



2022-23 Communication Guide

Elementary School Teachers

Overview: Based on survey responses from 510 families with children in grades PreK-5, this guide will help you determine what type of information to communicate, how often and on what platforms. As always, get to know your families. You may find your specific class or group has additional priorities or interests.

CONTENT

1. 92% - Updates about how their child is doing in school and how they can help them do better
2. 80% - Information about their child's behavior and how they get along with other students
3. 78% - Timely notices when their child's performance is slipping
4. 74% - Classroom events and activities
5. 64% - Best ways for communicating with you (e-mail, phone, in-person, etc.)
6. 62% - Information about what students are expected to learn during the school year
7. 61% - Opportunities to volunteer or be involved in classroom or grade-level activities (field trips, special programs, etc.)
8. 54% - Homework and grading policies
9. 36% - Descriptions of daily instructional activities and how they meet the needs of their child

FREQUENCY

1. 49% - Weekly
2. 31% - As needed
3. 13% - Daily
4. 6% - Once a month

PLATFORM

1. 88% - Email
2. 71% - Text message
3. 31% - Phone call or robocall
4. 31% - Seesaw
5. 28% - Paper (a handout)
6. 19% - District or school website
7. 17% - In person
8. 16% - ParentVUE
9. 16% - U.S. Mail
10. 15% - Social media

FYI

- Only 65.3% of families indicated that they follow the school or District on Facebook.
- Relationships matter! The first place families go when they have a question is directly to the teacher, principal or office staff (51%) followed by the website (36.1%). The last place they look is the handbook (1%).

TIPS (themes from survey comments):

- Include the information directly in the email whenever possible. When emails link out to a PDF or Google Doc, with no topic or description, it makes it impossible for families to search for something in their email when they try to find it later.
- Families want consistency. They get confused when different teachers or schools use different platforms to communicate. With one teacher they get trained to look in a certain place, then it changes the next year or is different for each child.
- Many families feel left out because they are not on social media or don't check it frequently enough to get information in time. Be sure social media is an add-on, not an exclusive communication platform. Strictly speaking, social media should be used for marketing more than communicating.



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1. 81% - Information about student safety incidents and precautions being taken by the school
2. 80% - Upcoming events
3. 71% - Information about before/after school and extracurricular programs
4. 61% - Curriculum and educational program changes and updates
5. 61% - Family involvement opportunities
6. 60% - Lunch menus and nutritional information
7. 54% - Descriptions of the curriculum and instructional programs in place at the school
8. 48% - Rationale/reasons for the decisions made by the school leadership
9. 41% - Counseling information
10. 41% - Attendance information
11. 36% - Staff profiles
12. 19% - Student profiles

FREQUENCY

1. 40% - Weekly
2. 34% - As needed
3. 19% - Once a month
4. 7% - Daily

PLATFORM

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What families want from District-level communication:

- Urgent information (snow days, etc.)
- Districtwide initiatives (student safety, environmental practices, equity work, etc.)
- School board meeting highlights and policy changes
- Ways to have their voice heard at the district level
- Alumni features