

## Perkerson Elementary Parent Communication Plan

2025-2026 School Year

Principal: Chanté Williams Blackwell

District: Atlanta Public Schools



### Objectives:

- Ensure timely, transparent, and equitable communication with all families.
- Build trust and positive relationships with parents/guardians.
- Promote family engagement aligned with student achievement goals.
- Support federal Title I parent and family engagement requirements.

### Key Messages:

- Perkerson Elementary values every family as a partner in student success.
- We are committed to open, two-way communication.
- Family engagement improves academic and social outcomes.

### Communication Tools & Channels:

Tool	Purpose	Frequency	Audience
<b>ClassDojo</b>	Digital messages, reminders, forms, and updates	Daily/As needed	All families
<b>Coffee or Tea with Ms. Blackwell</b>	Provide an opportunity for parents to discuss topics that impact the school and community.	Monthly	All families
<b>School Website</b>	Central hub for calendar, staff contacts, resources	Weekly updates	Public
<b>Printed Newsletters</b>	Highlight events, programs, student achievements, and curriculum	Monthly	All families
<b>Parent-Teacher Conferences</b>	Discuss student progress/ Data Talks	2x per year (minimum)	Individual parents
<b>Family Engagement Nights</b>	Title I programs, literacy/math nights, Parent University- Academic support	Quarterly	All families
<b>Phone Calls/Text Alerts</b>	Urgent notifications, attendance follow-up	As needed	All families or Targeted families as needed
<b>Social Media (Facebook, Instagram)</b>	Celebrate school culture, announce events	3x per week	Public & parents
<b>School Marquee</b>	Reminders about events, testing, holidays	Weekly	School community
<b>Home Visits (via Parent Liaison or Staff)</b>	Build rapport, support attendance/family needs	As needed	High-priority families

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### Language Access & Equity:

- All written and digital communications translated into **Spanish** and **other common languages**.
- Bilingual staff and interpreters are available at all events and meetings.
- Use plain language and visuals to ensure comprehension for all literacy levels.

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### Two-Way Communication Strategies:

- **Feedback Forms & Surveys:** Collected after events and mid-year.
- **Suggestion Box:** (physical and digital): For ongoing input.
- **GoTEAM:** Monthly meetings to discuss Title I spending, improvement plans.
- **Open Door Policy:** Families can request meetings with administrators/teachers.

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### Family Engagement Calendar Snapshot:

Month	Event
August	Open House / Annual Title I Meeting
September	Curriculum Night / ELA Family Workshop/Grandparents Day
October	Parent-Teacher Conferences/ Parent University/Fall Festival
November	Thanksgiving Food Drive & Family Dinner
December	Parent University/ Clothing Drive-Toy Drive
January	Math & STEM Night/ Muffins for Moms
February	Parent-Teacher Conferences/ Parent University
March	Georgia Milestones Parent Workshop/ Doughnuts for Dads
April	Parent University
May	End-of-Year Awards & Family Celebration

**\*Parent University will address academic as well as social-emotional supports.**

**\*PTA is every 3<sup>rd</sup> Thursday of the Month, GOTEAM every 2<sup>nd</sup> Tuesday of the Month**

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### Monitoring & Evaluation

- Use parent attendance logs at events.
- Survey parents twice yearly on communication effectiveness.
- Track engagement metrics on digital platforms.
- Adjust plan quarterly based on feedback and data.