Activity

Regularly evaluating outreach efforts

Just as teachers evaluate students’ progress and make adjustments, school staffs should evaluate their efforts of engaging with families and communities. It is important to involve all staff members in this endeavour. This way, everyone can be clear on what is working, what is not, and how it might be improved:

Questions to consider:

- Are you meeting your stated goals and objectives in terms of involving families and community members at your school?
- How are parents and community members contributing to school decisions?
- Are school events well-attended by families? Why or why not?
- In what ways have you integrated language and culture than is reflective of your community into the school, events & curriculum?
- Do you have a community or parent liaison with strong ties to the community?

Taking the time to assess reactions to your outreach efforts is also important. Ask parents and community members for ways to improve communication. Respond to feedback with ideas on how you could incorporate their advice as you refine your community outreach plan. Share these reactions with school staff.

-Adapted from www.sedl.org/pubs/family29/welcome.html