the Week for the week of October 12--Responses to the question: Do you supply your local police dept. with a copy of your yearbook?

Thanks for all who responded to last week's question about providing a yearbook from your school to the local police department. Here are some of the responses we got.

"We do not give a yearbook copy to the police or sheriff and I too have privacy concerns with this. In fact a couple of years ago the Fairfield County Library asked to put our yearbook, and past yearbooks on line. I refused this request as well because of privacy concerns. For all of those students to be open to access to just anyone, and be identified as one of our students, just invites a problem we do not need. Those pictures can be drug and pasted on any website or used for any purpose and more than likely, a negative purpose. If a law enforcement officer ask about a certain student we certainly cooperate but to just go on a fishing mission, I don't want to be a part of that."

"I've never had that situation, but we do provide copies of the yearbook to our district office, and high school library every year for archival purposes (the cost is built in to the price of our books). I don't believe there would be any civil liberties issues since a yearbook is already a public record. Anything that goes out to hundreds of students every year can't possibly be considered private (it is a student "publication" after all). I can't imagine that any student has a reasonable expectation of privacy when it comes to the yearbook, nor can I imagine the courts upholding it (though I'm no attorney). And I'm guessing most districts are like ours, so if the police wanted to see a copy of the yearbook they could just go to the school library anyway. I do agree, however, that the police should pay for a copy if they want one to keep. Hmm...new source of revenue? As far as students not wanting to be included in the yearbook because the police might see their picture, I would guess that any student involved in nefarious activities would already be street savvy enough to keep themselves out of the publication. I don't see the rest really caring much, but maybe I'm being naive."

"I feel we should always assist the law whenever possible after all they are supposed to be on our side and I would hate to think that because I didn't allow them to use a yearbook it slowed down a capture of a person that was some way involved in a murder. Also most school libraries have a copy of our yearbooks. I usually let the yearbook staff decide who gets copies of our books when we have enough."

"We use (XYZ Photographers) for our school photos, they give our administrators a book with straight alpha students. That's what we use during the school year and after the school year is over to help identify student by other students or police or whoever."

Thanks so much for sending these in and if anyone else has a comment I would love to hear how you handle this.

Your Jostens YourSchool Tip of the Week for the week of October 26--Upcoming events to celebrate in November.

Here's your monthly list of the national month, weeks and days coming up for November 2009. Celebrate away! Or just add to your daily announcements to bring a smile to your student's faces.

Monthly

American Diabetes Month. Diabetes is a serious illness, with complications like stroke, heart disease, kidney disease, and amputations. During November (and throughout the year), the American Diabetes Association conducts activities to raise awareness about diabetes. For more information, go to www.diabetes.org

National Pomegranate Month. Pomegranates are high in potassium and fiber, and their juice has been shown to have a positive impact on patients with heart disease, prostate cancer, and erectile dysfunction. November is the height of the pomegranate season, according to POM Wonderful, the largest grower of the "Wonderful" variety of pomegranates in the United States.

National Alzheimer's Disease Month. Signed into law by President Ronald Reagan in 1983, National Alzheimer's Disease Month recognizes the efforts to treat and cure Alzheimer's while supporting individuals and families struggling with the disease.

National Novel Writing Month. Write a 50,000-word novel, starting on Nov. 1 and finishing by the end of the month. In 2007, more than 15,000 people did it. This year you can join them. For more information about getting started, go to www.nanowrimo.org

Weekly

National Animal Shelter Appreciation Week, Nov. 1-7. First observed in 1996 by the Humane Society of the United States, this campaign seeks to recognize and promote the role shelters play in highlighting animal welfare issues nationwide.

World Kindness Week, Nov. 9-15. Kindness toward other people can increase emotional resilience, vigor, and joyfulness, along with other psy-

chological and physiological health benefits. For inspiration, visit the Random Acts of Kindness Web site, www.actsofkindness.org

National Hunger and Homeless Awareness Week, Nov. 15-21. Sponsored by the National Coalition for the Homeless and the National Student Campaign Against Hunger and Homelessness. Schools, communities and cities participate in a national campaign to raise awareness of hunger and homelessness. Go to www.nationalhomeless.org/projects/awareness/awareness.html for details.

