

SMFCSD Communications Committee



June 6, 2019

Communication Committee

MEMBERS

- Pam Bartfield - Director of Curriculum
 - Peter Cazanis - Director of Technology
 - Ken Chin - Board Member
 - Jackie Cooper - Teacher
 - John Cosmos - Bayside Principal
 - Amber Farinha - Public Information Officer
 - Amanda Goll - Interim LEAD Principal
 - Rebecca Hitchcock - Board Member
 - Gina Johnstone - Teacher
 - Kristi Puls - Parent
 - Joan Rosas - Superintendent
 - Galen Sterling-Smith - Teacher
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Committee Focus & Goals



Focus

School-to-home communication

Goals

Goal #1 - Consistent messaging practices across all schools

Goal #2 - Ensure teachers have functioning systems and training

Goal #3 – Ensure websites are up-to-date and marketing/ showcasing our schools, being fully utilized

Work Completed

District/School Communication

- Conducted a communications audit for 20 schools and the District Office
- Created Principal Message templates & “Best Practices”
- Instituted monthly drop-in trainings - SchoolMessenger
- Opened AERIES Parent Portal for families
- Authorized contact sharing for PTAs and Ed Foundation
- Created staff accounts to receive emergency messages

Teacher Communication

- Conducted teacher survey analyzing communication patterns (how, when, about)
- Met w/ MS Principals to determine needs
- Met w/ SchoolLoop to discuss teacher’s needs/usage & set up additional SchoolLoop training for MS staff
- Met w/ ES Principals to determine needs
- Previewed systems for ES teachers

Websites

- ADA compliance work started including best practice training
- Changed school layout and added a PTA button to each page
- Trained all new employees
- Instituted monthly drop-in trainings

Work in Progress

District/School Communication

- Begin recording Board Meetings, posting online
- More marketing of school “wins”
- Align with LCAP Family Engagement
- Ongoing, annual training for new and experienced users - SchoolMessenger

Teacher Communication

- Additional teacher PD on SchoolLoop
- Identify system for Elementary Schools, i.e ClassDojo or other
- Provide teacher training & ongoing support for SchoolLoop & ES system
- Create teacher communication “Best Practices”

Websites

- ADA Compliance - PDFs
- Review content on other websites, make recommendations
- School sites are difficult to keep updated, need more support - deeper look into options
- Ongoing, annual training for new and experienced website users - school & District level

Bring every family into your classroom

Join 95% of U.S. schools using ClassDojo to engage kids and connect with families! Free for teachers, forever.

Sign up as a...



Teacher



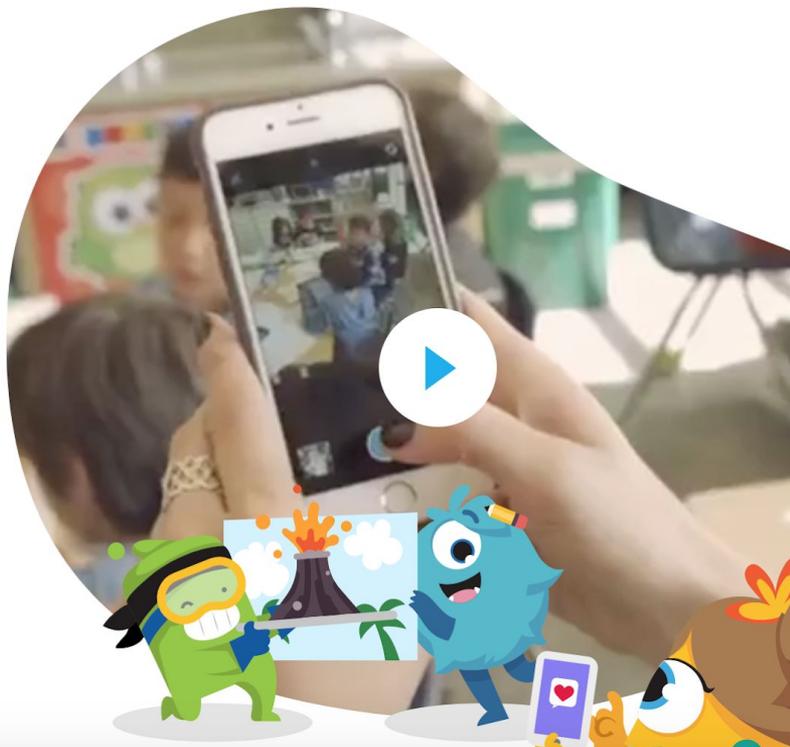
Parent



Student



School Leader



7:47

< Room 28 2018-20...  

 **Students** Groups 

 1067 Class	 62 Aaron	 57 Adan	 22 Angel
	 35 Anthony	 42 Berna	 26 Daniel
 26 Desteni	 25 Destiny	 26 Emiliano	 55 Emily H
 28 Emily M	 47 Eunice	 44 Giezy	 66 Heidy
 29 Joseph	 24 Kevin	 53 Livardo	 54 Marcus
 33 Mishel	 76 Natalia	 24 Ricardo	 62 Ryza
 20	 80	 33	

 Classroom  Toolkit   Stories  Messages

7:47

< Room 28 2018-20...  

 **Students** Groups 

 1067 Class	 62 Aaron	 57 Adan	 22 Angel
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-  Connect parents
-  Connect students
-  Add co-teachers
-  Attendance
-  Reset points
-  Edit students
-  Edit skills
-  Edit class info
-  Sort students by
-  Finish class

Cancel

7:48

< Room 28 2018-2019 

Welcome to Toolkit! 

