

Wednesday, April 2nd



Parent Communication

How-To Guide



Why is Parent Communication Important?

- ✓ Strengthens school-home connections
- ✓ Boosts student performance & engagement
 - ✓ Builds trust & collaboration
 - ✓ Addresses concerns proactively
 - ✓ Encourages parental involvement

Best Practices for Parent Communication

 **Be Consistent & Clear** – Use multiple channels (email, apps, calls).
Set expectations for communication frequency.

 **Be Proactive** – Share positives before concerns. Provide regular progress updates.

 **Personalize It** – Address parents by name & mention student achievements.

 **Use Positive Language** – Keep messages simple & solution-focused.

 **Leverage Technology** – Use toddler messaging and announcements consistently.

 **Handle Difficult Talks with Care** – Stay calm, focus on solutions, and seek input.

Quick Tips & Tricks

- ✓ Start with a positive comment
- ✓ Use “I” statements to avoid blame
- ✓ End with action steps & follow-up plan
- ✓ Keep records of key conversations

If you have reached out to a parent three consecutive times and have not gotten a response, please post in your support channel so someone from parent support can reach out.