Pathways to Partnership

BECS Parent Communication Guide

Staying Informed & Involved at BECS

Updated July 2026

Join us as we

SOAR

to new heights together!

Welcome to the Bromley East Charter School Parent Communication Guide!

This guide is your gateway to understanding and connecting more deeply with our school community. We've created it to show you what makes BECS a nurturing and dynamic place for your child's education.

Through these pages, we aim to enhance our partnership with you by offering clear insights and practical ways to engage with and support your child's educational journey. Let this guide be a bridge to a stronger, more collaborative relationship, enriching our community and your family's experience at BECS!

#TogetherWeSOAR!🦅

How to Use This Guide

For parents or community members, this guide offers insights into what kind of communication you can expect from BECS and involves you in your child's educational journey.

Use it to understand the channels through which you can connect with the school, participate in community activities, and how to communicate effectively with teachers and staff.

We've also included highlighted links throughout the guide that will take you to helpful website pages for more information. They'll look like this.

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Communication Platforms & Practices: What to Expect and How to Use

Digital communication tools are an important feature of our plan to create two-way communication with our families!

Mass Communication Tools & Cadence

As a proactive measure, it's important that we let you know how often you can expect communication from us (and in what form). Some platforms are used across the school, while others are teacher- or grade-specific.

For example, although you may not get a daily call or email, communication about your child will likely fall under one or each of the categories listed. **We're always striving to increase and clarify the types of communication, so please be aware that these are subject to change as events and programming arise.**

Primary Communication Tools

These are the main tools we use to share important information with our families. Some allow for two-way communication, while others are for announcements only.

1. **Emails** – *Best for ongoing updates and two-way communication*
2. **Phone Calls** – *Used for direct, personal communication*
3. **Text Blasts** – *One-way alerts mainly used for urgent or time-sensitive info*
4. **Mobile App/2-Way Chat** – *Updates & direct messaging with staff*
5. **Social Media** – *General community announcements & updates*
6. **Website** – *Page pop announcements and access important links via the Family Portal page (also, explore our programs in greater detail!)*

Reference each table below for a deeper look at *when* and *how* to use each of our primary communication tools.

1. Email	
How to Use	• **General Bromley Email:** becs@bromleyeastcs.org • **OR** the specific staff member's direct email address (refer to Staff Directory).
When to Use	• Sharing important family updates with your child(ren)'s teacher (e.g., a recent move or change in schedule). • Topics that are sensitive, private, or require more context or thoughtful explanation (e.g., academic progress, behavior concerns, general information you need).
What to Expect in Response	• Email from a teacher or staff member with an email address ending in @bromleyeastcs.org. • **Staff typically respond to emails within 24-48 business hours (Mon-Fri, 7:30 am - 4:00 pm)** after receiving the email.

🌟**Tip!**

The quickest way to access your child's teacher is by email!

2. Phone Calls	
How to Use	**Main Office Line:** (720) 685-3297
When to Use	Contact the main office for urgent issues or emergencies (e.g., pickup changes, safety concerns).
What to Expect in Response	For highly sensitive concerns that warrant a private conversation, phone calls or meetings will be scheduled—either at the request of parents/guardians or initiated by school staff when appropriate.

3. Text Blasts	
How to Use	BECS will send out "no reply" text messages with important updates. **Families are unable to respond to these messages and should use other communication methods.** **If you have questions, please reach out directly through the usual school communication channels.**
Expect to Receive Text Blasts For:	• Safety/Emergency Notifications • Heads up to check your email for an important message • Link to PNL (Weekly Parent Newsletter)

4. 2-Way Chat (Mobile App)	
How to Use	The 2-Way Chat feature can be accessed from the Bromley East website or through the mobile app. **Learn how to manage your account settings here.**
When to Use	• Staying in the loop with group/classroom announcements • Quick reminders or clarifications about class activities or events (e.g., "Can you confirm what day the project is due?") • Friendly check-ins (e.g., "Thanks again for today's conversation; we're trying that strategy at home tonight.") • Asking non-urgent, school-related questions **Please refer to page 26 for the Mobile App/2-Way Chat *Cheat Sheet*, or visit the BECS Mobile App page on our website to review complete usage guidelines.**
What to Expect in Response	Parents can use this to reach out directly to teachers. **Teachers typically respond to messages within 24-48 school hours (Mon-Fri, 7:30 am - 4:00 pm)** after receiving them.

