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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactics/Tools</th>
<th>Evaluation</th>
<th>Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Send focused messages, according to timeline, offering summary of where we have been, statement on immediate work and look at next steps.</td>
<td>eNews email messages</td>
<td>Blackboard statistics</td>
<td>April 27, 2018</td>
</tr>
</tbody>
</table>
| 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.