



ARKANSAS
DEPARTMENT
OF EDUCATION

AGENDA

STATE BOARD OF EDUCATION

July 11, 2014

Arkansas Department of Education

ADE Auditorium

1:00 PM

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Reports

Report-1 Parent Communication in Arkansas

On April 10, 2014 State Board of Education Chair Brenda Gullett appointed a special committee including Ms. Mahony, chair; Ms. Reith; and Mr. Black to work with the ADE Communications Team to focus on parent communication. The Special Committee met June 13, 2014.

Presenter: Alice Mahony, Chair

Minutes
State Board of Education Special Committee Meeting
Friday, June 13

The State Board of Education Special Committee on Parent Communication met Friday, June 13, 2014 in the Commissioner's Conference Room of the Department of Education Building. Chair Alice Mahony called the meeting to order at 1:10 p.m.

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

Absent: None

Work Session

Parental Communication in Arkansas

Ms. Mahony welcomed the guests and said the goal of the meeting was to find ways to better communicate with parents. She recommended all read the report, *How Schools Work and How to Work with Schools*, by NASBE.

Members of ADE, Arkansas PTA, Center for Artistic Revolution, BSW Consulting, ATOY, ASBA, APPP, AR Home Visiting Network, and AR Public Policy Panel attended the meeting. They shared recommendations for communicating with parents:

- Parents communicating with other parents.
- Put information in the power bill.
- Put information in the water bill.
- Collaborate with the local PTO
- Identify special target groups in the communities
- Identify key communicators and influencers
- What are potential topics, times/location for meetings
- Establish trust with parents
- Conduct outreach programs (outside of the school)
- Identify key organizations and religious organizations and work with the leaders
- IDRA – can work all over the state
- Community organizations
- Outreach through the media – what the parents are listening to
- Social media
- Newspaper
- Television – run script across the bottom of the screen
- Barbers and beauticians
- Bartenders
- Higher education

- Know the culture nuances – some parents have not had good experiences with schools
- Making schools user friendly – get students and parents into the school for times other than academics
- Go to other locations – churches, businesses
- Billboards
- Partner with the community alliance
- Town hall meetings centered around parent's questions
- School District websites need more contact information
- Outreach such as walking in community on Saturday so the community can see educators outside of the school building
- Public service announcements
- Send a letter home in the B Book
- Discuss tough issues
- School parent centers
- Need to ask parents how they want to be communicated with. And who needs to receive the communication.
- What training is available to parents
- Need resource directory of local and faith based organizations included in student handbook

The committee discussed how to systemize communication with communities. They discussed the need for a handbook on parent communication.

Ali Weimer, 2013 Arkansas Teacher of the Year, and Jonathan Crossley, 2014 Arkansas Teacher of the Year, will be reporting back to the committee on the Parent Academy in Kentucky and the Parents and Teachers Program in St. Louis.

The committee decided to meet Friday, July 11, 2014 from 1:00 – 3:00 p.m. in the ADE Auditorium to continue the conversation.

Adjournment

The meeting adjourned at 3:08 p.m.

Minutes recorded by Deborah Coffman.

**State Board of Education
Special Committee
Parent Communication**

June 13, 2014

ADE, Commissioner's Conference Room

1:00 - 3:00 pm

Name	Organization	Signature of Attendance
Ms. Alice Mahony, Chair	SBE	Alice Mahony
Mr. Joe Black	SBE	Joe Black
Ms. Mireya Reith	SBE	Mireya Reith
Ms. Deborah Coffman, Chief of Staff	ADE	Deborah Coffman
Keli Gill	ARKANSAS PTA	Keli Gill
Melinda Kinnison	APTA	Melinda Kinnison
Kimberly Friedman	APSE	Kimberly Friedman
Katrina Crisp	Center for Artistic Education	Katrina Crisp
Joe Black	Agent of Ed	Joe Black
Beverly Divers-White	BSLW Consulting	Beverly Divers-White
ALICE MAHONY	SBE	Alice Mahony
Ali Weimer	Teacher	Ali Weimer
Jonathan Crossley	ADE - TOY	Jonathan Crossley
Brendly Romanow	ADE-	Brendly Romanow
Sherri Thome	ADE - Curriculum/Inst	Sherri Thome
Elbert Harvey	ADR School Improvement	Elbert Harvey
Bobby Lester	ADE Federal Programs	Bobby Lester
Phyllis Stewart	AR School Boards	Phyllis Stewart
Gayle Morris	ADE - Community	Gayle Morris
Shirley Kemp	APP	Shirley Kemp
Maudra Smith	ATPP	Maudra Smith
Endia Helley	APP	Endia Helley
Kathryn M. Price	Arkansas L.A.	Kathryn M. Price
Kathy Pillow-Price	AR Home Visiting Network	Kathy Pillow-Price
Morgan Witenelli	ADE	Morgan Witenelli
Lisa Haley	ADE	Lisa Haley
Trina Walls	AR Public Policy Panel	Trina Walls