



2024-26 Communication Guide Secondary Teachers

Overview: Based on survey responses from secondary families and 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. 89% - Updates about how well their child is doing in school and how they can help them do better
2. 83% - Timely notices when their child's performance is slipping
3. 73% - Best ways to communicate with the teacher
4. 71% - Information about their child's behavior and how they get along with other students
5. 64% - Classroom events and activities
6. 55% - Homework and grading policies
7. 52% - Information about what their child is expected to learn during the school year
8. 50% - Opportunities to volunteer or be involved in the classroom or grade-level activities (field trips, special programs, etc.)
9. 29% - Descriptions of daily instructional activities and how they meet the needs of their child

FREQUENCY

1. **50% - Weekly**
2. 27% - Once a month
3. 22% - Daily

PLATFORM

1. **89% - Email**
2. **71% - Text message**
3. 31% - Phone call or robocall
4. 28% - District or school website
5. 24% - Social media
6. 23% - Through Schoology
7. 15% - On paper (a handout)
8. 13% - In person
9. 13% - Social media

Secondary Students

CONTENT

1. 64% - Updates about how they are doing in school and how they can do better
2. 54% - Information about what they are expected to learn during this school year
3. 51% - Classroom events
4. 46% - Homework and grading policies
5. 39% - Best ways to communicate with the teacher (email, phone, meetings, etc.)
6. 35% - Descriptions of daily instructional activities
7. 33% - Timely notices when their performance is slipping

FREQUENCY

1. 49% - Weekly
2. 23% - Daily
3. 15% - Once a month
4. 14% - No preference

PLATFORM

1. 78% - Email
2. 50% - In class, from my teacher or school announcements
3. 48% - Through Schoology
4. 22% - District or school website
5. 20% - On paper (a handout)
6. 15% - Digital displays in my school
7. 15% - Text message
8. 11% - Social media
9. 3% - Phone call or robocall

What secondary families want from District-level communication:

- 88% - Weather alerts/school closing
- 73% - Public events they can attend (concerts, athletic events, plays, science fairs, etc.)
- 64% - Public service announcements (vaccine clinics, RHRC, Community Education classes, etc.)
- 58% - School board updates
- 48% - District highlights and success stories
- 34% - Employment opportunities
- 21% - Alumni stories



2024-26 Communication Guide Secondary Schools

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Secondary Families

CONTENT

1. 80% - Calendar of events/meetings
2. 80% - Information about student safety incidents and precautions being taken by the school
3. 70% - Information about before/after school and extracurricular programs
4. 67% - Curriculum/educational program changes and updates
5. 56% - Career and college information
6. 56% - Information about student graduation/course requirements
7. 56% - Rationale/reasons for the decisions made by the school leadership (principal)
8. 55% - Parent/family involvement opportunities
9. 53% - Counseling information
10. 47% - Descriptions of the curriculum and instructional programs in place at the school
11. 35% - Lunch menus and nutritional information
12. 29% - Staff profiles
13. 15% - Student profiles

FREQUENCY

1. **60% - Weekly**
2. 29% - Daily
3. 11% - Once a month
4. 0% - Never

PLATFORM

1. **89% - Email**
2. **71% - Text message**
3. 31% - Phone call or robocall
4. 28% - District or school website
5. 24% - Social media
6. 23% - Through Schoology
7. 15% - On paper (a handout)
8. 13% - In person
9. 13% - Social media
10. 13% - Social media

Secondary Students

CONTENT

1. 70% - Upcoming events
2. 64% - Information about after school and extracurricular activities (Beacons, athletics, clubs, etc.)
3. 55% - Information about graduation and course requirements
4. 54% - Curriculum and educational program changes and updates
5. 52% - Career and college information
6. 50% - Volunteer and service opportunities
7. 44% - Information about student safety incidents and precautions being taken by the school
8. 43% - Lunch menus and nutritional information
9. 38% - Counseling information
10. 36% - Rationale/reasons for the decisions made by school leadership (principal)
11. 35% - Staff profiles
12. 33% - Student profiles

FREQUENCY

1. 47% - Weekly
2. 19% - Daily
3. 18% - Once a month
4. 17% - No preference

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

Staff: For ParentSquare training or support, visit the training page on the staff intranet.