



Tool: Map Your Family-School Communication Technologies

Throughout the year, schools use a variety of communication channels to share high volumes of information with families. Much of this information is vital, including everything from academic progress to emergency updates and news about student health. However, families often feel overwhelmed by the school's frequent outreach and unsure of where they can find the critical information they are looking for amongst the school's various platforms.

While school systems should work towards a streamlined approach to family-school communication, it can take time to create and effectively manage an overarching strategy. In the meantime, communities can use this tool to offer families one clear resource that will guide them to your different information outlets. School administrators and staff should complete the following template and distribute it to the community.

Instructions for Using This Tool

At the start of the new school year, set aside some time at a staff meeting or training to discuss your communication strategy and itemize your communication platforms.

The following mapping tool provides a place for you to share your school's commitment to family-school communication as agreed upon by you and your staff. This commitment statement should be one that can be easily understood by the average parent, so there is a mutual understanding of what both families and educators can expect throughout the school year.

In each row, indicate how families can access the type of information listed. When filling this out, keep in mind the various technical capabilities available through the communication platforms your school uses. In the "where can I find this information?" column, provide links to the websites and platforms used in your school community, so families can easily access them from the communication mapping tool.

Examples of communication outlets you might list include the district and school websites, text messaging numbers, messaging via a mobile app, robocalls or phone calls, mail or take home flyers, or your social media pages.

School Communication Channels

Type of Information	Where can I find this information?
Attendance Alerts	
Student Grade Updates	
Student Assignment Updates/Reminders	
Classroom-Specific Updates	
Parent-Teacher Direct Messaging	
Permission Slips/ Other Documentation	
Transportation Updates (bus, carpool, etc.)	
Weather Alerts	
Request for Volunteers	
Event Announcements/Reminders	
PTA Information (insert contact info for your PTA/PTSA)	
School-Wide Emergency Alerts	
School-Wide News/Updates	
District-wide Emergency Alerts	
District-Wide News/Updates	