National Game and Puzzle Week, Nov. 22-28. Games exercise the mind and reduce stress. And they're an enjoyable way spend time with your friends and family during Thanksgiving week.

Daily

Sandwich Day, Nov. 3. Birthday of John Montagu, 4th Earl of Sandwich, considered the originator of the sandwich. Though he probably didn't invent the idea, he popularized it when he began ordering a slice of meat between two pieces of bread.

Guy Fawkes Day, Nov. 5. Celebrating the failure of the Gunpowder Plot of 1605, when a group of conspirators attempted to blow up the Houses of Parliament with King James 1 and most of the British aristocracy. Fawkes was executed, and the day has long been commemorated in Britain with bonfires and fireworks.

Veterans Day, Nov. 11. Held on the date of the Armistice that ended World War I, Veteran's Day honors those who have served in the military.

Thanksgiving, Nov. 26. Enjoy your turkey— or alternative entrée, if you are vegetarian, of course. Check out more options on page 15.

Eid ul-Adha, Nov. 27. Religious festival celebrated by Muslims and Druze as a commemoration of Ibrahim's (Abraham's) willingness to sacrifice his son Ishmael (Isaac), as commanded by Allah.

Don't forget to add these to your daily announcements. We need every chance we can get to celebrate and there are certainly some fun ones here.

Your Jostens YourSchool Tip of the Week for the week of November 2-- A great tip for all of you who run meetings.

Meetings are such a huge part of what we do. Whether it's faculty meetings, student council meetings, administrative team meetings and more. I heard some great advice about meeting this week and thought I would pass it on. Hope it helps improve your next one.

Start the meeting on a positive note!

Psychological experiments have shown that the way a meeting starts, sets the tone for the whole meeting. Start the meeting with complaints, problems and mutual blame, and that's what you'll get.

But if you start out with something positive, the rest of the meeting is more likely to be more fun. The best way to start a meeting positively, is to ask each participant to briefly (= less than 30 seconds) share something positive. Here are some ideas:

Name one thing you've accomplished since the last meeting that you've been proud of?

Name a person who has helped you since the last meeting.

Mention one thing you're looking forward to in the coming week/month?

What's the funniest thing someone has told you in the last week?

Mention something interesting you've learned since the last meeting.

This sets a much better tone for the rest of the meeting – and it's also a lot more fun than opening with an endless litany of complaints and problems.

Your Jostens YourSchool Tip of the Week for the week of November 16-- Another great tip for all of you who run meetings (that would be you). Interrupt the meeting regularly.

I know you want to make the most of your meeting time – and that makes it tempting to think that "MAN, we have a long agenda today – let's skip the breaks and get more done." Only thing is, it doesn't work that way.

You need to interrupt the flow of the meeting regularly. This keeps people's minds focused and it makes the whole thing more fun and relaxed. Here's how.

First of all: A five-minute break every hour is not an option, it's mandatory! You can't have a productive meeting if half the people present are seriously in need of a restroom visit.

Secondly: Every half hour, do a quick two-minute creative break of some kind.

You can:

Get people to stand up and stretch, have a quick rock-paper-scissor tournament

Ask everyone to tell their neighbor a riddle or a joke, whatever. Make it something fun and light-hearted that activates people in some way.

So if you have a two-hour meeting starting at 1PM, include these breaks:

1 PM: Meeting starts

1:30 PM: Two-minute creative break

2 PM: Five minute break

2:30 PM: Two-minute creative break

3 PM: Meeting ends

Bring a kitchen timer and set it to 30 minutes, to make sure you remember the creative breaks.

Next week: The third great meeting tip plus a special wish for you. Watch your inbox.

Your Jostens YourSchool Tip of the Week for the week of November 23-- Another great tip for all of you who run meetings (that would be you). Lose the table.

What purpose do tables really serve at a meeting, except to give you a place to put down your coffee cup and to keep your head from hitting the floor when you fall asleep?

There are many advantages to table-less meetings:

People are more free to move around, instead of being locked into one sitting position.

Communication flows better, because you can see the entire person, not just from the chest up.

You increase participation, because people can't simply slump down and hide throughout the meeting.

You can get people closer together. If you seat 20 people around a table, the distance from one end to the other is going to be huge.

