

# ONGOING COMMUNICATION

# BEST PRACTICES

Strong relationships between educators and families are built over time. One successful welcome call or home visit may lay the foundations of trust, but it is through ongoing communication and shared power that trust is sustained, relationships are maintained, and families have the tools they need to play [The Five Roles](#) that accelerate student learning. Ongoing communication can take many forms – emails, phone calls, text messages, classroom management apps (e.g., ClassDojo, Remind, etc.), notes sent home, and more – and should incorporate a few key components. **Ongoing Communication should be:**



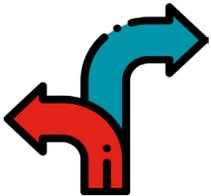
## POSITIVE

- Use positive interactions to build goodwill, rapport, trust, and to show you care for your students beyond academic or behavior concerns.
- Maintain a good balance of positive and constructive feedback when communicating with families.



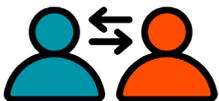
## FREQUENT + CONSISTENT

- Keep families up to date on what's happening in the classroom and with their student.
- Families should know when/how to expect communication from you, this is especially important in early days to build trust and reliability.



## DIFFERENTIATED

- Ask the family's preferences around communication and follow them!
  - If they don't have a preference, offer yours and ask how that works for them.
- Utilize translation resources to ensure your communication is in the language families prefer.



## TWO-WAY

- Communication should include an opportunity for engagement or response.
  - Families may choose not to respond, but they should be given the opportunity to engage.
- If/when families give you feedback, incorporate that into your communication with them.

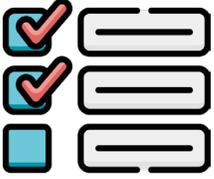


## STUDENT-CENTERED

- Focus on the student themselves, not just logistics or the class as a whole.
- Be specific! Don't just say, "It was a good day" — give reasons (and where appropriate, photos) that illustrate how/why it was good.

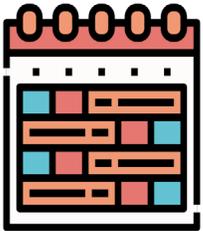
# INCORPORATING ONGOING COMMUNICATION INTO YOUR PRACTICE

Relationships and trust take work to build, and a key aspect of that process is ongoing communication. Here are some tips and tricks for making ongoing communication with your families an intentional part of your family engagement practice:



## REACH OUT TO FAMILIES AS PART OF YOUR DAILY TASKS

- Each day, select a few families and send them a message/email/note (based on their communication preferences).
- Remember, these messages should be specific to each student, not a regular newsletter or about the class as a whole!



## ESTABLISH A REGULAR CADENCE OF COMMUNICATION WITH FAMILIES IN YOUR CLASSROOM

- Keep communication frequent and consistent by setting a rough schedule of how often families will hear from you, and keep to that schedule!



## REGULARLY REFLECT ON HOW AND WHEN YOU'RE COMMUNICATING WITH FAMILIES.

- Ask yourself if you have an established method of two-way communication with the family, when you last proactively communicated with them, and if you have a trusting relationship with them.
- Identify the families that are most unreached or need additional attention and create a specific communication plan for those families.

## WANT MORE RESOURCES?

Visit our website at [www.FlamboyanFoundation.org/Resources](http://www.FlamboyanFoundation.org/Resources) to access our free resource library.