



# ARKANSAS DEPARTMENT OF EDUCATION

## **AGENDA** **STATE BOARD OF EDUCATION**

November 14, 2014

Arkansas Department of Education

ADE Auditorium - Special Committee on Parent Communication

12:00 PM

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### **Work Session**

#### **W-1 Consideration for Next Steps for My Child/My Student Campaign**

*The committee will: 1) Analyze MyChild/My Student online implementation; 2) Identify next steps for offline implementation; and 3) Determine how My Child/My Students can assist communication with other topics.*

*Presenter: Alice Mahony, Chair*

### **Consent Agenda**

#### **C-1 Minutes - August 15, 2014**

*Presenter: Deborah Coffman*

**Minutes  
State Board of Education  
Special Committee on Parent Communication Meeting  
Friday, August 15, 2014**

The State Board of Education Special Committee on Parent Communication met Friday, August 15, 2014, in the Auditorium of the Department of Education Building. Chair Alice Mahony called the meeting to order at 1:08 p.m.

SBE Members Present: Alice Mahony, Chair; Mireya Reith; and Joe Black

Absent: None

**Work Session**

**Parent Communication in Arkansas**

Chair Mahony welcomed the committee members and guests.

**Review Minutes from July 11 Meeting**

Ms. Reith made a motion, seconded by Kathy Pillow-Price, to approve the minutes for July 11, 2014. The motion carried unanimously.

**Review Parent Communication Form**

Chief of Staff Deborah Coffman shared the draft document and said the form will be posted on the ADE website in English and Spanish. She also shared an APP that is used by teachers to communicate with students and parents. The APP is Remind 101.

**Review My Child Campaign**

Communications Manager Gayle Morris shared the logo and communication campaign for My Child/My Student. The campaign will launch in August, 2014. Baseline data of followers: Facebook 2,495; Twitter 6496.

**Update from Rockefeller and Walton Foundations**

Ms. Reith will request the Foundations include a parent communication component in the plan for academic distress schools.

## **Review draft of Arkansas version of How Schools Work**

Ms. Jerri Derlikowski, AR Advocates for Children & Families, presented a first draft of an Arkansas version of How Schools Work. She followed the NASBE report format to design the Arkansas version.

Ms. Reith suggested the document become a reference for parents. She recommended the final document be translated.

Ms. Derlikowski will continue to work on the draft with a goal for final publication in January 2015.

Ms. Morris recommended using video to highlight the messages from the Guide.

## **Review sample communication plans**

Ms. Mahony shared several resources including *Room Parent To Do List & Duties* ( a copy was shared with each attending member) and *9 Effective Strategies for Parent Engagement at Your School*.

Ms. Angela Duran, AR Campaign for Grade-Level Reading, shared communication tools used in the Arkansas Campaign for Grade-Level Reading. <http://gradelevelreading.net/arkansas-tell-our-story-2013>

Dr. Beverly Divers-White, Cradle to Prison Initiative and BSW Consulting, shared a family and community engagement plan from the GPS Indicators Achieving Great Public Schools Framework. [http://www.nea.org/assets/docs/GPS\\_Indicators\\_Framework\\_Final4.pdf](http://www.nea.org/assets/docs/GPS_Indicators_Framework_Final4.pdf)

## **Other Business**

Ms. Brittany Foster, AR Public Policy Panel, said the Opportunity to Learn Summit will be held October 3-4 at the First United Methodist Church in Little Rock. <http://arpanel.org/coalitions/opportunity-to-learn>

## **Next Steps**

The next meeting is scheduled for September 12 at 12:00 p.m. in the ADE

Auditorium. Members are asked to bring a brown bag lunch.

### **Adjournment**

The meeting adjourned at 2:43 p.m.

*Minutes recorded by Deborah Coffman.*