



2022-23 Communication Guide Secondary Teachers

Overview: Based on survey responses from 383 secondary families and 209 students, 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.

Secondary Families

CONTENT

1. 85% - Timely notices when their child's performance is slipping
2. 83% - Updates about how well their child is doing in class and how they can help them do better
3. 70% - Information about their child's behavior and how they get along with other students
4. 64% - Best ways for communicating with you
5. 56% - Information about what their child is expected to learn during the school year
6. 56% - Classroom events and activities
7. 55% - Homework and grading policies
8. 44% - Opportunities to volunteer or be involved
9. 29% - Description of daily instructional activities and how they meet the needs of their child

FREQUENCY

1. 45% - Weekly
2. 38% - As needed
3. 9% - Daily
4. 7% - Once a month

PLATFORM

1. 89% - Email
2. 67% - Text message
3. 36% - Phone call or robocall
4. 22% - ParentVUE
5. 20% - District or school website
6. 18% - U.S. Mail
7. 18% - Schoology
8. 15% - On paper (a handout)
9. 13% - In person
10. 13% - Social media

Secondary Students

CONTENT

1. 64% - Updates on how they are doing in school and how they can do better
2. 57% - Classroom events and reminders
3. 44% - Timely notices when their performance is slipping
4. 40% - Information about what they are expected to learn this year
5. 38% - Best ways to communicate with you
6. 36% - Description of daily instructional activities
7. 36% - Homework and grading policies

FREQUENCY

1. 34% - Weekly
2. 33% - As needed
3. 23% - Daily
4. 7% - Once a month

PLATFORM

1. 92% - Email
2. 41% - In class
3. 37% - Schoology
4. 30% - Text message
5. 21% - On paper (handout)
6. 20% - School or District website
7. 18% - Digital displays in my school
8. 13% - Phone call or robocall
9. 12% - Social media
10. 10% - StudentVUE
11. 6% - Google Chat

TIPS (themes from survey comments)

- Include information directly in an email whenever possible. When emails link out to a PDF or Google Doc, information can't be found when students/families search their email for key words.
- 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 teacher. If they have children at the elementary level as well, it gets even more confusing.
- 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.



2022-23 Communication Guide Secondary Schools

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Secondary Families

CONTENT

1. 78% - Information about student safety incidents and precautions being taken
2. 71% - Events calendar
3. 67% - Graduation and course requirements
4. 63% - Career and college information
5. 61% - Information about extracurricular programs
6. 55% - Curriculum and educational program changes and updates
7. 52% - Timely attendance information
8. 50% - Counseling information
9. 48% - Parent involvement opportunities
10. 47% - Rationale/reasons for the decisions made by school leadership
11. 44% - Descriptions of the curriculum and instructional programs in place
12. 38% - Lunch menus and nutritional information
13. 30% - Staff profiles
14. 19% - Student profiles

FREQUENCY

1. 46% - Weekly
2. 37% - As needed
3. 11% - Once a month
4. 6% - Daily

PLATFORM

1. 89% - Email
2. 67% - Text message
3. 36% - Phone call or robocall
4. 22% - ParentVUE
5. 21% - District or school website
6. 18% - U.S. Mail
7. 18% - Schoology
8. 14% - On paper (a handout)
9. 13% - In person
10. 13% - Social media

Secondary Students

CONTENT

1. 71% - Upcoming school events
2. 66% - Information about extracurricular activities
3. 57% - Information about student safety incidents and precautions being taken by the school
4. 53% - Graduation and course requirements
5. 50% - Curriculum/program changes and updates
6. 47% - Student profiles
7. 46% - Career and college information
8. 44% - Volunteer and service opportunities
9. 43% - Lunch menus and nutritional information
10. 39% - Counseling information
11. 38% - Rationale/reasons for the decisions made by the school leadership
12. 19% - Staff profiles

FREQUENCY

1. 47% - Weekly
2. 27% - As needed
3. 13% - Once a month
4. 11% - Daily

PLATFORM

1. 92% - Email
2. 41% - In class
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4. 30% - Text message
5. 21% - On paper (handout)
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TIPS (themes from survey comments)

- Only 60% of secondary families indicated that they follow the school or District on Facebook.
- It is important to keep your school website up to date! Secondary families are more likely than elementary families to check the school website for information.