



# Messages That Motivate

Reaching and engaging  
parents **WITHOUT**  
overwhelming them



# Introducing Our Speakers



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Strength based, accessible, inclusive communication is a critical ingredient when building trust. **Trust** is THE cornerstone of family-school partnership.







# GOALS

1. Improve In-Person Experiences
2. Manageable Messages
3. Motivating Language
4. Maximizing Access
5. Using Your Canvas
6. Make Your Message Land



# If You Remember ONE Thing

**Always consider who's doing the communicating.**

**Whenever possible, start where there is already trust in place.**





- Home Visits
- Family Liaisons
- Community Based Organizations
- Faith-Based Organizations
- Early Childhood Centers
- Festivals and Cultural Events
- Playgrounds
- Meet-and-Greets
- Tours (in person or virtual)
- Community Workshops





# In-Person Tips





# Tip 1:

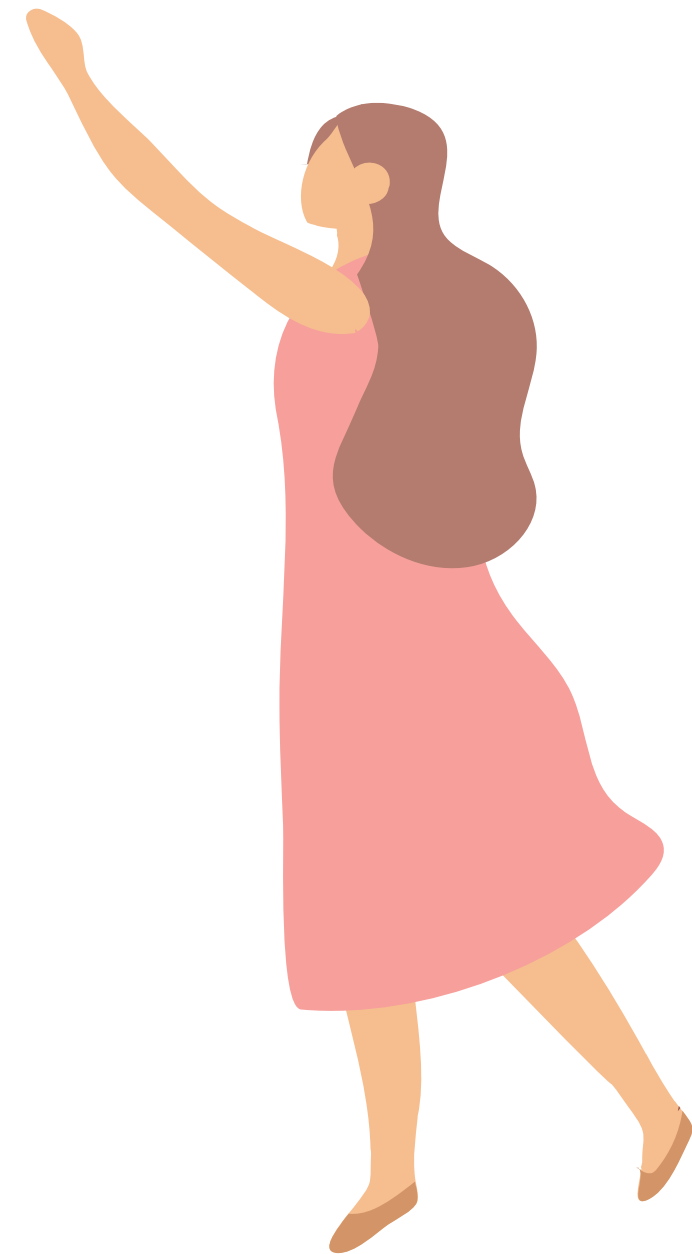
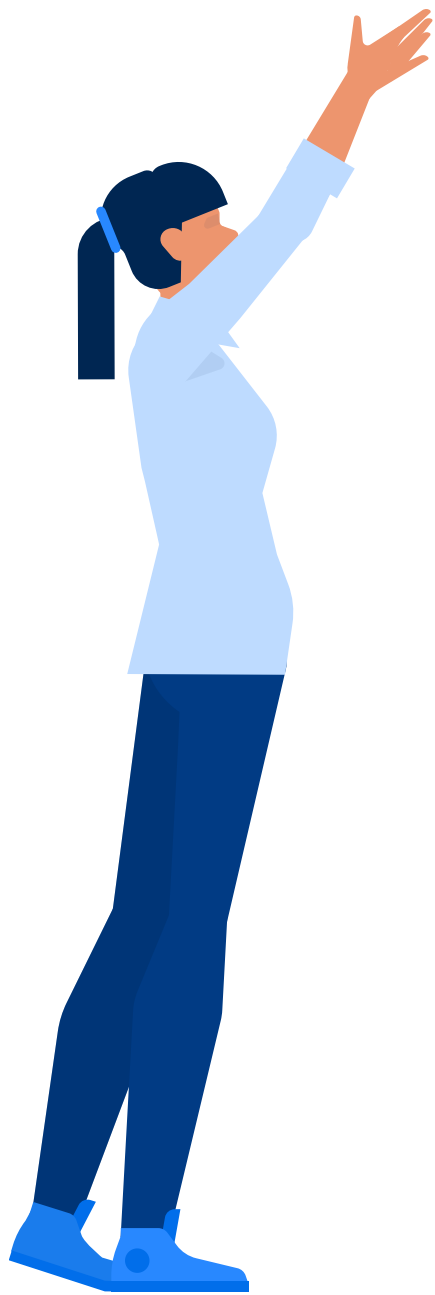
Consider each in-person interaction a chance to build relationship and connection





