

ENGAGING PARENTS IN THEIR CHILD'S EDUCATION THROUGH EFFECTIVE COMMUNICATIONS



54%
of parents agree

"Our local school provides effective ways for me to be engaged in my child's learning life at school."

Satisfaction

Majority of parents are **satisfied** with school to home communications

79%



Information about school closures or new learning formats

69%



General school information and news

69%



Health alerts and wellness information

59%



Crisis alerts and announcements

58%



Teacher communication about individual student progress

Preferences for communication and engagement tools **differ** by the topic and message of the outreach

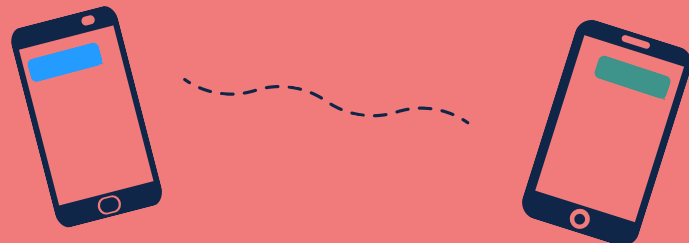
Communication Preferences

Parents identify their preferences for best communication tools

Information about school closures or new learning formats	General school information and news	Health alerts and wellness information	Crisis alerts and announcements	Teacher communication about individual student progress
61% general email blasts	74% general email blasts	52% general email blasts	69% Texts sent to parents' devices	81% Face-to-face meetings
53% updates on school and district website	71% online newsletters	52% Texts sent to parents' devices	56% Auto phone message broadcast	79% Personal email
	70% social media posts			78% Personal phone calls
	62% twitter posts			73% Online meetings via Zoom or Google
	58% mobile app announcement			63% Two-way messaging apps
				53% Text sent to parents' devices

40%

of teachers say they are already using **text messaging** to communicate with parents of their students

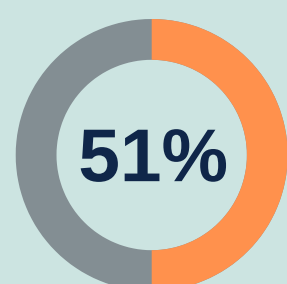


- 52% elementary schools teachers
- 32% middle and high school teachers
- 46% of teachers in urban schools
- 33% of teachers in suburban schools

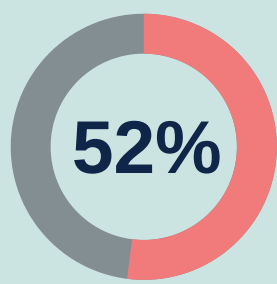
Digital Tools

If parents and teachers were designing a **new school**, they would include

Tools to facilitate parent-teacher communication

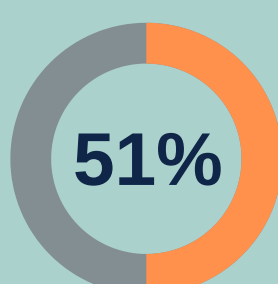


parents

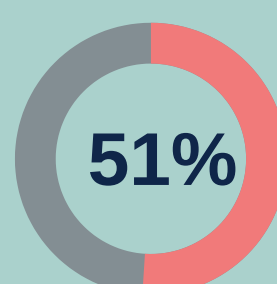


teachers

Tools to facilitate student-teacher communication



parents



teachers

SOURCE: Speak Up 2020-21 Research Project Findings - the results of the authentic, unfiltered views of 50,000 K-12 students, parents and educators collected from September 2020 through May 2021. Speak Up is an annual research initiative of Project Tomorrow. Learn more about Speak Up and other research findings from Project Tomorrow at tomorrow.org .

Project Tomorrow salutes the following innovative companies and organizations for their support of Speak Up 2020-21.