**2022 Log In and Learn More
Tips and Resources for District to Family Communication**

**Suggested Strategies**

1. **Share customizable templates with campuses, like those in the** [**2022 Log in and Learn More District Toolkit**](https://tea.texas.gov/student-assessment/testing/staar/2022-staar-communication-materials-for-parents)**.** 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 Student 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. **Distribute newsletters and flyers** with information about logging in.
2. **Create “how-to” videos.** Distribute short clips that show each step to log in, whether using [TexasAssessment.gov](https://www.texasassessment.gov/), the STAAR Report Card, or single-sign-on.
3. **Make phone calls.** Use the parent notification system to make phone calls.
4. **Announce the score release on social media platforms.** This can reinforce other communications.

If you have any questions or need additional templates that would be helpful to you as you work to communicate the importance of STAAR results to parents in your district, please contact the Student Assessment Division at student.assessment@tea.texas.gov.