

Communicate progress conveniently for parents

Using Renweb and newsletters for progress and upcoming assignments

*"..Yet ah! why should they know their fate?
Since sorrow never comes too late,
And happiness too swiftly flies.
Thought would destroy their paradise.
No more; where ignorance is bliss,
'Tis folly to be wise."*

Thomas Gray
"Ode on a Distant Prospect of Eton College"

*"I challenge you to find a single parent who believes this should apply
to not knowing their child's progress throughout
a school term."*

Carol Tilstra Nash

Create a system parents can rely on for sharing progress and upcoming assignments

What makes student progress communication convenient for parents?

Make it dependable and timely

Choose jointly and have each teacher pledge that he/she will update Renweb by ____ p.m. on _____ each week.

Why?

- Because parents will be able to check Renweb once per week for all grade levels and classes.
- Because parents will be able to hold their child accountable since they will now know the information is up to date and the missing assignment is not just because "the teacher hasn't graded it yet."

Make it useful

Choose jointly and have each teacher pledge to use your weekly school newsletter and/or the "homework" section of Renweb to outline homework assignments (basic expectations, due date, interim due dates for components of the assignment). This is essential for larger, long-term assignments. A+ work for publishing all assignments.

Put yourself in your parents' shoes. Would you rather learn about an assignment when your child has missed it and a zero shows up in Renweb for it two weeks after the fact OR when it is assigned and the deadline is still in the future?

Some fortunate parents have children who never forget an assignment or lose the page describing it, who know how to work on bite-sized pieces of long-term projects, and who are independently able to access a city library and/or the internet. But other parents are trying to help their children learn those skills or coordinate that access. To find out about a forgotten report on a 200-page book, or a science fair experiment and display, or a five-page research paper three days before it is due is disheartening for parents--and chips away at their satisfaction with your school overall.

Make your commitment known

Tell your parents now how they can look up their children's progress, when each week Renweb will be updated and where they can see upcoming assignments.

I suggest you frame this announcement thusly: Research tells us that kids do better in school when parents and teachers work together as a team. As a school, we are committed to that teamwork. On our end, we will commit to _____. And we ask that you commit to reading the weekly newsletter so you know what your child is working each this week and checking your student's progress in Renweb each week.

You will need to remind them of all this (creatively and with different words) at least monthly in your school newsletter. And you should plan to include this information in your Back to School event next fall.

Delegating:

You can, and should, delegate to each teacher keeping Renweb updated weekly by the date and time your team decides, as well as listing upcoming assignments through the channel your team decides.

Binder tab: September

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?