

# Parent and Family Communication Guide & Resources

## Parent and Family Communication Best Practices:

- Call or send message to every parent with introduction
- Establish a clear plan for communication
- Have a tracking system to ensure you're communicating equitably, and then pay attention to that data
- Differentiate contact based on family needs/district or campus requirements
- Call for glows and grows
- Build a partnership

Type of Communication	Examples & Resources
<b>Introductions</b>	<ul style="list-style-type: none"> <li>• This <a href="#">resource</a> gives a brief sample agenda for an introductory call home.</li> <li>• Consider sending a <a href="#">BOY letter</a>, welcome video, or email to all of your students' parents and/or guardians</li> <li>• Send a BOY survey to parents for information regarding their work schedules, preferred times/methods of communication and to get any additional info on their student/family</li> </ul>
<b>Positive Calls/Notes Home</b>	<ul style="list-style-type: none"> <li>• This <a href="#">resource</a> will help you frame how to call home for positive news</li> <li>• Send home positive notes or digital messages</li> </ul>
<b>Constructive Calls Home</b>	<ul style="list-style-type: none"> <li>• Calling home with concerns can be tricky. This <a href="#">article</a> can help you have the tough conversation.</li> </ul>
<b>Tracking Family Communication to Ensure Equity</b>	<ul style="list-style-type: none"> <li>• This <a href="#">Google Sheets</a> tracking form is clear, simple, and easy to use. Plus, you can filter to equity check your interactions.</li> <li>• This <a href="#">Google folder</a> has several examples of parent communication tracking sheets, mostly printable.</li> </ul>
<b>Ongoing Communication</b>	<ul style="list-style-type: none"> <li>• Considering sending a <a href="#">newsletter</a> home weekly, monthly, or quarterly to keep parents and families in the loop</li> <li>• Send weekly videos or pictures of what has happened during the week in your class</li> <li>• Leverage social media (don't share students faces)</li> <li>• Invite your parents to your Google Classroom or virtual environment.</li> <li>• Check out <a href="#">Classdojo</a> to share behavior progress</li> <li>• Send reminders via Remind and/or Talking Points (see below).</li> <li>• Give parents periodic opportunities to give you feedback through sending out a google survey</li> <li>• Partner with parents when challenges arise AND when you see growth and improvement</li> </ul>
<b>Whole Class Announcements</b>	<ul style="list-style-type: none"> <li>• <a href="#">Remind</a> and <a href="#">Talking Points</a> both provide whole group and individual texting capabilities without sharing your phone number. They also both have translation included into a variety of different languages and you can mass upload parent phone numbers to the apps to begin sending messages immediately.</li> </ul>
<b>Office Hours</b>	<ul style="list-style-type: none"> <li>• Consider holding virtual office hours for families or a "get to know the teacher" type event. Be sure to clear it with your admin before.</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• A class website could provide additional resources for students and families and provide a centralized place for parents to stay up-to-date on what's going on in your class as well as set up times to meet/talk with you.</li> </ul>

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## Thought Catcher

How will you/did you introduce yourself?  If you haven't, when will you do this? (Add that date to your calendar to hold yourself accountable).	
How will you communicate with parents/families individually?  Whole group?	
When will you make time for ongoing parent/family communication? Add to your calendar.	
How are you going to ensure equity in both the students who get calls AND the ratio of positive:negative communication?	
How will you "check yourself" to make sure you're being equitable? How often?	