

A woman with dark hair tied back, smiling and looking at a laptop screen. Her hand is on the keyboard.

REACHING EVERY PARENT DURING REMOTE LEARNING

BEST PRACTICES

Unexpected moves toward remote instruction place an even greater emphasis on reaching ALL parents. SchoolStatus is here to help.

As you navigate these new waters, meaningful communication will help you build relationships with each stakeholder that reinforce your school culture and climate.

PEOPLE SEEK CONNECTION IN TIMES OF UNCERTAINTY

BEST PRACTICES

- **Find a way to reach parents that does not require them to have a smartphone, wifi, or download an app.** Reaching every parent during this time is crucial for maintaining relationships and providing consistency in learning. Calls and texts should go directly to their phones- not an app they may or may not download.
- **Record and organize your parent communication.** Call and text logs are going to be very important to meet compliance requirements for changing IEP's and in the event of an audit. If you can record conversations, and keep communication records, you'll be more prepared on the other side.
- **Be mindful of changes in stakeholders.** As schedules shift and students stay with extended family members, you may need to update your preferred contacts to maintain connection. Ask parents if there are other people who should be receiving your communications in the short term.
- **Categorize your communication.** Think of your communication with parents in categories: informational, relationship building, and emergency. Each type of communication has a different goal. Mass messages don't build relationships like one-to-one conversations do. If you can send informational communications to your entire class at once, you'll save yourself some time. Build relationships with personal, one-on-one messages from there.
- **Set aside time in your day for increased communication with parents.** Parents who may have only texted previously may now want to talk on the phone for clarification or just to connect. Set aside time in your day for increased communication with parents.
- **Maintain some control over your schedule by setting office hours when parents can reach you.** Communicate to parents that you'll be available to talk on the phone between certain hours of the day. Not only will it give you some control over your time, it will also give parents a sense of security knowing that they can reach you.