

Power Up Your Parent Communication

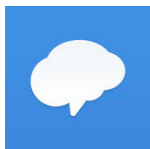
Proactive parent communication pays! But for busy teachers, keeping up can be a challenge. Thankfully, some strategies and digital tools can make things easier. For starters, engaging your parent audience in the right online space helps make follow-up conversations more informed, productive, and actionable. Including students in these conversations builds transparency and trust. Ultimately, we should give students opportunities to be accountable for their own learning.

Tips for More Proactive Parent Communication



- **Send out general updates on a consistent, predictable basis.**
 - Find a frequency that works best for you, parents, and students as soon as possible in the school year.
 - Be reasonable, let parents know what to expect, and follow through.
 - When parents have questions, redirect them to the communication resources you've already sent.
- **Find a platform that meets parents — and students — where they already are.**
 - Get to know your parent audience and find the best way to contact them.
 - Consider equity as you choose a platform or tool.
 - Engage parents on their mobile devices, and look for features, such as translation for non-English-speaking parents.
- **Empower students with opportunities to lead.**
 - Use digital tools to encourage students to lead more parent-teacher conversations.
 - When kids know that their parents and teachers are in the loop, they're more likely to take responsibility for their own learning.
 - Build trust and accountability by bringing students into more conversations with parents.

Suggested Tools



Remind

Teachers' text reminders give students — and parents — a reason to check their phones.

www.commonsense.org/education/website/remind



ParentSquare

Versatile communication tool fosters parent involvement.

www.commonsense.org/education/website/parentsquare



CLASS

Seesaw: The Learning Journal

Versatile digital portfolio appeals to teachers, students, and parents.

www.commonsense.org/education/app/seesaw-the-learning-journal