5. Social Media	
How We Use It	**A place to celebrate our school** through photos, videos, and highlights of student and staff achievements. We also share event announcements, reminders, and stories that reflect the BECS experience.
How You Can Use It	Great for staying connected and sharing in the excitement of our community! **Not intended for back-and-forth conversations with the school** — if you have questions, please reach out directly through the usual school communication channels.

🌟**Tip!**

Be sure to like and follow us on Facebook and Instagram for the latest fun topics and happenings around BECS!

6. Website	
How We Use It	**Our website shares an even deeper look at who we are**—our story, values, and programs—and features homepage pop-ups ("page pops") for timely announcements.
How You Can Use It	Use the **Family Portal page** to quickly **access tools such as the Report an Absence form, newsletter links, the BECS Web Store, the lunch menu, the calendar, and more**—all in one place. In addition to our **mobile app**, it's your one-stop hub to stay connected with everything you need for your student(s) during the school year.

Routine School Communications (Proactive Touchpoints)

Regular push communication to keep you informed in advance.

#	Type	What to Expect	When to Expect It
1.	**Weekly Schoolwide Newsletter (PNL)**	An **email** sharing schoolwide updates, with each month featuring a weekly spotlight.	**Every Friday** after 4:00 pm
3.	**Monthly Agendas/Minutes**	**PEN**	These will be shared via **PNLs** the following week
		SAC	These will be shared via **PNLs** the following week
		Board Meetings	Accessible on the **Charter Governance page** on the BECS website
4.	**Flyers**	Paper flyers will be sent home with students as needed throughout the year. For elementary, check your student's Friday folder.	As needed throughout the year

🌟**Tip!**

Be sure our newsletters don't end up in your "junk" mail folder by keeping your email address and phone number up to date in Infinite Campus and not opting out of that messaging. Please add becs@bromleyeastcs.org and 877-679-7842 to your contacts!

Classroom-Based Apps

These tools are used at the teacher's discretion to support learning, classroom management, and occasional updates. Usage and features may vary by grade level.

App / Grades	Purpose & How It's Used	What Parents Should Know
Seesaw (K-2nd Grade)	Interactive platform used in the classroom to practice skills and complete activities on iPads. Students can draw, write, type, or record answers directly on assignments created by the teacher. Completed work is saved for review.	**Not used for parent communication.** Your child's teacher will share instructions if this tool is part of their classroom.
ClassDojo (Grades K-5)	Classroom management tool where students earn points for positive behavior and participation. Points may be tied to rewards. Teachers can also share photos, videos, quick updates, and whole-class announcements with families.	**Parents can view announcements, photos, and videos, and can send direct messages to teachers.** Your child's teacher will provide details on how rewards work in their class.

Mobile App: 2-Way Chat

The 2-Way Chat feature in the BECS mobile app was developed to enable quick, easy conversations with teachers and staff. It's not a replacement for emails and in-person meetings for more formal matters, but it's a great tool for day-to-day communications. **Here are some quick tips for using it!**

Where to find it:

- Access the chat from the BECS mobile app or through your browser here.
- **(App only)** Navigate to the Chats icon in the bottom toolbar.

