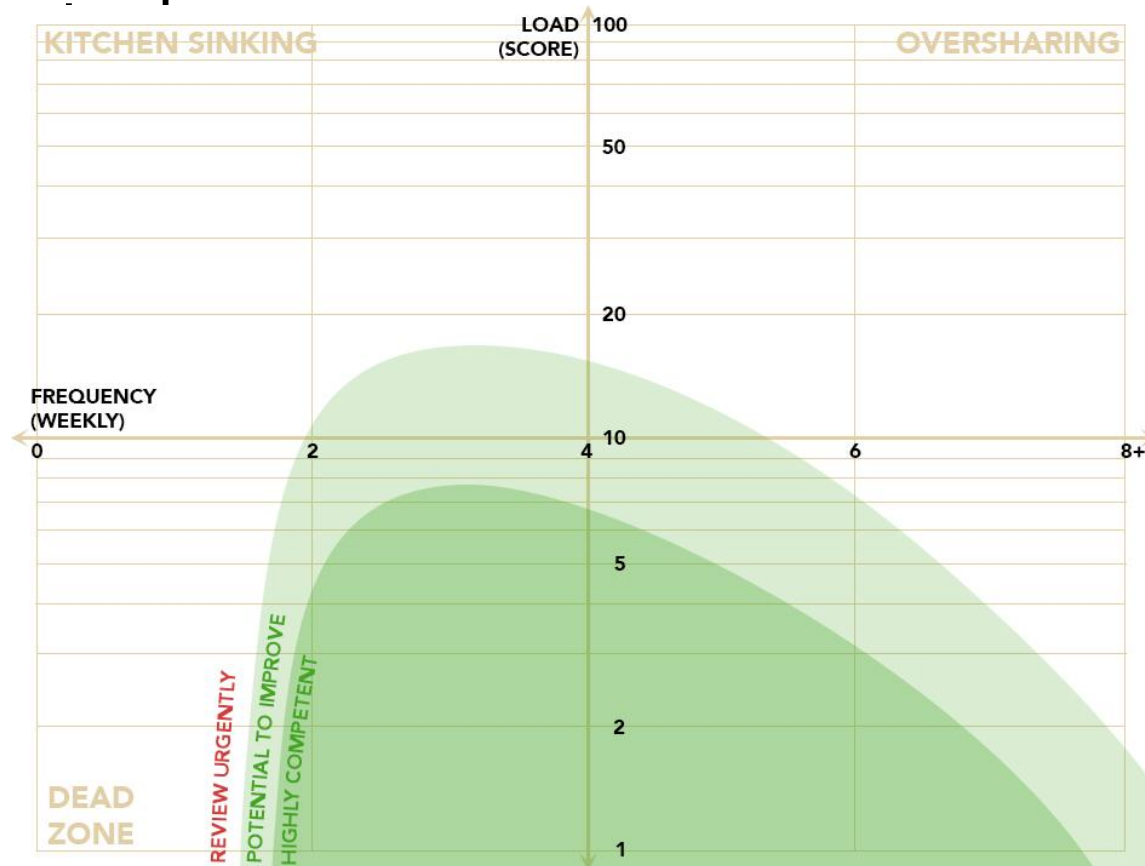


Assessment tool: your parent communications



+ JUST ADD PARENTS

Using the tool:

1. The aim is to build a realistic picture of your school communications from the parent perspective.
2. Estimates are fine. This is not a precision exercise.
3. Create 2-3 typical parent profiles (e.g. family with single child; family with 2 children in different year groups; family whose child has SEND).
4. **FREQUENCY**: obtain parent communication data or ask colleagues to estimate how many individual communications each parent profile receives in a **busy** week (the first week of autumn term is good for this).
5. Plot each profile on the X-axis (Frequency) on the graph.
6. **LOAD**: look at 2-3 specific examples of recent communications -- long, e.g. start of year letters or emails are the best for this but it could include in-app posts etc.
7. In each item, count up how many "asks" you are making of parents, using the following scoring:
 - a. Facts to be noted (1 pt)
 - b. Dates or future events to be memorised (2 pts)
 - c. Decisions to be made now or in future (3 pts)
 - d. Tasks to be undertaken (e.g. forms filled, work done, appointments made, booklets, websites, policies read etc.) (4 pts)
8. Take your highest scoring item of communication and plot it on the Y-axis (Load) for each profile.
9. Now calculate the average score and plot that for each profile.
10. Now you have a visual understanding of your parent communications.