# Know Your Goal

- Are we hoping to relay a message or gain information?
- Create a theme around key phrases/questions
- Share goals, expectations, and details ahead of time





# Ask Questions

- Question with intent
  - Prepare ahead of time
  - Make them purposeful
  - Use open ended questions
  - Follow up on verbal leads
- Create space for feedback and questions from parents





# Build Relationship

- Be as personable as possible
- Express appreciation
- Acknowledge parents' efforts
- Build connection to next meeting





# Tip 2:

**Always consider who's  
receiving the message.  
Picture families and reflect.**







# Questions for Reflection

- Is this accessible?
- Is this inclusive?
- Is it doable?
- Is it strength based?
- How does it feel?





# Tip 3:

*Leveling counts!*

**Readability  
= Access**

**Cognition  
decreases  
under stress**

**Average reading  
level in the US is  
7th/8th grade**



# Quick Tips for Leveling

- Look for short sentences. Try for a period instead of a comma.
- Eliminate uncommon words/jargon
- Fewer syllables
- Fewer descriptors and more action

# Write for Easy Translations



- Literal language
- Active voice
- Current tense
- Short, simple sentences



- Contractions
- Acronyms and abbreviations
- Figures of speech
- Jargon







## New Message

To CSPP Families

Subject Welcome to CSPP

Welcome to the CSPP community! We are so happy to report that we've all come together to engage in extensive planning for the upcoming school year and eagerly await the first day of school when we begin our learning adventures together with your child. Your little one is truly a shining star and we could not be more over the moon to get to know them. Towards that end, we encourage you to reach out and share anything you might like us to know about your child; after all, you hold tremendous insight which can play such a critical role in ensuring your child thrives at CSPP. Please don't hesitate to reach out!



Reading  
Level: 10th





## New Message

To      **Preschool Families**

Subject   **Welcome to Cooper South Preschool**



**Reading  
Level: 2nd**

Welcome to Cooper South Preschool Program!

We are so excited that you've joined our community. We've been busy planning for the school year and can't wait to meet your child. We also can't wait to meet you!

You know so much about your child. You know about their strengths and interests. You know about the many things that make them unique. When you share what you know with us, we can better support your child. You can always reach out.



# Tip 4:

## Adding Scaffolding

- Scaffolding leads to strength based engagement.
- When asking families to do something it needs to be doable.
- Lack of do-ability can activate a stress response.
- Leads to families feeling, “I can’t do this. This is not for me”
- Scaffolding creates and supports the path to action.
- Scaffolding gives that “can do” feeling which leads to trust and partnership.



## New Message

To      **Preschool Families**

Subject   **Welcome to Cooper South Preschool**



**Reading  
Level: 2nd**

Welcome to Cooper South Preschool Program!

We are so excited that you've joined our community. We've been busy planning for the school year and can't wait to meet your child. We also can't wait to meet you!

You know so much about your child. You know about their strengths and interests. You know about the many things that make them unique. When you share what you know with us, we can better support your child. You can always reach out.

Please [fill out this form](#) to help us get to know your child. If you have any questions or need language support you can reach out to Jill in the front office at 417-228-6789.

Please click this link to sign up for a teacher phone call. You'll have the chance to ask questions and share about your child's favorite things.