What to use it for:

- Real-time communication about class events, homework, and reminders
- Group announcements from teachers or coaches to parents of a class, club, or team
- **It's not meant for casual conversations, non-school-related discussions, or private matters that require in-depth attention—those are better suited for email or scheduled meetings.**

Reminders:

- **Group Chats** can be used for general, whole-class updates, while **Direct Messages** are best for individual conversations and questions.
- You can typically **expect a chat reply in 24-48 hours on weekdays** from 7:30 am - 4:00 pm.
- All communication should be kind, respectful, professional, and aligned with BECS SOAR values.
- **All messages sent through the BECS mobile app are archived and monitored.** If you receive a message that you feel does not align with our values, you can flag it in the app and/or contact the school by phone or email.
- **For urgent needs or emergencies, please call the school directly.**

Please visit the BECS Mobile App page on our website to learn more.

Feedback Types

At BECS, we believe that feedback is an invaluable tool for growth and development. We're committed to using parent and community feedback to drive continuous improvement, ensuring our school remains responsive to our community's needs and aspirations. Below is an overview of the feedback systems in place at BECS.

Types of Feedback	Audience for Feedback	Follow Type	Timing for Feedback
All			
Parent Perception Surveys	All parents	MRA through Leader In Me Google Form Survey Community Check-Ins	Summary of results 2-4 weeks after the survey closes
Events & General Feedback	All parents	BECS General Feedback Form	Checked weekly by the Office Manager and shared with Administration. Follow up within 2 weeks.
Individual			
Individual	Individual parents	Email	24-48 business hours
Classroom	Individual parents	Parents email the teacher and follow the problem-solving process	24-48 business hours
Conferences	Individual parents	QR code to provide feedback via Google Form	Summary provided within 2-4 weeks after survey closure

BECS General Feedback Form

At Bromley, we're all about the spirit of continuous improvement! This form is where you can share your general suggestions, ideas, and feedback about your experiences with us so we can continue creating events and initiatives that uplift, empower, and inspire our community!

Share with us here: BECS General Feedback Form

Please note that these forms are NOT for resolving individual conflicts with teachers or staff. For specific concerns, please contact your child(ren)s teacher directly.

Engagement Types

So, what does engaging as a parent and student look like at BECS? Here's a peek at some of the levels of engagement you can expect at BECS.

Individual (1 to 1)	Grade Levels/Depts	Subject Areas	Whole School
Emails Class Dojo Grades on a paper Positive notes home Infinite Campus Phone calls Positive postcards Notes on grades and assignments Friday Folders (K-5)	Parent nights Student awards Student showcases 5th to 6th Grade Transition Night Kindergarten Ice Cream Social Field trip chaperones	Art & talent shows Music performances Science fair Sporting events	Back to School Night Fall & Spring Conferences

🌟**Tip!**

Take the annual school calendar and mark the PEN meetings you'd like to attend! Or transfer important dates, like conferences, to your personal calendar so you and your family are ready and don't miss opportunities to collaborate with your child(ren)'s teacher(s).

Submit Your Stories

We warmly invite you to share a testimonial or a personal anecdote that reflects your unique journey with us! It could be a community event that left a lasting impression, a PEN initiative that brought smiles and great change, or a specific experience that left a lasting, positive impression on you or your child.

Share with us here: BECS Community Testimonial

Partnering with Us

Your partnership is our greatest gift. It's at the heart of every charter application, mission, and vision. Being in an environment where parents have a voice is a gift our charter school provides to you, to us, and to your child(ren).

Parents, your role in your child(ren)'s education is the MOST important one! You are your child's first teacher. And whether you come from an academic/school background or not, you're the part that makes our jobs so great! So, what role can you play in your child(ren)'s education at BECS?

Be an Advocate

We are so lucky to be a charter here in Colorado. Our charter is founded on the principles of parent advocacy. Remember, charters start with a group of people wanting something new, something different... so they act! **If you have updates, celebrations, or ideas for us about your child, the community, the building, or area businesses, we're all ears!**

We appreciate parent partnership, which can take many forms. Many parents are busy these days. It's challenging to attend every performance, every PEN, every meeting, etc. We understand that parents are humans too! **Being a partner and advocate doesn't mean you have to show up in person to volunteer or attend every event.** Being a partner can be as simple as asking your child what their favorite part of the day was or something that surprised them. It can be a message to a teacher sharing your child's success at a soccer game. Little ways are the key to being a true champion for your child.

