

Module 3: **Ongoing Communication**

What is Communication?

When communicating messages about school programs and student progress, ensure that the communication

- is _____
- is multi-layered
- uses multiple _____
- connects schools, families, students and the community.
- is an _____ process

Strategies to Communicate with Families

- Be _____
- Choose your _____ carefully
- Develop _____
- Assure parents that you will make _____ if a concern arises
- Make frequent _____ contact

Sharing Opportunities

- Letters
- _____ Messaging System
- Personal Phone Calls
- Signs, _____
- Sporting Events
- Be considerate of _____ Tech, _____ Tech, _____ Tech
- Websites, texts, social media

How often?

- Send really important information home _____ or more different ways
- The more reminders, the better!

What to share?

- _____ Programs & Progress
- Due dates for testing, _____, grades, events, _____
- Photos & videos (always ensure _____ is completed and follow school/district policies)

What do your families have access to?

- Find out _____ assessment of families at the beginning of the year-what do they have access to?
- Then you can tailor your _____ and _____ according to what the majority of your families can access

10 Realities of Social Media

1. Social media is a new way to build _____
2. Communication is no longer about you; it's about your _____
3. If you don't tell your _____, someone else will.
4. Your reputation is at stake
5. The response will most likely be _____
6. You don't have to do it all at once
7. Social media gives you the chance to stay ahead of the _____
8. It's here to stay
9. Social media helps you build community and a sense of _____
10. It takes a whole village

Know your purpose of sharing

- Match _____ of communication with the _____ of communication
- Stay on topic
- Make a plan
 - * _____
 - * _____
 - * _____ (electronic, paper/pencil, verbal)
- Revisit and follow up with the plan to ensure _____

Remember to document your communication efforts

- Date
- _____
- Person Contacted
- Content Discussed
- Keep copies of _____
- Next Steps/Follow Up