# Reaching Families: Insights from Marketing



# Center the Reader



- ➔ What are they doing when your message arrives?
- ➔ What are their concerns?
- ➔ What would make them feel successful?



# Tip 5:

# Your Subject Line is Your Headline



**Subject...** Springfield Head Start Updates -- April 2024



# Tip 5:

# Your Subject Line is Your Headline



**Subject...** Kindergarten Enrollment Opens; Spring Festival Details



# Tip 6:

***Format it!***





Eyetracking by Nielsen Norman Group [nngroup.com](http://nngroup.com) NN/g

“

People scan in an F-shape when all of these 3 elements are present:

- A page or a section of a page includes text that has little or no formatting for the web. For example, it has a “wall of text” but no bolding, bullets, or subheadings.
- The user is trying to be most efficient on that page.
- The user is not so committed or interested that he is willing to read every word.

”

Source: Nielsen Norman Group, “F-Shaped Pattern of Reading on the Web: Misunderstood, But Still Relevant (Even on Mobile)”



# Subject... 🙌 How to Have a Great Year at Cooper South Preschool!



*Translation services are available. Please call Jill at 417-228-6789 for translation support.*

Welcome to Cooper South Preschool Program! We are so excited that you've joined our community.

We've been busy planning for the school year and can't wait to meet your child. We also can't wait to meet *you*.

## **Help Us Start Strong!**

You know so much about your child. You know about their strengths and interests. You know about the many things that make them unique. When you share what you know with us, we can better support your child all year long.

**A few minutes of your time today will help make this a great year for your child.**

- **Complete the Student Insights Form:** Answering these [3 short questions](#) about your child's likes, needs, and any concerns you have will help us support your child
- **Register for a Welcome Call:** Please [sign up here](#) for a 15 minute teacher welcome call. Your child's teacher will help you get oriented to the new school year and answer any questions you may have.

Throughout the year, please reach out to us if you have any questions. Jill at the front desk (417-228-6789) can connect you with the right member of our team.





BEFORE

# Tip 7:

## Crystal Clear Call-to-Action



ABHS Students and Families,

I hope you enjoyed the first week of school. This email is to inform you that students will be getting high school textbooks next Monday-Wednesday. Please be sure to bring a backpack. I've attached a newsletter for you to enjoy. Have a wonderful weekend.

Ms. Smith  
Principal



BEFORE

# Tip 7:

## Crystal Clear Call-to-Action



ABHS Students and Families,

I hope you enjoyed the first week of school. This email is to inform you that students will be getting high school textbooks next Monday-Wednesday. **Please be sure to bring a backpack.** I've attached a newsletter for you to enjoy. Have a wonderful weekend.

**IMPORTANT**



Ms. Smith  
Principal





ABHS Students and Families,

I hope you enjoyed the first week of school. This email is to inform you that students will be getting high school textbooks next Monday-Wednesday. Please be sure to bring a backpack. **I've attached a newsletter for you to enjoy.** Have a wonderful weekend.

Ms. Smith

## AUGUST 2023 NEWSLETTER

### Welcome Back To School!

ABHS Students and Families,

It was such a pleasure to see all of our students this week. I understand how challenging it was to return back to school, however, I am excited to start this new school year with you all!

We spent the week getting reconnected with one another with fun and interactive activities. We had an assembly to remind students of our school's vision and expectations.

Our 9th & 10th graders got their ID cards today. Our 11th & 12th graders will get their IDs next week.

### What's In This Month's Issue?

- Upcoming Events
- Important Reminders
- Student Bus Pass Info

### LINK CREW-PANTHER PRIDE

A huge shout out to our Link Crew teachers, Mr. Ross & Ms. Williams, and Link Crew leaders for coordinating an amazing student orientation full of fun activities, get-to-know-one-another sessions, and a campus tour for our incoming 9th graders. The experience was very positive for everyone involved.

I hope our 9th graders felt welcomed and



# Tip 7:

## Crystal Clear Call-to-Action



ABHS Students and Families,

I hope you enjoyed the first week of school. To keep things running smoothly, **please read the attached bulletin** for important information, including:

- How to get a complimentary bus pass for your student
- How to get your student enrolled in the education benefits program
- Upcoming picture day details

[Access the bulletin](#)

Also! Make sure your student **brings a backpack next week**, because they will begin getting their high school textbooks.

Have a wonderful weekend!

