

Public Relations

Before the Workshop

An effective way of alerting the principal to the teacher's participation in a workshop is to require the principal's signature on the application form.

During the Workshop

Document active participation in a workshop by taking photographs, which can be used in a press release for local newspapers.

After the Workshop

Press releases and photographs sent to local newspapers are a great public relations tool and a marketing tool for future workshops.

Sending a letter to the principal of a teacher who attended a workshop can earn a teacher a "pat on the back." Letting an administrator know that a teacher attended a professional development workshop can also be of use in the future by helping recruit workshop participants for a repeat of this program or new programs.

Sample Letter to Principal

Dear Principal:

A teacher at your school, <Insert Name of Participant Here>, attended a workshop on using the new *Virtual Economics* CD-ROM as a planning tool to access explanations of economic concepts and instructional materials for teaching K-12 economics. The workshop was conducted by the Center for Economic Education at <Insert Name of Institution> and was attended by xx teachers from across the region.

Congratulations to you for having such a dedicated staff member who seeks out opportunities for personal growth and learning and ways of sharing that knowledge with students.

Sincerely,

<Insert Your Name Here>, Director
Center for Economic Education