

Coffee with Leadership
Wednesday, May 2, 2018
Thursday, May 3, 2019

What is the best way to communicate with families, and how can Breakthrough effectively and efficiently use different methods of communication?

E-mail

- Separate info that is “nice to know” and info that is “need to know” into different e-mails.
- Anything that requires family members to act (sign up for conferences, order school photos, submit enrollment paperwork, etc.) needs its own e-mail.
- Use subject lines to more clearly communicate the purpose of the e-mail so it is easier to go back and search for it in our inboxes.
- Start each e-mail with a list of topics/events covered, each one hyperlinked so you can easily jump to that section of the e-mail.
- Link e-mails on the website and add a search function so we can easily find any e-mail on a certain topic (like facilities or school conferences).

Text Messages

- Text messages are very helpful!
- Quick updates when something happens help build trust.
- The school is not sending too many texts. We are not bothered by the number of text messages we’re receiving.
- Families with multiple children in the school receive text messages multiple times. This isn’t a high priority to correct, but the school could create a master classroom with all families for school-wide messages so families with siblings don’t get multiple texts.

Flyers

- Can be helpful
- Sometimes I come to an event because I received a flyer the day before
- Maybe a quarterly flyer with all the events for that quarter

Bulletin Board

- Helpful. It would be good to start maintaining this again

Website

- Add a search function so we can locate bulletins/publications/pages
- Include e-mails on the website. Label e-mails so the topic is clear

Transparent Classroom

- Photo messages looks better on androids than on iPhones
- Some families like Transparent Classroom; some families do not

- We need a better way to publish the blogs. Since Transparent Classroom does not alert families when a blog is posted, most families miss them. Since guides are putting in the effort to write them, we'd like to be able to read them. Maybe we publish the blogs on Transparent Classroom and then also copy them into an e-mail sent to the classroom.

Facebook

- Probably important to keep the school's facebook page active because it sends a message to prospective families that we're an active school community.
- Even if enrolled families don't use the school's facebook page often (because the SHA has its own facebook page), it is an outward facing, public page. Prospective families may look here for info about the school's community and culture.

Health Updates

- Is it better to receive an e-mail after every diagnosis? Or would it be better to receive an e-mail once there is a trend (more than one diagnosis)? Some families would prefer fewer e-mails about health. Some families like knowing every time.
- We need to keep FERPA in mind.

Other

- What is the best way for the school to share photos of events (like potlucks or Lesson Share Day)? Maybe have the SHA communications person post them to Konstella, or give administrators the ability to post photos to Konstella.