

LOG IN, LEARN MORE



Top Tips and Resources for District to Family Communication

To support districts' communication, the Texas Education Agency (TEA) contacted a diverse group of districts across the state to understand the strategies, methods, and resources they have found most effective in increasing family engagement with STAAR scores.

SUGGESTED STRATEGIES

- 1 Share customizable templates with campuses, like those in the [TEA Road to Recovery District Toolkit](#).** School leaders know their families best and can tailor these templates to meet their needs.
- 2 Short and simple is best.** Communication should be direct and to the point with fewer acronyms and plain language.
- 3 Use multiple platforms.** Families use different communication channels; using email, text messaging, and social media can increase your reach and reinforce the message.
- 4 Distribute Unique Access Codes to families.** This can be done through Single Sign On or a direct communication with the Unique Access Code.
- 5 Don't wait until scores are released.** Provide step-by-step directions to log in throughout the year at existing events like family summits and back-to-school nights.

Communicating and engaging with families is not one-size-fits-all. Families from economically disadvantaged backgrounds and Hispanic families, especially non-native English speakers, often require intentional outreach and communication to create authentic trusted partnerships between families and schools. Try the following:

- Have campuses make as much direct contact with families as possible.
- Provide all materials in English, Spanish, and other languages prominent in your district.
- Have educators with established family relationships act as the main messenger.

SUGGESTED MATERIALS AND CHANNELS

- 1 Send emails and text messages.** Include student specific information, such as the student's Unique Access Code.
- 2 Distribute newsletters and flyers** with information about logging in.
- 3 Create "how-to" videos.** Distribute short clips that show each step to log-in, whether using Single Sign On, the paper STAAR report cards, or [TexasAssessment.gov](#).
- 4 Make phone calls.** Use the parent notification system to make phone calls.
- 5 Announce the score release on social media platforms.** This can reinforce other communications.