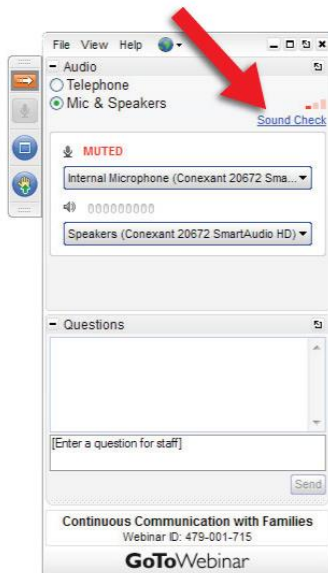


Welcome!

Continuous Communication with Families will begin shortly.

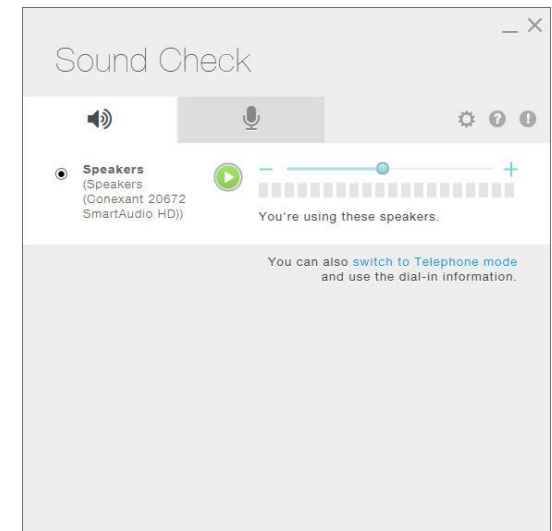
While you are waiting, please ensure your sound is configured properly.



Press the Sound Check
Button on your control panel.

THEN

Press the green button to
perform the sound check.
If you are having trouble,
try telephone mode.



Continuous Communication with Families

Presenter: Jason Clay, Communications Specialist

Topics:

1. Best Practices for Good Communication
2. Suggestions for Classroom Communications Platforms



Jason Clay

Communications Specialist
Parent Engagement Program

- Graduate of Shiloh High School in Gwinnett County
- Bachelor of Fine Arts (Art) Degree from Valdosta State University.
- 16 Years in Graphic Design and Communications.



2016 Georgia Family
Engagement Conference

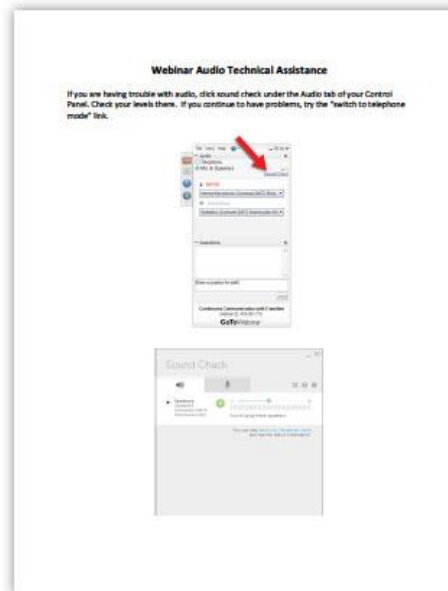


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"Kid Superintendent" Videos

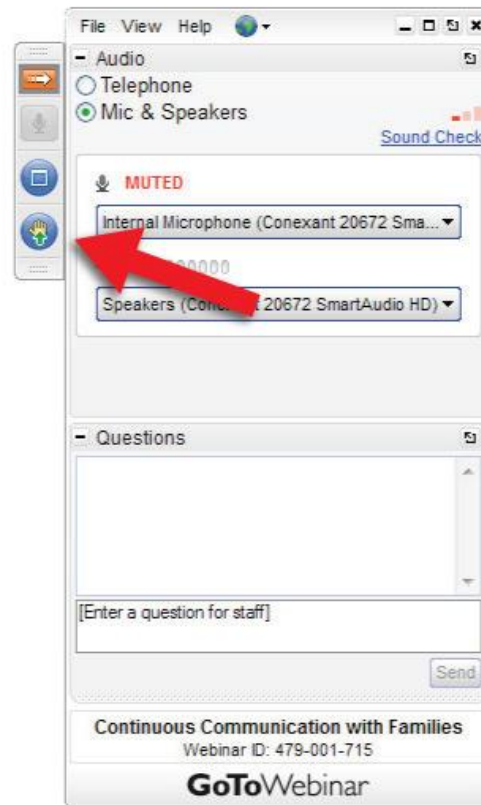
If you are having audio difficulties, see the Webinar Audio Technical Assistance document under the handouts section of the control panel for help.



Locate the hand icon on your control panel.



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Raise your hand if you have
attended a webinar before.



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Raise your hand if you have attended
a Parent Engagement Program
webinar before.



