



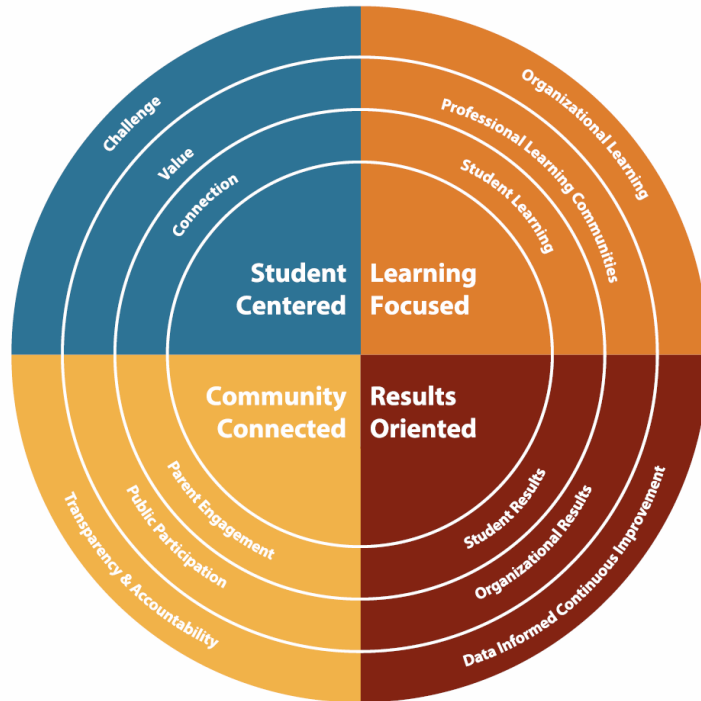
SCHOOL/HOME COMMUNICATIONS TASK FORCE

Today's Agenda:

- Introductions
- Review and discuss combined results of newsletter review during last meeting
- Develop options for newsletter recommendations, including:
 - ▣ Newsletter goals
 - ▣ Newsletter source (school/PTSA/combined)
 - ▣ Frequency
 - ▣ Content types
 - ▣ Resources and support needed for schools, including training and capacity building
- Develop substantial consensus for newsletter recommendations

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.



February newsletter discussions

Frequency

- Weekly (18)
- Biweekly (1)
- Bimonthly (4)
- Monthly (7)

Newsletter spreadsheets


- Content:
 - Calendar (24)
 - Upcoming school events (22)
 - District information (17)
 - Personalization/human touch (13)
 - Information to help students learn (8)
 - Important information (6)
 - Procedural information (12)

Newsletter spreadsheets

- Other content ideas:
 - Quick links
 - Volunteer information, thank-yous

Design concepts

- Easy to read
- Table of contents
- Contact info.
- Link to past newsletters
- Links to school, district, community
- Principal picture
- Visually pleasing

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- Repeated article section
 - Student content
 - Staff section
 - Lots of pictures/photos
 - Multi-lingual
 - Section specific to particular grade (seniors)
 - Links to research
 - Mobile-device friendly



Newsletter options & consensus

Newsletter options

- ▣ Goal(s) for school newsletters
- ▣ Newsletter source (school/PTSA/combined)
- ▣ Frequency
- ▣ Content types
- ▣ Design ideas
- ▣ Resources and support needed for schools, including training and capacity building

- ▣ generate options for each of these categories

Come to near consensus

- Consider each option
- Thumbs up, sideways or down

Newsletter template subcommittee

- Volunteers?

Next meetings

- April 21, 4-6 p.m., Hughes Room
- May 12, 4-6 p.m., Hughes Room