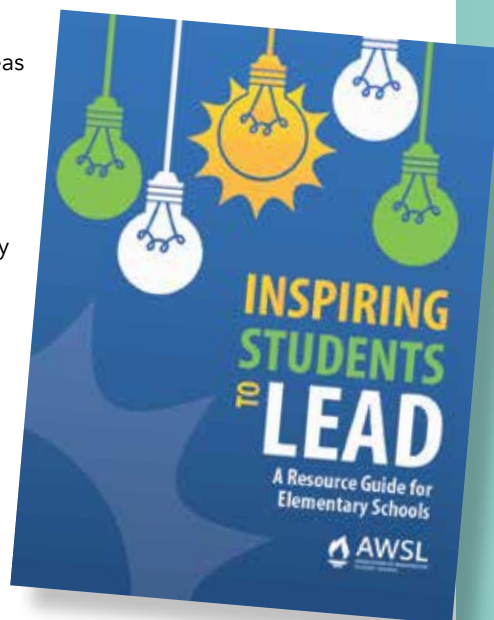## We Saw the Sign…

If you've been by the AWSP office in Olympia lately, you may have noticed our new signage. With the recent rebranding of our association, it was time to update our building with some new and improved signs to help welcome visitors. Check them out next time you're in town!

AWSL Launches a New Elementary Curriculum: *Inspiring Students to Lead*

AWSL's new *Inspiring Students to Lead* publication has workshops, program models and classroom lessons for imparting basic leadership skills to elementary students.

We know that by giving elementary students skills and experiences in the areas of communication, group process, organization, human relations and self-awareness they'll develop the confidence to lead. Their skills transfer to every school they will attend and your kids will become partners in creating a culture, ensuring safety, closing the gap and engaging the community. Visit www.AWSLeaders.org to order.

APPY HOUR

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Here at AWSP we've built a readability score into our own office style guide. Our goal is to keep written materials at about grade 12 or below, preferably in the grade 8-to-10 range. (This is not because our members read at this level, but because we want to be sensitive to our readers' time!) In terms of reading ease, we shoot for 45 to 60. (By the way, this "Appy Hour" article is written at grade level 8.6.)

Research shows that when it comes to business communications (as opposed to, say, a novel or a play), all audiences prefer simpler writing. No matter whether it is a reader with a Ph.D. or a high school education, people prefer easier reading materials. Let Readable.io help you reach your audience.

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