The image shows a thumbnail of a form titled "SMART Professional Development Goal" from GaDOE. The form includes a header with the GaDOE logo and the text "Georgia Department of Education". Below the header, it says "SMART Professional Development Goal" and "Quality & Innovation Initiatives & Initiatives of the Future". The form has several sections for input, including a table for "Name", "Title", and "Area of Professional Development". There are also sections for "Goal Statement", "SMART Goal", and "SMART Goal" with sub-sections for "Number of Weeks/Year", "Start/End Date", and "Priority". At the bottom, it says "©2014 State System Board - All Rights Reserved. Design: Education Design Group - www.gadoe.org".

SMART Goal Professional Development Form



GaDOE
Georgia Department of Education
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Professional Development Form
Date: _____
Name: _____
Focus of Professional Development: _____

Today, I understand that email services are a better option for communication.

Date:	8/30/2016
Name:	Jason Clay
Focus of Professional Development:	Email Communication

Today, I understand that email services are a better option for communication.



GaDOE
Georgia Department of Education

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SMART Professional Development Goal
Write a SMART professional development goal.

Name: _____
Title: _____
School: _____
District: _____

My goal is: _____

SMART goal: _____

Number of days per week: _____

How long each day: _____

Reminders: _____

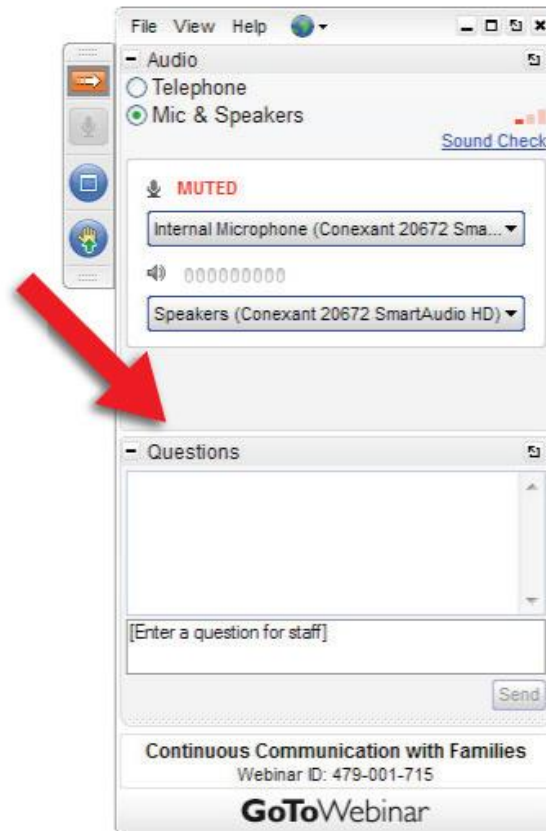
©2014 State System Board of Regents. All rights reserved. This document is for informational purposes only.

In 90 days, I want to learn how to customize an email template and send it to parents.

To reach my goal, I will Research how templates work, practice using templates.

- Number of days per week: 2
- How long each day: 1/2 hr.
- Reminders: Computer Calendar Notifications.

Locate the Questions box.



Continuous Communication with Families

Presenter: Jason Clay, Communications Specialist

Topics:

1. Best Practices for Good Communication
2. Suggestions for Classroom Communications Platforms



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What is Communication?

- Initiate, Maintain, and Build Relationships
- Trust

Questions to ask yourself

- What is the purpose of the message?
- Does it serve the purpose well?
- Relevant?
- Reader-friendly?



Questions to ask yourself

- Delivered in a timely manner?
- Is it delivered reliably?
- Feedback mechanism?





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What about the Law?

What about the Law?



Parent Engagement Handbook
page 20

What about the Law?



- Engage with them
- Inform them
- Seek their input
- Build trust



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What is the purpose of your communication?

- Does it advance Academic Excellence?
- What do you want to communicate?
- Are you sending an invitation?



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What is the purpose of your communication?

- Posting STEM Activities?
- Sharing Photos?
- Texting a Reminder?



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What is the purpose of your communication?

“Join us for the Input Meeting this Thursday!”



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Is Your Message Relevant to Parents?

- Relevant Length
- Relevant Content

Reader-Friendly Format

- No More than 3 Blurbs
- If you don't give anything any priority, *there is no priority.*
- Images and photos



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INPUT MEETING
Thursday, April 13, 2017 • 7:30 p.m.

Questions?



Timely Messaging





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In-Depth
Information posted
to website

1 month out



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In-Depth
Information posted
to website

1 month out



Social Media
Email
Printed Media
refer to website



In-Depth
Information posted
to website

1 month out

Social Media
Email
Printed Media
refer to website

Updated
messages

Two weeks out

Last reminder
by Social Media
and Text.

One day before

In-Depth
Information posted
to website

1 month out

Social Media
Email
Printed Media
refer to website

Updated
messages

Two weeks out

Last reminder
by Social Media
and Text.

One day before

**Input
Meeting**

Integrated Media and Branding

Email Notifications



Website



Facebook Feed



Twitter Feed

Feedback on your Communications



Questions?





