



Communicate Like an SEL Champion

*Check with your principal before implementing communication strategies,
and let these tips inspire more of your own creative ideas.*



Use Resources

1. Check out 20 SEL Conversations for ideas to engage staff in SEL-related discussion.
2. Think about how to use other PSEL resources at your site. Try Getting to Know PSEL, What is SEL? and SEL Morning to Night.
3. Ask SEL coaches for more tips.



Inspire Discussion

1. Use Google Classroom to start a discussion between school day and OST staff.
2. Encourage school day and OST staff to view and comment on best-practice videos created by others at your school.
3. Coordinate with your school day or OST champion counterpart.
4. Reach out to champion role-alikes at other PSEL schools and exchange ideas.
5. Connect with the family liaison to discuss ways of promoting SEL at family events and SAC meetings.
6. Connect with staff who have recently attended professional development and ask for takeaways that you can share campus-wide.



Spread the Word

1. Encourage staff to sign up for PSEL Points and SEL in Action newsletters.
2. Distribute principal-approved messages and resources when recommended by SEL coaches.
3. Highlight your sites' SEL successes on Twitter using #SELPBC.
4. Suggest content for the family liaison's SEL newsletter reaching families at PSEL schools.
5. Email or post SEL-related inspiration campus-wide.
6. Create and disseminate principal-approved SEL messages specifically for non-instructional staff.
7. Consider sharing your school's SEL successes in the PSEL Points newsletter.



Involve Children & Youth

1. Team up with colleagues to ask students questions such as, "How does SEL make our campus great?" Summarize their responses and share campus-wide.
2. Encourage students to tell their families fun facts about SEL, then count how many people they reached with these messages.



Maximize Monthly SEL Leadership Meetings

1. Ask members to brainstorm a few key messages, conclusions or insights to spread campus-wide.
2. Share questions or concerns from fellow instructional staff or OST staff regarding SEL implementation, and work together to problem-solve.

