

PRINCIPAL FOR A DAY GUIDELINES

Principal For A Day (PFAD) programs have a long track record of success in many school districts. Inviting community leaders to shadow a principal for a day is a concept designed to help participants understand the rewards and rigors of the principalship. PFAD programs have resulted in appreciation and respect for schools, teachers, and principals, and they have built lasting public relations benefits.

Whether a business or community leader, legislator, or the PTA president is invited to shadow the school principal, these guests are usually astounded by the dedication and motivation of the principal and staff, the students' eagerness to learn, the good discipline, the enormous number of services schools offer, and the many needs most schools still have.

IASP/NAESP encourages all principals to participate in Principal For A Day programs. Following are a few guidelines to get you started. You will find additional materials and sample letters, talking points, and a press release at www.iasp.org.

Decide whom to invite. Select people who are prominent, well-established citizens with influence. These individuals are the ones who can spread the good word about your school, influence education legislation, or help bring more and better resources to your school.

Your list could include legislators, business leaders, local politicians, sports figures, non-profit association leaders, service club members, journalists, members of the faith community, or the head of your local business partner.

Start Early. Begin with the invitation process at least three months in advance. Community leaders and legislators in particular need this much advance notice. Start with a phone call but follow up with a letter that contains clear objectives and time lines. While a full day would be preferable, including after-school meetings and events, give people half-day options as well.

IASP has designated Wednesday, November 15th for Principal For A Day to coincide with American Education Week, although you might consider the events at your school and choose a different day that week if needed. If you are inviting your U.S. Representative or Senator, make sure he or she will be in the district on your target date. District and local office information of federal legislators can be found on the Federal Legislation Action Center page of NAESP's website at <http://capwiz.com/naesp/home/>; click on the Elected Officials tab to find the information for Indiana.

Do your research. Learn as much about your guest as possible. Is he or she supportive of education? Has he/she been involved in schools recently or at all? Does he/she have children in public schools? For legislators – how have they voted on education issues?

Clarify your goals, the time involved, and your expectations. Be clear about what you expect. Explain that the invitation is being offered "to give you a hands-on perspective on the challenges and successes of our schools today:" the PFAD will shadow the principal for a whole or half day; will visit classrooms; may meet with parents and teachers; and may be asked to give announcements, talk to a class, lead the Pledge of Allegiance, or dismiss school. Issue an invitation to breakfast, lunch and after-school programs. Ask for a reply by fax. (See Activities for Principal For A Day and Confirmation fax form.)

Be specific. In your written invitation, include as much information about your school as possible. Be very specific about the school hours, time for the visit, driving or public transportation directions to your school, and parking instruction. (See List of Information About Your School.)

Warn about confidentiality. Make sure the PFAD knows that he or she may not be able to participate in some confidential meetings. However, sometimes parents or teachers will grant permission for the PFAD to participate. These meetings, which often involve problem solving, can be an impressive eye-opener for those not familiar with schools.

Plan the day carefully. Consider reserving a parking space and having a student greet the PFAD. Begin by asking what specifics he or she would like to see: statistics, budgets and curriculum plans. Let the day unfold naturally, but try to include interaction with students and teachers. Don't shield the PFAD from problems or emergencies either. And, relax and be yourself.

Communicate with staff, students, and parents. Always include parents and staff in the planning of PFAD. They may have excellent suggestions of whom to invite and can help make the day a success. Furthermore, students, staff and parents should be aware of this visit. Highlighting it before and after in your newsletter or on the school website is advisable.

Let the media know. Media information is an important part of a PFAD program. If your system has a public information office, ask for help. You should also be sure that media attention is acceptable with your PFAD. Get this information out to your local school reporters and television and radio stations as early as possible. Begin with a phone call and then fax or email a news release with specifics. (See Sample Press Release).

Be ready for questions. It's not unusual for the PFAD to consider forming a partnership with your school after spending a day there. Take advantage of opportunities to discuss what your school needs and how the PFAD might help.

Consider a follow-up. Once the day is over and the thank you letter has been written, consider asking the PFAD to lunch or dinner to discuss the day's events and get feedback from his or her perspective. (See Thank You Letter.)

Go to www.iasp.org to find:

- Telephone Invitation Talking Points
- Letter of Invitation
- List of Information About Your School
- Confirmation Fax Form
- Activities for the Day
- Press Release
- Thank You Letter

STATE OF INDIANA

Executive Department
Indianapolis

Executive Order

PROCLAMATION

To All To Whom These Presents May Come, Greeting:

Whereas, the state of Indiana owes a great debt of gratitude to its many outstanding educators and administrators for their hard work and dedication to Hoosier youth; and

Whereas, these educators and administrators hold the awesome task of preparing our youth to become tomorrow's leaders in a global society; and

Whereas, the many excellent educators and administrators throughout Indiana also serve as positive role models for Hoosier youth; and

Whereas, the Principal for a Day Program helps to build positive relationships between school communities and business leaders; and

Whereas, this program also gives school administrators and business leaders the opportunity to teach children in their communities the leadership skills they will need to succeed as adults; and

Whereas, the Principal for a Day Program also promotes the idea that it takes an entire community to raise a child to become a successful adult; and

Whereas, it is appropriate to set aside time to recognize the Principal for a Day Program for its efforts to strengthen the relationship between educators and the community;

Now, therefore, I, Frank O'Bannon, Governor of the State of Indiana, do hereby proclaim November 15, 2006, as

PRINCIPAL FOR A DAY PROGRAM RECOGNITION DAY

in the State of Indiana, and invite all citizens to take due note of the observance.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Indiana at the Capitol in Indianapolis on this 13th day of June, 2003.



Mitch Daniels

BY THE GOVERNOR: Mitch Daniels
Governor of Indiana

Todd Rokita

Attest: Todd Rokita
Secretary of State



We're Proud to Be Part of
"Principal for a Day Recognition Program"
in our Community

Our school,

is pleased to be a part of an ongoing, statewide effort to build relationships and partnerships with community leaders, to share who we are, and the work we do to promote success for each student in our community.

The support of the
"Principal for a Day" program
is evidenced by the participation of

(title or business name)

in our school to shadow

(principal's name)

on November 15, 2006.

The Indiana Association of School Principals, through its Department of Student Programs, is pleased to support "Principal for a Day Recognition Program". By inviting and including a business leader in each community to be an active part of the principal's day and celebrate student success, schools and community leaders have shown their desire to support a caring and successful environment in Indiana schools.