



Having an Impact on Learning: The Public Relations Professional and the Principal

Kelly Wachel, Matt Wachel

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A public relations director and a principal have mostly the same goals in helping students achieve at high levels. While each might go about impacting student learning in different ways, they both work to make education better. In *Having an Impact on Learning*, the husband and wife team of Matt and Kelly Wachel, help show how both the principal and the public relations director can propel education forward. Whether it's through perception, teaching and learning, communication, social media, events, student achievement, or working with the community, principals and public relations professionals have to understand their roles in contributing to each of those areas.

While the topics of conversation between these two professions sometimes cause disagreement, in the end, the principal and the public relations professional agree that their two views must ultimately mesh to help do what's best for kids.

In this book, get insight into these areas of education and learn about ways principals and public relations directors can work in harmony. School leaders and communicators have to be on the same page when it comes to telling the story of education. We are all storytellers and we have to be able to tell the story together.

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