



TIPS FOR EDUCATORS: SAMPLE COMMUNICATION PLAN

Having a communication plan is essential for outlining how to engage with families effectively. Before creating your own personal communication plan, be sure to review your school's existing communication framework.

AUGUST

Introductory Communication –

- Tell your families about yourself. Give an overview of what students will learn this year in plain English.
- List ways for families to contact you with questions.
- Invite families to share information about their student with you.

WEEKLY

Schedule a weekly message about the upcoming week.

This message should not take you more than 2 minutes to write.

JANUARY

Reintroduce yourself to families.

- You may have new students since the beginning of the year, and your “old” families may have forgotten a lot of the information from August.
- Make sure you include your contact information and encourage families to reach out to you with any concerns.

MAY

Thank your families for the time their student has spent in your classroom.

Share school contact information which they may need over the summer (front office, school counseling, administration, etc.)
