

## POSITIVE MESSAGING: SUGGESTED SCRIPT

Your communication to families forms the foundation of the relationship that you will build. It is essential to regularly communicate positive messages to parents and recognize their engagement so that your relationship is rooted in recognizing strengths. This foundation will allow you to win the families trust and pave the way for partnership and collaboration.

Communicating with families on, at least, a bi-weekly basis is a great way to build a strong rapport. These positive conversations can be particularly important for families entering school later in the year, struggling with unstable housing or recovering from traumatic events. Below, you can find a few sample scripts that can be used for phone calls, texts, or emails.

## SAMPLES

### New family Introductions

Hi! This is (insert name) calling from (insert school name). I'm looking forward to the opportunity to work with your family this year to ensure your student's success. I will be in touch regularly with important updates about your student and the school. I welcome your questions and you can reach me at (insert phone number) between (enter time window). Please let me know the best way to get in touch with your family and do not hesitate to reach out when you need to.

### Academic Updates

Hi! This is (insert name) calling from (insert school name). Today, (insert student's name) shared a really thoughtful response during our discussion of the reading. It really showed the class how much s/he has been engaged with what we have been working on. I wanted to share this with you so that you could continue the conversation at home and celebrate his/her hard work. It was a remarkable moment for (insert student's name) and I want to encourage more moments like that from him/her. As always, feel free to reach out to me at any time, and I will speak to you again soon.

### Behavioral Updates

Hi! This is (insert name) calling from (insert school name). Earlier today, during a group activity (insert student's name) took the lead to keep his/her group focused and they ended up completing a very strong presentation for the class. I wanted to call to share this because his/her actions demonstrated a level of maturity that I want to encourage in all of my students. I gave him/her a shout out with the class in order to share a positive example for them all and I wanted to make sure that you knew so that you could continue to celebrate his/her leadership at home as well. As always, feel free to reach out to me at any time, and I will speak to you again soon.

### Attendance Updates

Hi! This is (insert name) calling from (insert school name). I am excited to highlight that (insert student's name) made it into school, on time, every day this week. Building strong attendance habits now helps to motivate your student to continue these habits on their own. So I wanted to take a moment to celebrate your effort in getting (insert student's name) to school this week. As always, feel free to reach out to me at any time, and I will speak to you again soon.