



Dear VASS Member:

As a new school year gets under way, VASS is pleased to share with you a new member service that is designed to assist you and your school division in developing more effective communication strategies and tools.

This new service, called Communication Counselors on Call, gives superintendents up to two FREE hours of consultation with a talented, seasoned school communications professional who will work with them to map out a plan for success no matter what the issue.

To bring you this service, VASS is partnering with Hunter Communications, a company led by Barbara M. Hunter, who spent more than three decades working as a chief communications officer in Fairfax County Public Schools and Alexandria City Public Schools. Since forming Hunter Communications, Barbara and her team have worked with superintendents on a wide range of issues that can arise in school divisions, from the simplest to the most complex. The communication areas that your free consultation can focus on are outlined in the enclosed brochure.

It's important that superintendents, no matter the size of their budget or their school division, have access to professional communications counsel to help them build positive relationships with key stakeholders. That's why VASS has launched this service

To get started, we invite you to read the enclosed brochure and contact either one of us to begin the process of setting up your free consultation. In the meantime, best wishes for a successful school year!

Sincerely,

Ben Kiser, Ed.D.  
Executive Director, VASS

Barbara M. Hunter, APR  
President, Hunter Communications