

Objective:

Increase parent support, understanding and feedback through bi-weekly communications.

Strategy	Tactics/Tools	Evaluation	Date(s)
1. Send focused messages, according to timeline, offering summary of where we have been, statement on immediate work and look at next steps.	eNews email messages	Blackboard statistics	April 27, 2018
2. Include three-question survey with each eNews message. Q1: Does this communication provide valuable information about (TOPIC)? Q2: Do you believe the district is moving in the right direction with (TOPIC)? Q3: Open-ended suggestions/feedback.	eNews, Qualtrics	Individual surveys for each message, allowing for easy comparison on progress Qualitative Quantitative	Created by April 24, 2018*
3. Administrators visit classrooms informally or in the context of Professional Learning Networks to gather observations (including photos) to share with stakeholders.	PLN	Qualitative	April 30, 2018
4. Staff meetings or principal communications to staff to share detailed feedback from parents on curriculum implementation.	Email, in-person meetings	Qualitative	April 30, 2018
5. Increase awareness of district eNews system through teacher communications and website or other appropriate avenue directly reaching parent.	Website, teacher communications	Blackboard reporting, Quantitative	Written by April 24, 2018*
6. Provide timeline in communications and on website page.	Website, eNews	N/A	April 30, 2018
7. In person meetings with the Superintendent, Curriculum department or other key educators.	In-person meetings, email, phone calls	Qualitative analysis from the meetings	Ongoing May 15- June 5, 2018
8. Researching simple survey for students and staff to take, offering insight into progress from student and staff perspective. Details of survey findings to be shared with parents.	Survey platform	Survey results Qualitative Quantitative	April 27, 2018

* Distribution contingent upon #1.