All your favorite classroom tools are now in one place.

Start a tool from your phone and see it projected in front of the class!



 Timer	 Random	 Group Maker	 Noise Meter
 Directions	 Think Pair Sh...	 Today	 Music

BIG IDEAS

	
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 Classroom  Toolkit   Stories  Messages

7:48

< Class Story 

10 parents can see your Class Story [Invite more](#)

 **16 parents still need to connect!** 

Share classroom photos, videos, and updates with all parents 😊

[Invite parents](#)

 What's happening in your classroom? 

 **Ms. Johnstone**
Room 28 2018-2019 17d

SPIRIT WEEK 2019
May 13-17th

Magical Monday A day to be magical! Wear magic or fantasy inspired clothes.	Sports Day Tuesday Wear an outfit inspired by your favorite sports team!	Neutral Wednesday Wear Black, White and Gray today!	Retro Thursday Go Retro and wear colorful and old clothes OR old Walk-A-Jog shirts!	Walk A Jog Friday Wear your NEW Walk-A-Jog shirt!
				

Spirit Week starts tomorrow with Magical Monday!

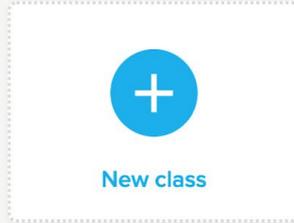
 Classroom  Toolkit   Stories  Messages



Houston/Johnstone 1
26 Students 0 Parents



Room 28 2018-2019
26 Students 10 Parents



New class

[Your archived classes](#) ▾

Ms. Gina Johnstone

Teacher at San Mateo Park Elementary School



San Mateo Park Elementary School

14 teachers



Popular teacher resources



Classroom decoration pack

Make your classroom special with monster art and posters



Student introduction video

Introduce ClassDojo with this 90-second video



Back-to-School Night presentation

Show parents how to stay connected with your class



Big Ideas videos

Amazing activities to help students manage their emotions

[View all teacher resources](#)



Classroom

Portfolios

Class Story

Messages

Student login

Invite parents

Options

Students Groups



1067

Whole Class



62

Aaron



57

Adan



22

Angel



18

Anselmo



35

Anthony



42

Berna



26

Daniel



26

Desteni



25

Destiny



26

Emiliano



55

Emily H



28

Emily M



47

Eunice



44

Giezy



66

Heidy



29

Joseph



24

Kevin



53

Livardo



54

Marcus



Toolkit

Attendance

Select multiple

Random

Timer

Big Ideas

Invite parents (39%)

Whole Class
1067

Aaron
62

Adam

Emiliano
26

Emily H
55

Emily M

Give feedback to Aaron

[View Aaron's portfolio](#)



Positive

Needs work



1

Active Listening



1

Asking questions



1

Being Respectful



1

Being Responsible



1

Being Safe



1

Helping others



2

Kind Words/ No Put Downs



1

On task



1

Participating



1

Persistence



1

Putting in effort



1

Right voice volume

26

Desteni
26

Destiny
25

24

Livardo
53

Marcus
54



Classroom

Portfolios

Class Story

Messages

Student login

Invite parents

Options

Messages

All parents



New message



All parents

11 / 27 parents connected



Natalia Camacho's Parent

Well the official dates of the Re...



Anthony Lopez Perez's Pa...

Great job on the music concert...



Ryza Abrantes's Parent

Great job on the music concert...



Berna Kolcak's Parent

Great job on the music concert...



Anthony Lopez Perez's Pa...

Edit class

View reports

Connect students

Add co-teachers

Download message history

Quiet hours

Hi Families, I just v
reminders:
1. There's a PTA M
join us in building
childcare provided
2. Tomorrow is the
is due tomorrow! T
writing, the Water
homework for the
Thank you!
Ms. Johnstone

Seen by 7 parents

Reminder: today, school gets out at 12:30pm. We
have spring break starting today and we come
back on Monday, April 15th. Enjoy your time off!!
😊😊

Seen by 7 parents

Message all parents

Send



38%
Connected

16 parents still need to connect!

Class Story is the easiest way to share classroom moments, photos, and updates with parents.

[Get invites](#)



What's happening in your classroom?

Add photo Add file Add card [Post](#)



Ms. Johnstone May 12
→ Room 28 2018-2019



Classroom

Portfolios

Class Story

Messages

Student login

Invite parents

Options



All posts

Activities

Assign classwork directly to student devices!



Create activity

Students



Student login



Aaron



Get started with Portfolios

Parents will LOVE getting to see what their child is learning in class! Watch Caitlin give a quick tour, or try assigning an activity to students to get started.

[Learn more](#)



Setup is done. Now, let's have fun!

Let students log in and share a piece of work.
Or, create an activity for them to complete!

Align with LCAP Family Engagement



- Goal 4.1.4 - Strengthen school-home communication and family engagement by standardizing, across elementary and middle schools, the electronic means of communicating with families and ensuring teachers/leaders receive the training to use these tools effectively.
- Goal 4.1.7 - Strengthen school-home communication through the inquiry and planning of the District Communications Committee and its efforts to standardize electronic communications in the district.

Marketing/Promotion



- Begin recording Board Meetings, post on District website
 - Align with LCAP Family Engagement Goals
 - More marketing of school “wins”
 - Other ideas - more work on this for next year
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Questions?

