

Best Practices in Parent Engagement and Communications

Building Blocks of Successful Parent Communications

- Share information frequently with parents
- Use a variety of tools for communications to parents
- Ensure information is clear, especially for critical information. For critical information consider using multiple channels.
- Contact parents immediately regarding concerns or positive achievement
- Distribute regular progress reports and updates. Conduct formal parent-teacher conferences
- Offer informal activities to promote family-educator interaction
- Facilitate parent participation
- Provide aid to parents seeking community support services

Communication vehicles

- Face to face – one-on-one, group meetings, informal Coffee & Conversation
- Telephone
- Print
- Electronic – push and pull
- Images – photos and video
- Emails to smaller segments

Provide clear communications regarding

- How parents can be more involved
- What to expect from the school
- The purpose of certain types of homework or projects

Written Communications

- E-mails must be relevant
- Segment the recipient list
- Make subject lines as descriptive as possible – the first few words are critical!
- State the purpose of the email in the subject line or early in the body
- Use a combination of images and text

Leverage the website as a reliable and comprehensive resource

- Dedicated parent page on school website
- Frequently updated with information regarding school calendar, resources
- Include copies of newsletters. Newsletters are a key vehicle to communicate
 - alert parents to forthcoming issues
 - celebrate the life of the school
 - publish accomplishments and awards

Develop service standards to ensure a prompt response for communication requests by parents. The Administrative team should review on an annual basis.