

# 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

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# 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



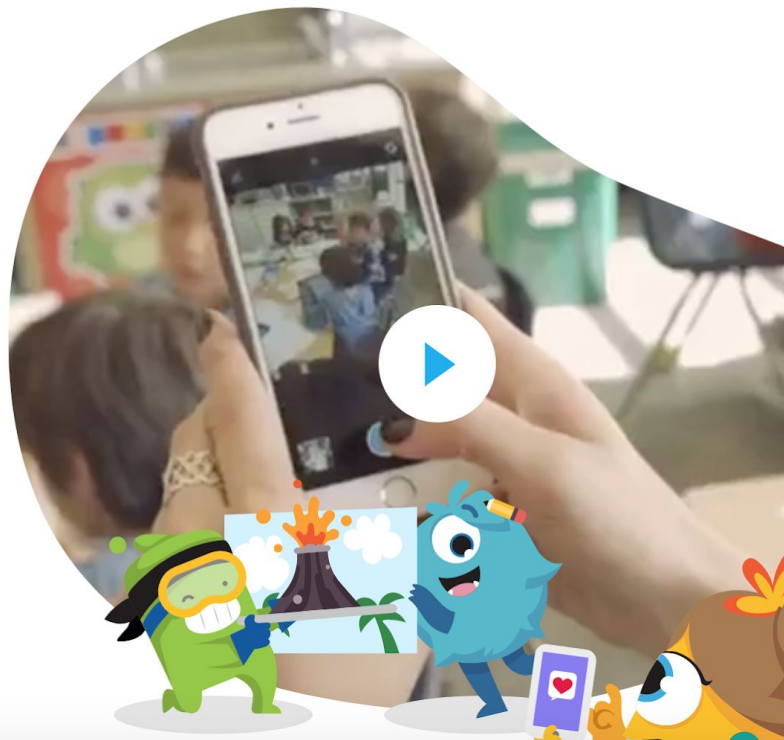
Parent



Student



School Leader



7:47



&lt; Room 28 2018-20...



Students

Groups



1067



Class

62



Aaron

57



Adan

22



Angel



Anselmo

35



Anthony

42



Berna

26



Daniel



Desteni

25



Destiny

26



Emiliano

55



Emily H



Emily M

47



Eunice

44



Giezy

66



Heidy



Joseph

24



Kevin

53



Livardo

54



Marcus



Mishel

76



Natalia

24



Ricardo

62



Ryza



20



80



33



1



Classroom



Toolkit



Stories



Messages

7:47



&lt; Room 28 2018-20...



Students

Groups



1067



Class

62



Aaron

57



Adan

22



Angel



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



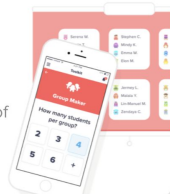
&lt; Room 28 2018-2019



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...

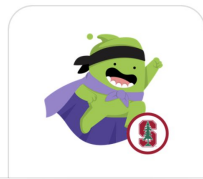


Today



Music

BIG IDEAS



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

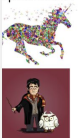
17d

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 

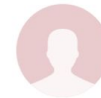


[New class](#)

[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

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Emiliano



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Emily  
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Emily  
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Eunice



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Giezy



66

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29

Joseph



24

Kevin



53

Livardo



54

Marcus



Toolkit

Attendance

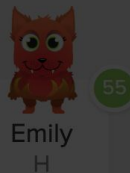
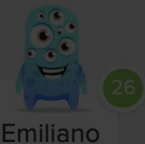
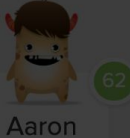
Select multiple

Random

Timer

Big Ideas

Invite parents (39%)



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



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

→ Room 28 2018-2019

May 12



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?

