

5

COMMUNICATIONS STRATEGIES

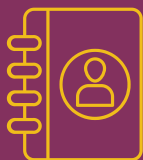
FOR PRINCIPALS TO PRACTICE **RELATIONAL** AND **MEANINGFUL** FAMILY ENGAGEMENT



1. Make **five positive phone calls** home every Friday.



2. Every 4-6 weeks, allot 10-15 minutes at the end of staff meetings for each staff member to **text five families** with academic updates.



3. Create an **old-fashioned directory** of staff names, roles, and phone numbers, and identify who is bilingual.



4. Prioritize **home visit trainings** with the goal that every staff member does at least one home visit between January and May.



5. For schools with communities of non-English speaking families, ensure that there are **interpreters** available at all events.

Adapted from Ari Gerzon-Kessler's On the Same Team: High-Leverage School-Family Partnership Practices