Seating people in a circle signals that everyone is equal. It's democratic, unlike the normal meeting table, where the boss sits at the head of the table.

So instead of meeting around a table, simply put the required number of chairs in a circle with nothing in the middle. If you're going to be looking at a lot of plans or papers, hang them on the wall and arrange the chairs in a semi-circle in front of them.

We want to wish you, your school and your family the happiest of Thanksgivings. Please know how much we appreciate your loyalty and your friendship.

Next week: All the things to celebrate in December (like we need more). Watch your inbox.

Your Jostens YourSchool Tip of the Week for the week of December 7-- All the things to celebrate in December (like we need more).

Monthly

National Drunk and Drugged Driving Prevention Month. Whichever holidays you celebrate this month, be aware of the dangers of driving under the influence of alcohol or drugs. Don't let your holiday turn into a preventable tragedy.

National Stress-Free Family Holiday Month. Don't let your family drive you crazy. Remember to make some quality time for family togetherness in the midst of all the holiday bustle.

Safe Toys and Gifts Month. Prevent Blindness America reminds gift-givers to choose age-appropriate toys to keep kids safe.

National Tie Month. The necktie dates back to the 17th century, but it has developed over the years into many different styles and variations, including the bow tie, the bolo, and the embarrassing one you have to wear because your children gave it to you last Christmas.

Weekly

Tolerance Week, Dec. 1-7. A week dedicated to promoting the importance of tolerance and respect for people of different religions, races, and cultures.

National Handwashing Awareness Week, Dec. 6-12. Sponsored by the Henry the Hand Foundation, which seeks to raise awareness of the

health benefits of washing your hands to avoid the spread of disease.

Hanukkah, Dec. 12-20. Also known as the Festival of Lights, this Jewish holiday commemorates the victory of the Maccabees over the Syrians and the subsequent rededication of the Temple of Jerusalem.

Kwanzaa, Dec. 26-Jan. 1. A weeklong celebration that emphasizes unity in African-American families.

Daily

World AIDS Day, Dec 1. Devoted to sharing knowledge and understanding of Acquired Immune Deficiency Syndrome: how it's contracted, how it can be prevented, and how it affects people's lives.

Rosa Parks Day, Dec. 1. To celebrate the day in 1955 that Rosa Parks was arrested for refusing to give up her seat to a white passenger on a bus in Montgomery, Ala. The day marked the birth of the modern U.S. Civil Rights movement.

AFL-CIO Founding, Dec. 5. The American Federation of Labor and the Congress of Industrial Organization united 45 years ago to become the nation's leading advocate for trade unions.

Pearl Harbor Day, Dec. 7. Approximately 3,000 people died in the Japanese attack on Pearl Harbor, Hawaii, in 1941. The attack catapulted the United States into World War II.

Wright Brothers Day, Dec. 17. Wilbur and Orville Wright documented the first successful powered and controlled flights of an airplane in 1903.

Al Hijra, Dec. 18. The Islamic new year, celebrating the emigration of the prophet Muhammad and his followers from Mecca to Medina (Saudi Arabia) in the year 622.

Christmas, Dec. 25. Christian celebration of the birth of Jesus of Nazareth.

New Year's Eve, Dec. 31. Bid goodbye to the old year and welcome 2010.

Your Jostens YourSchool Tip of the Week for the week of December 7-- Another great tip for all of you who run meetings (that would be you). Get your body in there.

Your body is not good at sitting still for extended periods of time. The longer you sit still, the more stiff and tired the body gets. And when the body is tired and stiff, so is the mind.

A very simple thing to do is to get people to stand up and stretch. It only takes a minute to:

1. Get everyone to stand up.
2. Bounce on your feet for 10 seconds, just to get the blood flowing.
3. Stretch your arms up towards the ceiling – as high as you can.
4. Keep your arms up and lean to the right. Hold for 10 seconds.
5. Lean to the left, hold.
6. Lean back, hold.
7. Lean forward, touch your toes.
8. Sit back down.

You can do it at the beginning of the meeting, after every break or whenever you sense that people are zoning out and losing focus.

Try this one day in a meeting, and you will discover that once you've stretched your body, your mind will feel fresher, more flexible and more creative.