
Parent Engagement and Communication - Part 3

— Londonderry C3 Committee —
Meeting 4pm
LHS Media Center

Re-Cap of Prior C3 Meetings on Parent Engagement

In January we looked at our own needs of wanting better parent engagement, as well as some research on parent engagement.

Take-Away: We wanted to better understand what our parents wanted from us and survey them to better understand what they would engage with us more deeply.

In March, we brought back our “school events” that had the highest parent turnout, and besides wanting to understand our parents better, we got feedback that as a system we need to communicate more consistently with parents.

Take-Away: As we strive to understand our parents better on engagement, we should also understand how they want to communicate to us, and have us communicate to them as part of this process.

Goals for Today

- 1) Review our Takeaways from EAB's "[Strategies to Engage Parents and Guardians at School Districts](#)".
 - a) Did any takeaways change our direction and approach moving forward?

- 2) Determine tangible next steps and avenues to better understand our parents around engagement and communication.
 - a) Come up with an implementation that coordinates with the School Board and Superintendent.

EAB Research

- 1) We can start with general takeaways from their research.

- 2) But I'm curious on your thoughts in a few specific areas as well:
 - a) Positive Communication versus Deficit-Focused Conversations
 - b) Strength Based Parental Engagement
 - c) Culturally Responsive Engagement
 - d) Cultural Brokers (We talked about this idea!)
 - e) Custodial Grandparents
 - f) Sample Surveys and District Communication Plans

Links to Resources in the EAB Report

[University of Washington Family Engagement Survey](#)

[Wayne County Public Schools Parent Involvement Survey](#)

[Dual Capacity Building Framework](#)

[Arlington Public Schools Family and Community Engagement](#)

Learning More About Our Parents

Here is a link to a draft [questionnaire](#) the Mental Health Committee started to work on to better understand how parents might want to engage more around Mental Health Topics.

Can we make a questionnaire that combines general engagement topics, as well as communication preferences, and only send out one?

If yes, what do we want to know more about when it comes to communication?

If yes, what do we want to know more about when it comes to general engagement topics?

Communication Options (From and To Parents)

Classroom
Teacher

School

District

Looking at these three levels, we want to better understand parent preferences around:

- 1) What Gets Communicated - At Each Level
- 2) How it Gets Communicated: Email, Autophone, Texts, Online Newsletter, Websites, Mobile App, Social Media, Hard Copies
- 3) How they communicate back to us

Tangible Next Steps

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