



Arkansas Department of Education

Johnny Key, Commissioner

Transforming Arkansas to lead the nation in student-focused education

August 7, 2019

CONTACT: Kimberly Mundell

PHONE: (501) 683-4788

kimberly.mundell@arkansas.gov

ADE, State Board Launch 2019-2020 My Child/My Student Campaign

LITTLE ROCK — Positive and productive communication between parents and teachers throughout the school year helps promote student success in and out of the classroom. To support parents and educators, the Arkansas Department of Education and State Board of Education are launching the 2019-2020 My Child/My Student public awareness campaign.

In its sixth year, the 10-month campaign highlights specific college, career, and community readiness topics, along with student safety and support topics, each month from August through May. The campaign includes links to multiple helpful resources about each topic, as well as guiding questions parents and teachers should consider when communicating about the topics.

“Ongoing communication between parents and teachers is a very important factor in student achievement and success,” ADE Secretary Johnny Key said. “The My Child/My Student public awareness campaign provides valuable tools to help aid that conversation. Together, parents and teachers are helping Arkansas lead the nation in student-focused education.”

Topics for 2019-2020 are listed below.

Month	College, Career, and Community Readiness Topic	Student Safety and Support Topic
August	Family and Community Engagement	Getting to and from School Safely
September	G.U.I.D.E. for Life	Mental Health Awareness
October	R.I.S.E. Arkansas	National Substance Abuse Prevention Month
November	Student Success Plans	Anti-Bullying
December	Equity	Safe, Supportive, and Collaborative School Culture
January	Mentoring	Child Abduction/Human Trafficking
February	Career Opportunities	Internet Safety
March	Accessing Community Supports/Community Service	National Nutrition Month
April	Importance of Good Communication	Protective Factors for Children and

		Youth
May	Summer Reading	Summer Meals Programs

To learn more about the campaign, visit http://bit.ly/MyChild_MyStudent.

[Follow us on Twitter @ArkansasEd.](#)

[Like us on Facebook at Arkansas Department of Education.](#)

[Follow us on Instagram at arkansas_ed.](#)

ArkansasEd.gov

Arkansas Department of Education • Four Capitol Mall • Little Rock, AR 72201 • 501-682-4475

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

Four Capitol Mall
Little Rock, AR | 72201 US

This email was sent to kimberly.mundell@arkansas.gov.
To continue receiving our emails, add us to your address book.

emma®