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	<p>A valuable aspect of conducting ongoing research is the ability to share data with other school leaders for their use. Combined with a periodic assessment of building-level communications efforts, this data provides a solid understanding of what and how schools are communicating with their staffs and families, uncovers additional information needs, identifies messaging opportunities, and reveals ways in which the communications professional can further support their schools and principals.</p>	
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	<p>Implementing a successful 360° Communications Program is contingent upon how the communications professional uses and leverages the content they produce. It is not about an organization's ability to purchase the latest, greatest, or most expensive communication tools available. With every component of the 360° Communications Program, there is a free option and a paid option for the tools needed to execute the strategies of the program. Therefore, it is possible to establish a 360° Communications Program at little to no cost.</p>	
8	Top Ten (Plus One) Tidbits	55
	<p>Through this compilation of professional anecdotes, lessons learned, and various other "words of wisdom," readers will understand how these lived experiences manifest themselves in the thoughts and philosophies that have shaped the 360 Degree Communications Program concept.</p>	
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	<p>This section offers final thoughts and data to illustrate the positive impact a 360° Communications Program can have on an organization. These successes include double-digit improvements in public perception and renewed success at the ballot box.</p>	
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	<p>The Appendix includes numerous resources and templates that the reader can adapt and use in their effort to implement a 360° Communications Program for their organization.</p>	