Awesome Schools have Awesome Parents!

How to engage and excite parents about your school

About Me

- Father & husband
- Variety of school backgrounds
- Degrees in elementary education, language arts, fine arts, and literacy
- Passion for helping people
- Technology curious
Current Role

- Saint Bridget School
- Catholic, K-8 in suburban Richmond
- Instructional Technology Specialist
How do parents feel about your school?

- Angry
- Scared
- Sad
- Happy
- Frustrated
- Anxious
- Disappointed
- Calm
Today’s Objective:

- Ignite ideas and inspire action to engage parents in their child’s education.
Parent Involvement

- IT’S GOOD FOR STUDENTS!
- Goal is to partner with parents in their pursuit of raising the best child possible.
- Helicopter parents vs. free range parents.
- Double-edged sword.
Unhappy Parents

- Vocal few
- School changes led to questions.
  - Curriculum
  - Technology
- Perceived lack of transparency.
- Parents wanted to take larger role in school.
Parent Meetings

- Ignite the Light events.
- Parents brainstormed list of ideas.
  - “It would be great if our school could...”
- 70% were already happening!
COMMUNICATION ISSUE
First Attempts

● Weekly emails from principal.
● More “blast” emails from office.
● Teachers emailed parents.

The Latest from the Principal’s Desk... May 8, 2015

ST. BRIDGET SCHOOL

Mission Statement

The mission of St. Bridget School is to provide a strong academic curriculum in a Catholic, Christ-centered environment that fosters spiritual growth, moral development, and the pursuit of excellence in the whole person.

Vision Statement

St. Bridget School, rooted in the richness of Catholic tradition, will creatively and enthusiastically challenge our learning community to:

- sustain a Christ-centered environment.
- cultivate the potential of each child.
- teach Gospel values and integrate them into daily life.
- provide opportunities for prayer, worship, stewardship, and service.
- prepare each student to be a life-long learner who is able to make responsible choices reflecting the teachings of Jesus Christ.
- challenge and empower the faculty and staff to continually evaluate the present so they can better design the future, building on the school’s foundation and rich heritage for present and future generations.

“One Vision... Many Voices”
Waaaaaa Happened?

Source: Radicati Market Research
Set Up for Failure
Hat Tip to David!

“Using Social Media & Technology to Brand Your School and Tell Your Story”

-VSTE 2014
Enter:
Why do people use social media?
The biggest motivations behind social media use in the UK in 2015

16-24s  25-34s

- To find out what my friends are doing: 65%  52%
- To send messages directly with my friends: 53%  42%
- To keep in touch with relatives: 29%  39%
- To post my photos/videos: 20%  20%
- To see what my friends are watching/listening to: 19%  15%

Source: Deloitte
Summary

Email communication

Social media communication
Clear Hurdles

The International No. 1 Bestseller

The TIPPING POINT

HOW LITTLE THINGS CAN MAKE A BIG DIFFERENCE

MALCOLM GLADWELL
Media Release Form

YEARBOOK & CLASS PICTURE AUTHORIZATION

I, the undersigned, do hereby grant or deny permission to Saint Bridget School to use the image(s) of my child as marked by my selections below.

- Yearbook
  - [ ] grant permission
  - [ ] deny permission

- Class Pictures
  - [ ] grant permission
  - [ ] deny permission

MEDIA RELEASE

We are proud of the educational experience students receive at Saint Bridget School. Some of these moments and successes are captured on camera. We want to share these stories with our community--past, present, and future members of the Saint Bridget School family. This is accomplished through posting pictures and videos on www.saintbridget.org, MySBS, Bridget Bulletin, school-run social media, magazine advertisements, and other written materials. This form will be in effect until you submit an updated form or written notification.

- [ ] I authorize Saint Bridget School to use my child’s image for website, public relations, and marketing purposes. We will not publish their name in any of our promotional materials.

- [ ] I do not authorize Saint Bridget School to use my child’s image. I understand that Saint Bridget School may internally use photos, audios, or videos in a slideshow of school activities (i.e., field day, musical performances, athletic events, yearbook, class picture) without parental consent.
Small Change...Big Change

media, magazine advertisements, and other written materials. This form will be in effect until you submit an updated form or written notification.
Transparency

- Previous administration was effective, but not transparent.
- Values of transparency and reviews/comments from social media.
- Importance of Yelp, Amazon, Facebook, and other review sources.
Schedule Time
Consider Audience
Students’ generosity is inspiring! Thanks to the leadership of student council, they raised $2,031.67 and two sleeping bags for Charitable Souls Foundation, Inc., an organization that provides sleeping bags for people without homes in the Richmond area.

