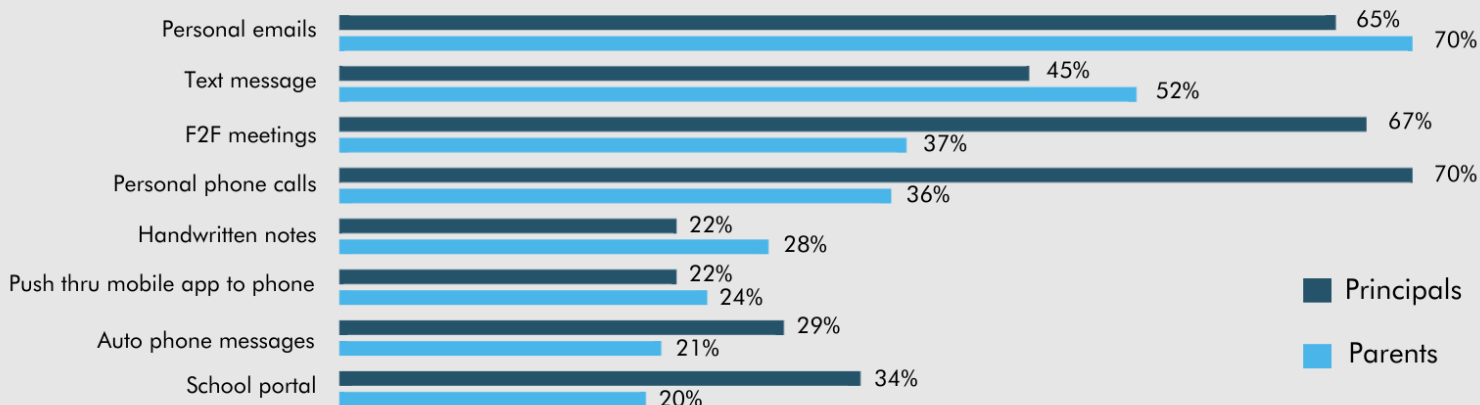


# School-to-Home Communications

Most effective tools for parent communications & engagement

More than 29,000 parents shared their opinions via Speak Up 2016

## Parents & Principals Differ on the Most Effective Forms of Teacher-to-Parent Communications



**Parents & principals agree on top 2 most effective forms of school/district-to-home communications:**



Email and auto phone messages

**Take Note:** Elementary school parents (45%) are more interested in face-to-face (F2F) meetings than high school parents (30%).



**Big disconnect though on website and social media effectiveness:**

While more than half of principals said Facebook is effective; just 24% of parents agreed.



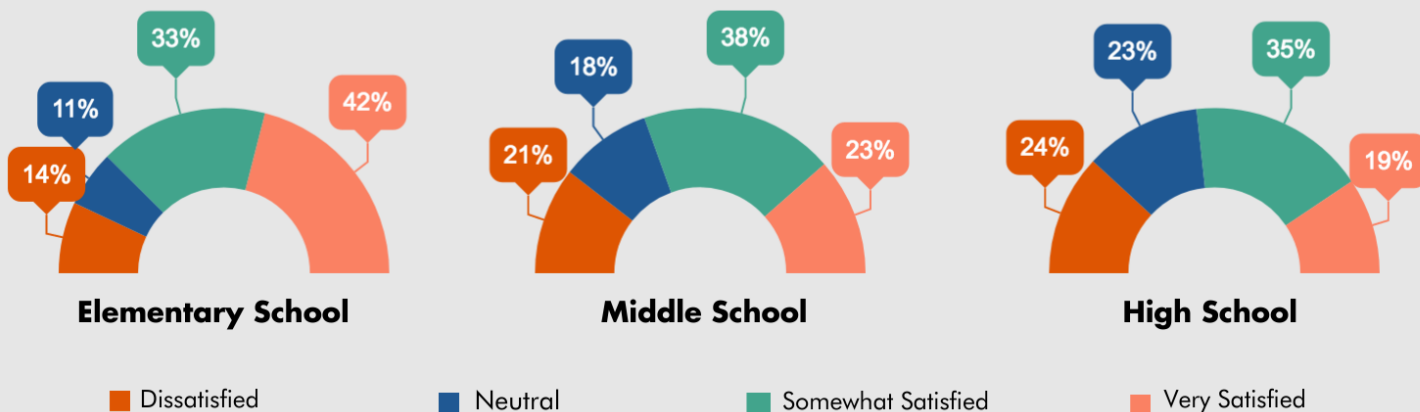
Nearly half of principals said websites are effective for teacher communications; just 19% of parents agreed.

Tech-savvy parents favor digital communications by almost 2:1 compared to parents with beginner tech skills.



There is no differences in parents' interest in using text messages for communications by demographics or grade of child in school.

**While 66% of parents are satisfied with teacher to home communications, there are big differences by grade levels.**



Source: Speak Up Research Project for Digital Learning, 2016 Findings - the results of the authentic, unfiltered views of 514,351 K-12 students, parents, and educators from around the world, including 29,309 parents. Speak Up is an annual research initiative of Project Tomorrow, a global nonprofit organization. Learn more about Speak Up and other research findings from Project Tomorrow at tomorrow.org.