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Be willing to change



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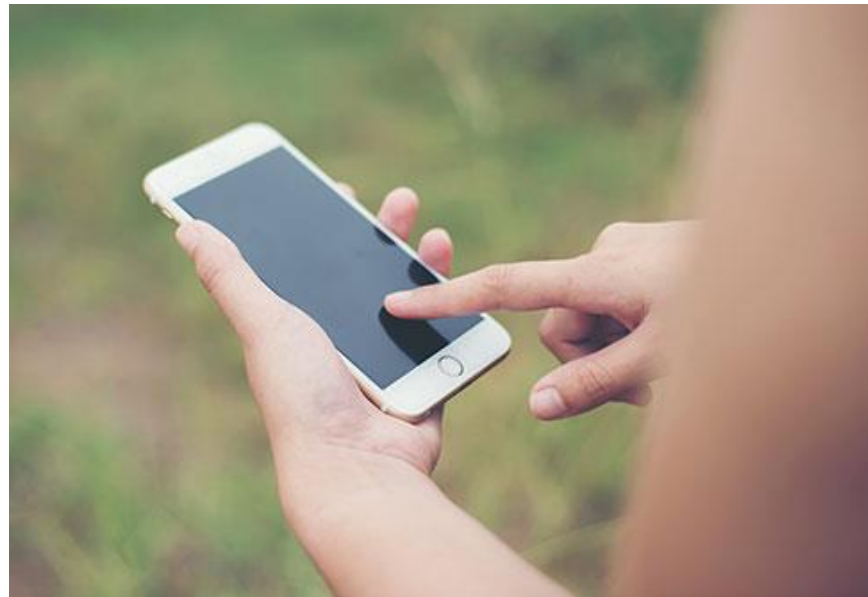
Communication Tools and Platforms

Email

- Webmail and Email Applications
- Email Marketing Services



Texting/Messaging Services



Texting/Messaging Services

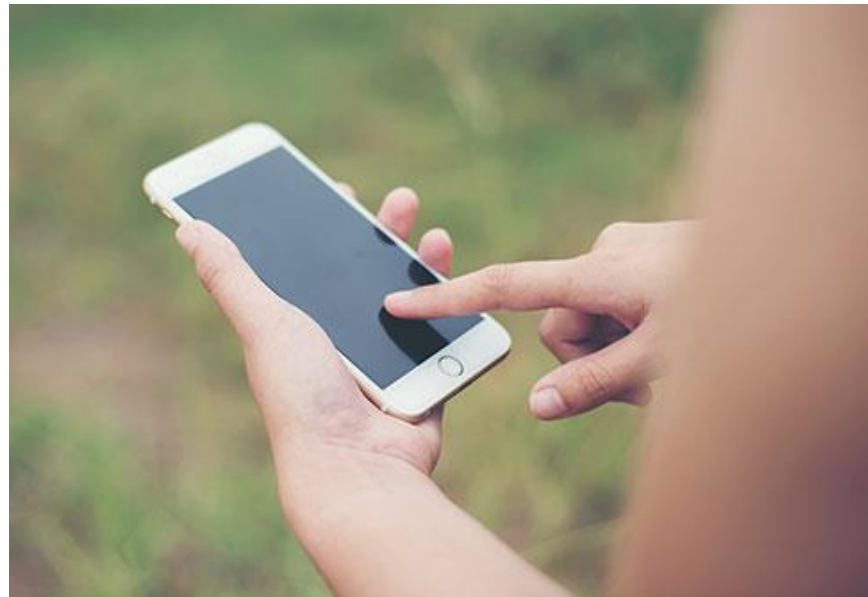


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The screenshot shows the Harvard Family Research Project website. At the top, there is a navigation bar with links for Home, Research Areas, Publications & Resources, HFRP News, and About HFRP. The main content area features a research digest article from March 2016. The article title is "Mobile Technology and Family Engagement: Texting Intervention Increases Head Start Parents' Engagement in Parent-Child Activities" by Lisa B. Hurwitz, Alexis R. Lauricella, Ann Hanson, Anthony Raden, and Ellen Wartella. The article is part of the "Family Involvement Research Digests" series. On the left side, there is a sidebar with a "PUBLICATIONS & RESOURCES" section containing links for Search Publications, Browse Our Publications, Publications Series, and Copyright and Reprint Permissions. Below this is a "Sign up" button for the latest news and publications. At the bottom left, there are options for text size (Large, Normal, Small), a print button, a "Send to a friend" button, and social media sharing options (Share, Follow Us on Twitter, RSS, and Facebook). On the right side of the article, there is an "Article Information" section with links for Full Text (HTML), More about this series, Request reprint permission, How to cite, and Download Acrobat. Below that is a "Related Resources" section with links to "FINE Newsletter: Making It Real—Connected Learning in the Digital Age" and "FINE Newsletter: How Families Can Enrich Digital".

[Click Here](#)

Texting/Messaging Services



Printed Materials



Word of Mouth



Questions?





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Family Engagement Month



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Join Us for Our Next Webinar

“Piecing Together the Partnership Puzzle”
Wednesday, September 7, at 9:30 a.m.

[Click here to register.](#)

Thank you!



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Jason Clay

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Twitter

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