



ARKANSAS DEPARTMENT OF EDUCATION

Johnny Key, Commissioner

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My Child/My Student Campaign Begins Third Year

LITTLE ROCK — The Arkansas Department of Education, in partnership with the State Board of Education and input from education and community organizations, launched the My Child/My Student public awareness campaign for the 2016-17 school year.

The campaign, which is from August to May, begins its third year and encourages positive, productive and ongoing communication between parents and teachers. Research shows that when parents and teachers communicate, student academic performance improves.

“Communication is the foundation in forging a strong partnership between our public school and parents in ensuring that every child receives the best education possible,” State Board of Education Chair Mireya Reith said. “The State Board of Education is proud to see the Arkansas Department of Education take the lead, both in the state and in the nation, in being a bridge builder between schools and parents through the use of social media. The resources shared are tremendously valuable, and social media is another tactic in the department’s toolkit in making sure that teachers and communities have equal access to those resources, acknowledging that in information lies the power to elevate support to and outcomes for our Arkansas children.”

To encourage conversation, the campaign provides parents with helpful information and tips they can use to discuss their child’s educational progress and goals. Additionally, the campaign provides teachers with questions, tips and resources they can use to talk with a student’s parents or guardians.

Each month, new college/career readiness and student safety topics are highlighted. The [2016-17 topics list](#) is available on the department’s My Child/My Student webpage at <http://www.arkansased.gov/divisions/communications/my-childmy-student> and provides questions for parents and teachers to consider when communicating with each other. Other resources, including a parent and teacher newsletter, are available, with parent resources translated into Spanish.

Schools, organizations, and supporters are invited to use, revise, post, and share the resources from this page and to follow ADE on [Facebook](#) and [Twitter](#), as campaign resources are posted throughout

the school year.

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