

Postcard Plan Facilitator's Guide

Audience

Postcards are intended for staff to communicate with families regarding their student.

Purpose

The more positive communication parents and guardians receive from schools, the more likely they will take an active, positive role in their child's education. Postcards are a tool for teachers and support staff to invite communication, visitation and participation.

Logistics

Postcard Plan

- We encourage a "coordinator" to complete the Postcard Plan and include any logistics teachers will need to know to make this process run smoothly. Distribute the plan with copies of Postcard One-Liners that your teachers may need and the Postcard Back Example.

Postcards

- Postcards are available for 4¢ each at the USD #259 Parent Teacher Resource (PTR) Center located at the JFISC, 412 S. Main.

Messages

- Include a personalized, positive message on each postcard. Be sure to write the message in a language understood by the parent.
 - Utilize the Postcard One-Liners for sample messages already translated to Spanish.
- Allow time during PD, PLC or Team Time for teachers to write messages on the postcards.
- Send just a few postcards at a time. Trying to send everyone a postcard at the same time may be overwhelming.
- For middle and high schools, focus on sending a postcard to families in a certain class hour, or academy/advisory time.

Labels

- Teachers can print their own through eSIS, however, some schools involve the office staff in the process and have a clerk or secretary print all of the labels prior to handing out postcards.
- Have teachers preprint labels for each student's parents. This is a simple way to track recipients.

Mailing

- Mail the postcards home.
- Be sure to let teachers and staff know how the postcards will be mailed. Are stamps readily available in the office? Will the office staff be collecting the final postcards and then run them through a postage machine? Is it up to the teacher to run their own postcards through the postage machine?

Best Practices



The Power of Effective Communication

Postcard Plan Facilitator's Guide, 5-18-2010

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- *Hamilton Middle School created an aggressive campaign for distributing postcards. Each month a class hour was selected and all teachers sent home postcards with positive messages to those families. During months of conferences, staff elected to send postcards to families who they would be conferencing with.*
- *After holding a transition event, distribute family names and addresses to teachers so they can send postcards to next year's families.*
- *West High School sends postcards to families of student's in their Academy Time. This is a great way to facilitate getting postcards to every family. When middle schools and high schools realize that they do not need to send a postcard to every student's family that they see each day, postcards are then more realistic at the middle/high school level.*
- *If families do not show up for scheduled or unscheduled parent-teacher conferences, utilize the "sorry we missed you" postcard. This shows families that you noticed they did not attend and you really wanted to meet with them.*

Other Related Resources

- Postcard Plan; Positive Postcard Thumbnails; Postcard Order forms; Postcards; Postcard One-Liners (General Messages, Parent-Teacher Conference Messages; Reading Messages; Middle School and High School Messages; Postcard Back

