How to Avoid Falling Prey to a Phishing Attempt

Phishing can be a serious threat, and it's important to be aware of the various tactics scammers use to try to trick you into giving them your personal or financial information. Here are some tips to help you avoid falling prey to a phishing attempt:

- Be cautious of unsolicited emails: Scammers often send emails that appear to be from reputable companies or organizations. Be wary of emails that ask you to click on a link or provide personal information.

- Look for the URL: Scammers may use similar-looking URLs to their legitimate counterparts. Always double-check the URL before clicking on a link. If it's a legitimate email, the URL should begin with “https://” and not “http://”.

- Watch for urgent or threatening language: Scammers may use language that is urgent or threatening to try to pressure you into acting quickly. Be cautious of emails that say something along the lines of “this is a one-time offer” or “act now or lose your chance.”

- Check for signs of a phishing attempt: Scammers may use a variety of tactics to try to trick you. Look for the following signs:
  - Email that is not addressed to you personally
  - Request for personal information, such as passwords or Social Security numbers
  - Links that may download malware or install a virus

- Educate yourself: Scammers are always learning new tactics to try to trick you. Stay informed by reading about new phishing attempts and how to avoid them.

By being aware of these signs and being cautious when opening emails or clicking on links, you can help protect yourself from falling prey to a phishing attempt.

**For more information, contact Doug Hayter at MASA. Phone: 573-400-4322. Email: doug.hayter@mcsa.org.**
Open Enrollment, Virtual Instruction, Vouchers, and Charter Schools All on Tap for 2021 Legislative Session

By Doug Hayter, MASA Executive Director

The 2021 legislative session began in the last week of March and will end on May 14th. As of this writing (January 21), the lawmakers have had over 1,000 bills of which we are tracking over 300. The education reform bills (the SBs 23 and 25) are moving at the Missouri Capitol to better public education, the bills would result in significant tax rebates for middle-income families to pay for public education. The state simply has never been so generous.

I urge each of you to reach out to the representatives who have expressed an interest in your legislation. Contact individual representatives and urge them to support the action committee. You may contribute and learn more at betterschoolsformissouri.com

STAY INFORMED! STAY M.O.P.A.
The 2021 Legislative Session will be a test of not only how effectively MASA members work together, but also how effectively they engage with the Missouri Constitution, the Missouri Civil Code, and the Missouri Charter Schools Act.


Connect, Grow, and Carry On

By Susan Crooks, Superintendent, Leeton R-X School District

Finding the Communications Solution

I have a personal relationship with my state representatives and associates. I am not suggesting that you should necessarily have a close friendship with them, but it is very encouraging to have a good relationship with them. The communications team helps to build those relationships with those inside your school district. So many cases it is even a part of their strategy to visit your school for the duration of the bill or to help influence local level.

At the time of this writing, our country is transitioning leadership in Washington, D.C. It will be interesting to see how our leaders affect and try to get their way in different areas of our political and economic arena. Our local superintendent, the board of education, and the community are vitally important. Please keep informed on legislation that will affect your school district.

If it is a newly elected person, introduce yourself and share areas of concern. Take time to understand what their concerns are. If it is a long-term official, reconnect. Provide an open invitation. Share information about your school and the district. But regardless of “why” you are meeting with the official, set a barometer for the public. The year 2021 will be an interesting time for the Missouri Constitution, the Missouri Civil Code, and the Missouri Charter Schools Act.

I want to urge you to review the impact of bills regarding those SBs and track each individually. Beyond the usual considerations on legislation that will affect your district is the overall impact on the state of Missouri for years to come.

Spring Conference

The Spring Conference of MASA is being held virtually this year. I have long been on the Spring Conference Committee in the past. You can learn through the many sessions and workshops that are offered.

As the leader of what I like to call a “hybrid” school district, there are a number of insights and unique experiences that I can share with others. Hiring a communications assistant was something that happened in 2009. By 2014, we had created a communications team.

Looking at my staff, I realized the most valuable resource is the willingness of staff to carry the school mission. Hiring a communications assistant was the best decision we made.

I highly recommend other smaller school districts (and any other district that has the ability to do so) to create an incredibly effective communications team. I like to call our communications team the “powerhouse,” and with our guidance and encouragement, they have created an incredible effective communications team. They provide to our board, to our staff, and to the community. My staff and I are very proud of our communications team and how they have contributed to the overall success of our school.

I think like CallipolSet Communications uses the term ‘team,” and with our guidance and encouragement, they have created an incredibly effective communications team. They provide to our board, to our staff, and to the community. My staff and I are very proud of our communications team and how they have contributed to the overall success of our school.

Small, but Mighty!

In a small school district, everyone hears their voices. I want you to challenge you to look at your board members and staff and ask yourselves to help you better in their desire to develop a public policy line. Do you feel like you are not on the board of three, or do you need to lower your organization? Do you recognize those individuals for the contributions they make inside your district?

There is no mystery, effective leaders have a vision. At the 2020 Fall Conference, I challenged you to look at your district and ask ourselves to help you better in their desire to develop a public policy line. Do you feel like you are not on the board of three, or do you need to lower your organization? Do you recognize those individuals for the contributions they make inside your district?

In a small school district, everyone hears their voices. I want you to challenge you to look at your board members and staff and ask yourselves to help you better in their desire to develop a public policy line. Do you feel like you are not on the board of three, or do you need to lower your organization? Do you recognize those individuals for the contributions they make inside your district?

In a small school district, everyone hears their voices. I want you to challenge you to look at your board members and staff and ask yourselves to help you better in their desire to develop a public policy line. Do you feel like you are not on the board of three, or do you need to lower your organization? Do you recognize those individuals for the contributions they make inside your district?