
Model good communication

Improving communication with parents

“The single biggest problem in communication is the illusion that it has taken place.”

Attributed to:
George Bernard Shaw

This week's message isn't an item to add to your to do list--I know you have plenty of those already at this time of year. It's a concept I'd like you to ponder over Christmas break.

Knowing what is going on, when, where and why is an important component for people to feel they are part of a group. We are learning (through many school surveys) that parents who feel they are part of the school community are more satisfied with the school overall, and thus more likely to stay.

So how do we ensure parents know what is going on? A [weekly parent newsletter](#) is one key. You can simplify this by using a [template](#) (read past the proofreading rant--although that is important too). Let me know if you'd like me to set up a templated specifically for your school. There is a generic template and other tips in the "ongoing tasks" section of [Marketing Corner](#) online.

But good communication with parents is also based on the personal interactions between parents and teachers. Every school community has it's own quirks in how teachers and parents and principals typically interact--some healthy, some not so much.

So instead of trying to make specific recommendations, I am challenging you to make these questions the focus of prayer and thought over Christmas break.

1. Am I clear, comprehensive and concise in my communication with teachers and parents?
2. Do I provide all the information teachers and parents would like to know about school events and expectations so they can plan well in advance?
3. Is there someone in my community who could help me with this, either by taking on communication tasks or, at least, by telling me honestly where our school is succeeding and where we need to improve?

Delegating:

Sorry, you need to do this thinking and praying yourself

Binder tab: In front of the January tab, with the other ongoing tasks

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?