Foundation representative Amy Menefee came to thank the school during morning announcements this morning. She is pictured here with our student council service director.
Can you name the president being printed? The original model is at the Smithsonian. #3dprinting #CatholicEdChat

Me
Liv
Emilia
Idk
Honest Abe obviously @jrmurdaugh
Dont affend the abe @mbthurman1
Abraham
Abraham Lincoln
8th grade boys kick off the school year with a float down the James River. #rva Thanks @RIVERSIDEOUT
St. Bridget School Spring Concert 2015

by Saint Bridget School • 21 videos • 703 views • Last updated on May 8, 2015

1. Band - "March of Freedom"
   by Saint Bridget School
   1:46

2. Band - "Creatures in the Attic" Poem
   by Saint Bridget School
   2:00

3. Band - "Creatures in the Attic"
   by Saint Bridget School
   1:41

4. Band - "Starsplitter Fanfare"
   by Saint Bridget School
   1:43
Post Timing

Schedule Post

Schedule Publish Date
Select a date and time in the future for when you want your post to publish.

11/28/2015 11:34 AM EST

Schedule Post End Date

Cancel Schedule
Post Categories

Inspirational

Making Connections
@ 🍃 ✑️ ✠️ ⚽️
Saint Bridget School

Are you ready to connect? We are!

Junior Kindergarten Open House
Thursday, November 12th
9:30 AM in the Library

Motivational

Informational
Workflow
Tools Used

Google Photos

fotor

LAYOUT

Instagram
Data

28 day summary with change over previous period

- Tweets: 16 (↑45.5%)
- Tweet impressions: 1,227 (↓21.7%)
- Profile visits: 95 (↓18.1%)
- Followers: 94

https://analytics.twitter.com/user/saintbridgetrva/home
Timing

- Use your data
- Watch and learn
- Know your audience
Mistakes

Field Day
Uptown Funk
Mark Ronson

This hit, that ice cold
Michelle Pfeiffer, that white gold
This one for them hood girls
Them good girls straight masterpieces
Stylin’, whilen, livin’ it up in the city
Got Chucks on with Saint Laurent
Got kiss myself, I’m so pretty

I’m too hot (hot damn)
Called a police and a fireman
I’m too hot (hot damn)
Make a dragon wanna retire man
I’m too hot (hot damn)
Say my name you know who I am
I’m too hot (hot damn)
Am I bad ‘bout that money, break it down

Girls hit your hallelujah (who)
Girls hit your hallelujah (who)
Girls hit your hallelujah (who)
‘Cause uptown funk gon’ give it to you
‘Cause uptown funk gon’ give it to you
‘Cause uptown funk gon’ give it to you
Saturday night and we in the spot
Don’t believe me just watch (come on)

The putrid odor resulting fr
the result of a hard night of

After he was released from
45 minute shower to remove
bachelor party.

vomit, and alcohol that is
strict.

say his clothing and took a
k from last night’s
Fake Accounts

saintbridgetmatchmaker wants to follow you

Cutest Couples!❤️
Dm couple matches and they will be posted anonymously. Student at St. b / Go Bulldogs🐶🤣. Don't follow to unfollow 🙅‍♂️
shakey.leg
Post Comments

Instagram 12:51 AM
[Redacted] said: "Miss this school!!!!!!"

Instagram 12:50 AM
[Redacted] said: "Miss this school!!!!!!!"

Instagram 12:38 AM
[Redacted] said: "@[Redacted]"

Instagram 12:33 AM
[Redacted] said: "I agree"

Instagram 12:32 AM
[Redacted] said: "Maybe you should spend some money on the crappy educations you give out and not "google glass""
Identity

- Know who you are.
- Don’t let “likes” define you.
- Center yourself.
Future Plans

- More student involvement in posts.
- Build into curriculum.
- Text reminders/app notifications.
- Switch to new email format w/read receipts.
- Coordinated effort to get more parent reviews.
- [Pinterest page](#) for parent resources.
- Contests/campaign
Smartest Person in the Room
Thank You!

@edtechwolverine