ParentSquare

How Is Your School Doing in Terms of Contactability?

The pandemic has highlighted the challenges behind reaching parents and families, proving now, more than ever before, that schools need an effective communications flow to ensure all students succeed.

Can you answer "Yes" to the following questions?

		YES	NO
1.	Do you know who is receiving and engaging with your school communications and who is not?	☐	☐
2.	Are your communications helping your school reach its equity goals by reaching every family?	☐	☐
3.	Can you communicate effectively with all ELL families in their preferred language?	☐	☐
4.	Do you have insight into parents' preferred mode of communication, so you can send them important school messaging where they're most likely to see it and engage?	☐	☐
5.	Do parents have a way to update their contact information *without* contacting a database administrator?	☐	☐

If you answered "Yes" to each of these questions, congratulations! It sounds like your school has all the tools in place to promote high contactability rates, which directly impacts parent engagement. If you couldn't answer "Yes" to all five questions, then it's likely there are gaps in your communications flow keeping your school from reaching every family.

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# Improving Your Contactability: Things to Consider

1. Administrative Oversight

Without administrative oversight into who is receiving and engaging with your school communications and who is not, it is nearly impossible to know if your school-home comms efforts are successful.

2. Engaging Hard-to-Reach Families

Equitable communications means reaching 100% of your families! While it may require out-of-the-box thinking, it's vital schools make equity a priority during the pandemic and beyond to ensure all students have a chance to succeed.
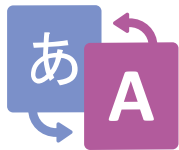
3. Language Translation

Translating documents for ELL parents can be costly and time-consuming. Furthermore, finding in-person translators to accommodate various languages can be challenging for schools to source.

4. Reaching Parents Where They Are

Reaching parents through their preferred mode of communication is key to ensuring optimal contactability and engagement. Does your school effectively use the following comms channels such as: email, app, text, and voice message? Can you send forms, permission slips, and surveys via text and app, *not* just email?

5. Contact Data Management
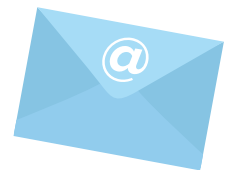
555-555-1234

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Parents shouldn't have to chase the school to get simple contact information —such as preferred email addresses and phone numbers—updated. Giving parents control over basic contact data saves everyone time.

ParentSquare is an all-in-one, secure, two-way communication platform that engages all families, regardless of language or socioeconomic barriers. By enabling easy parent involvement and staff collaboration, ParentSquare builds school communities, enhancing student learning and success.

Book a free, no-obligation consultation to learn more.