

# Module 3: **Ongoing Communication**

---

## **What is Communication?**

When communicating messages about school programs and student progress, ensure that the communication

- is \_\_\_\_\_
- is multi-layered
- uses multiple \_\_\_\_\_
- connects schools, families, students and the community.
- is an \_\_\_\_\_ process

## **Strategies to Communicate with Families**

- Be \_\_\_\_\_
- Choose your \_\_\_\_\_ carefully
- Develop \_\_\_\_\_
- Assure parents that you will make \_\_\_\_\_ if a concern arises
- Make frequent \_\_\_\_\_ contact

## **Sharing Opportunities**

- Letters
- \_\_\_\_\_ Messaging System
- Personal Phone Calls
- Signs, \_\_\_\_\_
- Sporting Events
- Be considerate of \_\_\_\_\_ Tech, \_\_\_\_\_ Tech, \_\_\_\_\_ Tech
- Websites, texts, social media

## **How often?**

- Send really important information home \_\_\_\_\_ or more different ways
- The more reminders, the better!

## What to share?

- \_\_\_\_\_ Programs & Progress
- Due dates for testing, \_\_\_\_\_, grades, events, \_\_\_\_\_
- Photos & videos (always ensure \_\_\_\_\_ is completed and follow school/district policies)

## What do your families have access to?

- Find out \_\_\_\_\_ assessment of families at the beginning of the year-what do they have access to?
- Then you can tailor your \_\_\_\_\_ and \_\_\_\_\_ according to what the majority of your families can access

## 10 Realities of Social Media

1. Social media is a new way to build \_\_\_\_\_
2. Communication is no longer about you; it's about your \_\_\_\_\_
3. If you don't tell your \_\_\_\_\_, someone else will.
4. Your reputation is at stake
5. The response will most likely be \_\_\_\_\_
6. You don't have to do it all at once
7. Social media gives you the chance to stay ahead of the \_\_\_\_\_
8. It's here to stay
9. Social media helps you build community and a sense of \_\_\_\_\_
10. It takes a whole village

## Know your purpose of sharing

- Match \_\_\_\_\_ of communication with the \_\_\_\_\_ of communication
- Stay on topic
- Make a plan
  - \* \_\_\_\_\_
  - \* \_\_\_\_\_
  - \* \_\_\_\_\_ (electronic, paper/pencil, verbal)
- Revisit and follow up with the plan to ensure \_\_\_\_\_

## **Remember to document your communication efforts**

- Date
- \_\_\_\_\_
- Person Contacted
- Content Discussed
- Keep copies of \_\_\_\_\_
- Next Steps/Follow Up



# Certificate of Completion

is hereby granted to

---

Signature

to certify that he/she has completed

## Engaging All Families Module 3: Ongoing Communication

Date: \_\_\_\_\_

Professional Learning Hours: \_\_\_\_\_

*This certificate is not valid unless it is accompanied by the completed Module 3 Listening Guide and Take Five.*