Give us Feedback

Have you ever heard of the phrase "You don't know what you don't know!" Well, it's true! Your feedback (good, bad, or other) is valued. When you share your good

stories, comments, calls, and talks, it helps us identify what is going well and what we should continue to invest in. Likewise, when you share your struggles, frustrations, or suggestions for improvement, we listen! We take each parent's comments to heart and have a clear communication protocol as a school to ensure the message is received, reviewed, and considered. **We can't guarantee every comment has a follow-up conversation, but KNOW we care, we hear you, and we appreciate it.** Finally, other suggestions to help us know your interests, ideas, connections, and unique perspectives. To make this the partnership we desire, your ideas are sound! *So bring them!*

Two-Way Communication is Best

School can often feel like a one-way street. That's why we made it a priority to develop a mobile app with a 2-way chat feature. Messages from the teacher, event reminders, and school updates are essential to our partnership with you. It's important to us that you know your response matters! **We take pride in reading your messages, taking your calls, and building relationships.**

Have Pride!

As a member of our BECS community, have pride in the work your child(ren) does each and every day! **Spread the word about the celebrations and growth your child experiences here at school —whether it's getting an A on a math test, reading a book, building a suspension bridge, scoring a basket, or making a new friend—celebrate!** We have pride in the fact that you've trusted us with your child!

Fostering Leadership through Leader In Me

As a Leader in Me school, we believe that all students are leaders. Likewise, this leadership extends to our belief that families also play an important role in a child's ability to see themselves as a leader of their life. **Leader in Me resources will be sent home throughout the year, filled with ideas for activities you can do as a family.**

Engaging

Engaging with BECS isn't just about volunteering—it's so much more!

Simple Ways to Engage:

- Check on academic progress
- Reinforce behavior expectations

- Make sure your child comes to school
    - *Visit the **Attendance** page on our website for key info on policies, expectations, and how to support your child's success!*
- Share the positive impact your child's teacher is having on them
- Advocate for BECS in our great community
- Connect with staff in the spirit of partnership and support

Parent Leadership

PEN (Parent Engagement Network)

Our PEN meets monthly and offers various volunteer opportunities for events. We value parent participation and even host an annual breakfast to celebrate the hard work of our PEN and volunteers! Stay connected through the PEN page on our website!

SAC (School Accountability Committee)

This group meets monthly to discuss and provide input on BECS's school goals, and it includes parents, a community member, staff, and administrators who work in partnership. Members agree to serve for multiple years. A summary of meetings can be found in the parent newsletters. Please visit the SAC page on our website or email the Principal if you're interested in learning more.

Board of Directors

This is our governing body for BECS. If you're interested in getting involved or learning more, please visit the Charter Governance page on our website, contact the Board Vice President, or email board@bromleyeastcs.org.

From Our Student/Parent Handbook:

As the parent/guardian of a student of BECS, I acknowledge that I have the primary responsibility for my child's education, and I will:

- Adhere to and support the policies and practices outlined in the Student/Parent Handbook.
- Ensure my child attends school regularly and on time, and that any assignments missed due to an excused absence are completed within the designated time frame.
- Cooperate with and respect the faculty and staff.
- Ensure that my child dresses in accordance with the dress code.
- Maintain good communication with my child's teacher(s) and read all school communications.
- Monitor my child's homework and reading assignments, provide an appropriate study environment at home, and support my child with reaching their academic goals.
- Regularly monitor my child's academic performance through Infinite Campus and Google Classroom.
- Support the school by volunteering and/or joining school committees.

By enrolling your child at Bromley East Charter School, you agree to uphold the policies outlined in this Student/Parent Handbook.

Our staff has also committed to partnering with you, our treasured families, to ensure we're all doing our best to collaborate for the benefit of our little Leaders of tomorrow!