



## Key Communication Strategies

- Create and distribute surveys to determine needs. Surveys can identify days and times that most parents are able to attend meetings and workshops, topics of interest, ideas from parents.
- Host regular parent workshops on a variety topics of interest. The [ParentCoordinatorNYC](http://ParentCoordinatorNYC.com) website features video and print resources for turn-key programming on topics ranging from building resilience and bullying, drug and alcohol prevention to building health and wellness and digital citizenship.
- Create event flyers and publicize in various ways: post in the school and community, copy and send home in the child's backpack, post on the school's website, send direct email to parents.
- Create a calendar of school events, key testing and event dates.
- Maintain a section, create a monthly message on the school website.
- Attend a PA/PTA meeting as a guest speaker.