



SCHOOL/HOME COMMUNICATIONS TASK FORCE

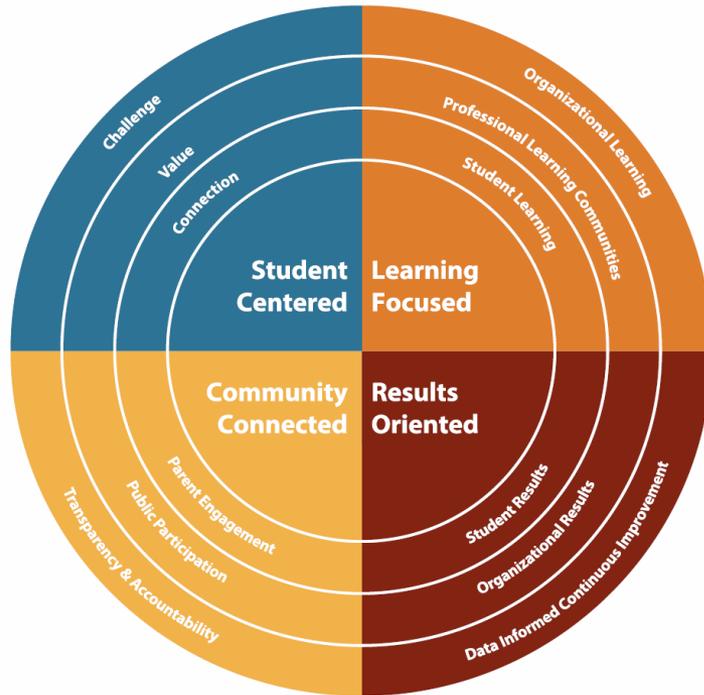
Today's Agenda:



1. Introductions
2. Review of December meeting discussions, question
3. Review & discussion of NSPRA Audit materials
4. Review & discussion of Hanover Research
5. Initial school survey data

Achieving our Mission and Vision

Values



Goals

- 1 Ensure academic success for every student
- 2 Provide safe & innovative learning environments
- 3 Recruit, hire & retain highly effective personnel
- 4 Use resources effectively & be fiscally responsible
- 5 Engage our communities

Purpose

The main purposes of the Task Force are to:

- Collaborate with the district to develop recommendation for standard of mass communications for schools and families, including recommended tools, frequency, methods of communication.
- Learn about best practices and current school practices in school/home mass communications.
- Clarify the roles of the school and the PTSA with regard to school/home communication.
- Provide a forum for parents to give meaningful input on the Task Force's work.

Meeting ground rules

- The Task Force members will:
- Start/end on time.
- Silence electronics.
- Ask questions of each other for the purposes of gaining clarity and understanding.
- Express ourselves in terms of personal needs, interests and outcomes.
- Listen respectfully, and sincerely try to understand the other person's needs and interests.
- Come with curiosity and a willingness to learn.



December discussions review

School Communication Benchmarking

Section on Supporting Parent-Teacher and Parent-Building Communications:

- Wide inconsistencies are seen across the district in how teachers communicate with parents.
- The district should provide professional development training on communicating with parents for teachers.
- The district should try to shift the culture: There should be expectations or standards of communication. Then principals, teachers, and others could work towards that set of standards.
- Discussions around methods of communications for parents. Paper versus email.
- There should be ongoing feedback or evaluation around communications efforts.
- We need to think about how to attract and retain the attention of parents.
- This Task Force should create a basic communication plan based around the school year.
 - Help to forecast what is coming up for parents, (i.e., conferences, report cards, etc.)

School Communication Benchmarking

Supporting PTA/PTO Activity and Successes:

- Schools should not over-rely on PTA newsletter
- Remember that not all parents are part of the PTA
- Be clear on the role of the school vs. PTA/PTO in sending information out:
 - ▣ Who sends what information out, when?
 - ▣ Who approves the information?
 - ▣ Who proofs/edits the newsletter?
- Reminder to educate parents about what the PTA/PTO is and what they do.



NSPRA Audit materials

NSPRA Audit Recommendations



- Read the action steps recommended
- Discuss at your table
- Note three things we should consider for the task force's recommendations



Hanover Research review & discussion

Hanover report on family engagement

- See page 22, Appendix
- Review the “Communicating” column on the right
- What specific information should the school include in its newsletters?
- Are there other suggestions for mass communications with families gleaned from this report?



School survey and newsletters

School survey

- Have collected newsletter samples from most schools and administered a survey
- Weekly is the most common frequency
- Schools are split between separate newsletters and combined PTSA/school newsletters
- Principals, office managers, PTSA Communications VPs are most involved in editing them

Newsletter next steps

- Created PDFs of recent editions of newsletters by level
- Will spend time in the next meeting reviewing them

Next meeting

- January 14, 4-6 p.m.