**Communications Roles and Responsibilities During COVID-19**

Polling and interviews make clear that parents are inundated with email, and that they hear—and want to hear—most frequently from teachers. A lot of families are feeling overwhelmed (in our poll, most parents report that balancing homeschooling with their work is a challenge). Some parents with two or more kids in different grades report receiving as many as six to seven emails a day from different teachers. To ensure that parents are getting consistent school- and district-level updates and to streamline communications, keep communications short, sweet, simple, and predictable. Clarifying roles and responsibilities will help with this.

A sample worksheet is below. Remember: this is just an example and approaches will vary greatly across schools and districts with different sizes, student populations, structures, technological capabilities, etc. **The important takeaway is that everyone should know how often communications are going out and who is responsible for sending what.**

Try filling out the blank worksheet on the next page.

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| **Topic** | **Owner** | **Expectations** | **Channel**(email, text, phone, facebook, school-run platform, etc.) |
| Delivering lesson plans and learning resources  | Teachers | Daily: this is where parents are turning to for information  | ClassDojo |
| Policy updates (e.g. school opening/closure, distance learning schedules, prom/graduation, promotions, etc.) | District | Weekly: on a set day so parents know when to expect something from district, even if a given week has no update (and so not to overwhelm with regular teacher emails already coming through) | Email and Facebook |
| Meals |  |  |  |
| IT support  |  |  |  |

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