

Welcoming Environment Communication Review

School: ABC ES

Date: June 24, 2014

Area being rated:	Comments/Suggestions
SCHOOL COMMUNICATION	
<p>1. Overall aesthetic look and format of the communication. Communication is attractive and welcoming for families.</p>	<p>+ Good and plentiful information Very helpful details if you speak English Letterhead is very clean</p> <p>Δ Since the population has a considerable Hispanic population, I didn't see information also in Spanish Could use some bullets for shorter spurts of information Also could use a bit of creative design to attract attention Halloween Parade flyer is very text heavy and busy—loses parents and important information is lost Font is a little small in welcome packet—makes information seem overwhelming</p>
<p>2. Content of communication (two way, parent friendly, brief, clear, carefully proofread and translated as appropriate, reflects schools population)</p>	<p>+ Most articles are brief which is great for busy parents Tweets are very good at providing the most important information (who, what, where, when, why) Tweets include more than just updates but also articles and highlights Tweets are positive in tone—fosters good relationship between home and school Connect Ed messages are appropriate length and have good content/purposes—reminders/updates/thank yous, etc.—insinuates that parents are always on the same page Welcome packet has great content</p> <p>Δ Check for spelling errors—busses? Some content seems to generic—consider being more specific Letters about sensitive issues (i.e. Mr. Sussman) good that is short and sweet but could be less formal Welcome packet seems a bit overwhelming—is there a way to organize it better? Table of contents? Bullets?</p>

<p>3. Variety of methods (newsletters, phone calls, emails, websites, notices, one-on one meetings, social networking)</p>	<p>+ Very thorough and good use of all types of methods Creative to use twitter—suggests that you have thought of your audience and the ways they like to receive communication Really like “6 Ways to Stay Informed” so parents know what to expect and the names of communications (Eaglet, Connect Ed, Communication from the Administration)</p> <p>Δ How does the “6 Ways” sheet get to parents? Does it go out more than once? “6 ways” sheet could use more detail—PTA meeting address doesn’t have city, doesn’t specify when Connect Ed Calls are made</p>
<p>4. Frequency of communication.</p>	<p>+ It is clear that Beverly Farms parents are informed frequently and right away</p> <p>Δ Would like to see more often communication about students, parents, and teachers Connect Ed calls seem to be too frequent—perhaps send one every Sunday night so parents look forward to the weekly update?</p>
<p>5. Communication is up-to-date, accurate, and prompt.</p>	<p>+ Yes- especially via twitter and connect ed—it seems every time there is an important message, parents get it Information is very relevant to the timely (back to school info in August for example)</p> <p>Δ Would like to see more use of twitter—great opportunity and vehicle for instant school information- tweet at least once a day—a highlight or event?</p>
<p>6. School’s website (user friendly, updated regularly)</p>	<p>+ Nice front page Easy to navigate Has most important information up top (Principal, AP, school hours, office hours, address) Left menu bar very easy to navigate and displays relevant information Calendar is great but seems empty in December. Great MCPS links on homepage Colors and main graphic are aesthetically pleasing</p> <p>Δ How often do you update the website? Consider emphasizing information in more exciting way i.e. mission, vision on about us page Put more pictures on the website—of students, administration, staff Font is a little small Homepage could be more exciting and updated with more specific and current info—lots of info</p>

	<p>on home page is general (i.e. check Lost and Found)</p> <p>Consider highlighting what students are up to (school play, curriculum, clubs)</p> <p>Highlight the “Communication from the Administration” better- maybe add “click here”</p>
<p>7. Articles in the school newsletter and on the web (i.e. discuss what students are doing in class and include tips on helping at home, what teachers are using in class, show data, school improvements.</p>	<p>+ For the most part, very informative</p> <p>I liked “Writing Our Way to Success” and explaining that you are using Ruth Culham’s 6+1 Traits of Writing—this is very concrete</p> <p>Articles by principal appropriate length</p> <p>I like “Lessons from Geese” but can you set the context better—seems randomly placed</p> <p>Good to have important dates on the update from the administration—add to calendar on website</p> <p>Δ Needs a little more pizzazz!</p> <p>Make tone of articles/communication a little more excited –especially welcome back letter to set the tone</p> <p>Articles sometimes a bit wordy—what about something to share each month?</p> <p>Do you send home newsletter as well as having it online?</p>
<p>8. Communication promotes upcoming events and workshops for parents.</p>	<p>+Yes- in communication from the administration</p> <p>Δ Didn’t see much for parents</p> <p>They just have a calendar—consider other ways to prominently display events -</p>

Other comments:

- In general, pay attention to wordiness
- Highlight dates more prominently
- Overall, give communication more excitement and jazz
- Proofread letters home and other communications for spelling, grammar, and typos