Ms. Smith  
Principal





**RECOMMENDED**

- Make a button to drive action
- Link, don't attach



# Tip 8:

## Lots to say? Make it a DIGEST

From: B. Oldman <b\_oldman@psdschools.edu>  
Date: August 25, 2023 at 2:58:27 PM EDT  
Subject: LMNOP Reminders August/September 2023

Hello everyone!

I hope everyone enjoyed the summer! Please see below for a few reminders for August and September at LMNOP. We are looking forward to seeing the c

[August 29 - FIRST DAY OF SCHOOL FOR STUDENT!](#)

[August 31 - Grades 8 Curriculum Night - 6:00 – 8:00 pm @ LMNOP for PARENTS ONLY - Having/Knowing your child's schedule will be very helpf](#)

[September 4 - LABOR DAY - NO SCHOOL](#)

[September 7 – Grades 7 and 8 Curriculum Night - 6:00 – 8:00 pm @ LMNOP for PARENTS ONLY - Having/Knowing your child's schedule will be w](#)

[September 8 – LMNOP ONLY - Early Dismissal @ 1:00 pm](#)

[September 18 - PTO Meeting - 8:30 am @ LMNOP](#)

[September 28 – NO SCHOOL](#)

[September 29 - Picture Day - IMLE!!!! More information to follow. Make Up Day - November 14](#)

[September 29 - Homecoming Community Carnival 4:00 - 7:00 @ XGZH!](#)

### \*\*\*Cell Phones/Airpods (from our student handbook)

Students may bring cell phones and AirPods to school. However, they must be locked in their lockers during the school day. If cell phones and AirPods will be able to retrieve their phones and AirPods at the end of the class period. If students have their phones/AirPods or any other unauthorized members and turned into the office. Consequently, after-school detention will be assigned, and parents will be notified. Students will be respons be sent to the office. Once in the office, they can give up their phone until the end of the day, or they may choose to remain with their phone (in the Referral damage, or misuse of any phone brought to school by a student. Emergency telephone calls should be made in the office.

### \*\*\*Food Services:

If you are looking for your child's ID number for the school cafe, or your child's PIN number which they use to go through the lunch line, please

### \*\*\*Stepping Up Focus for the month of September:

# Tip 8: Lots to say? Make it a Digest

From: B. Oldman <[b\\_oldman@fakeusd.edu](mailto:b_oldman@fakeusd.edu)>  
Date: August 25, 2023 at 2:58:27 PM EDT  
Subject: Curriculum night details, accessing food programs, cell phone rules and more!

Hello to the LMNOP school community!

Welcome back to school! Our team knows that when our families have the information they need from us, students thrive.

Each week, we'll be sending you a weekly bulletin as a part of our effort to keep you informed and engaged.

This week, that includes:

- **Fall Schedule:** including community events and picture day
- **Food Programs:** how to access food programs for school and at home
- **Cell Phone Policies**
- **Curriculum Highlights:** Stepping Up and Computer Science

Feel free to reach out directly to the office (555-1234) or your child's teacher ([staff directory](#)) with questions or for more details.

## Fall Schedule: For Students and Families

*Events for families are highlighted in red*

August 29 - FIRST DAY OF SCHOOL FOR STUDENTS

August 31 - **Grades 6 Curriculum Night** - 6:00 – 8:00 pm @ LMNOP for PARENTS ONLY - Having/Knowing your child's schedule will be very helpful prior to coming. That being said, copies will be available upon arrival.

September 4 - LABOR DAY - NO SCHOOL

September 7 – **Grades 7 and 8 Curriculum Night** - 6:00 – 8:00 pm @ LMNOP for PARENTS ONLY - Having/Knowing your child's schedule will be very helpful prior to coming. That being said, copies will be available upon arrival.

## Accessing Food Programs: Essential Information





# Adding Voices

Nothing About Us  
Without Us

Validation by peers is a  
HUGE influencer





# Join us in Portland!

## Lifting Up Diverse Family Voices in Head Start Programs

April 17 | 11am



**Sandy Ocegueda**  
Senior Data Product  
Manager  
*NHSA*



**Mallary Swartz, Ph.D.**  
Senior Director, Learning  
and Impact  
*ParentPowered*



A photograph of two young women with dark hair, smiling and laughing together. The woman on the left is wearing a light blue denim shirt, and the woman on the right is wearing a dark blue shirt with a colorful floral pattern. They are standing in front of a brick wall. A blue speech bubble graphic is overlaid on the left side of the image, containing the text "What questions do you have?".

**What  
questions do  
you have?**

**ParentPowered**