

The Challenge

Stamford Public Schools was looking for new ways to increase attendance at their Teacher-Parent Workshops. The goal was to improve parent turn-out to their next workshop on the Connecticut Mastery Test (CMT), which held a history of poor attendance. In this workshop, parents are given useful tips and tools to help their children perform better on state exams. By increasing these test scores, Stamford Public Schools was confident that it could increase student performance.

The Solution

Stamford Public Schools expanded their use of the ParentLink system. “When our district first got ParentLink for emergencies only, I was happy, but I couldn’t wait until I could use it to contact parents for other reasons,” said Beryl Williams, the School Resource Facilitator. ParentLink provided her with consulting and training services designed to support one of the district’s goals—to increase positive communications with their parents.

To her surprise, when the workshop started, Williams found that close to **300 parents were in attendance**, which was 10 times larger than in any of the previous years.

Stamford Public Schools



The Result

For the CMT workshop, Williams used ParentLink’s automated fliers and sent them to parents across the district a week and a half prior to the workshop. Each flier shared the workshop’s vision, purpose, location, and schedule. “This year we wanted to reach as many families as we could to advertise the workshop and felt that ParentLink was the best way to do that since it would reach all of our families quickly,” said Williams. ParentLink’s phone communication

system was then used to create a follow-up reminder for parents. “We were hoping to have a bigger turnout than in the past. The information that parents would receive would help them to understand the CMT’s and therefore help their children do better on the test,” said Williams.

To her surprise, when the workshop started on January 14 Williams found that close to 300 parents were in attendance, which was 10 times larger than in any of the previous years.

Williams attributed much of the success to the use of ParentLink. “I think it is fantastic that I can now target specific grade levels or parents”, said Williams. “I even received calls from parents after the ParentLink message went out who said, ‘I can’t make it,’ but requested any information that they would miss.” As

“But this year we wanted to reach as many families as we could to advertise the workshop and felt that ParentLink was the best way to do that since it would reach all of our families quickly.”

Beryl Williams

School/Family Resource Facilitator

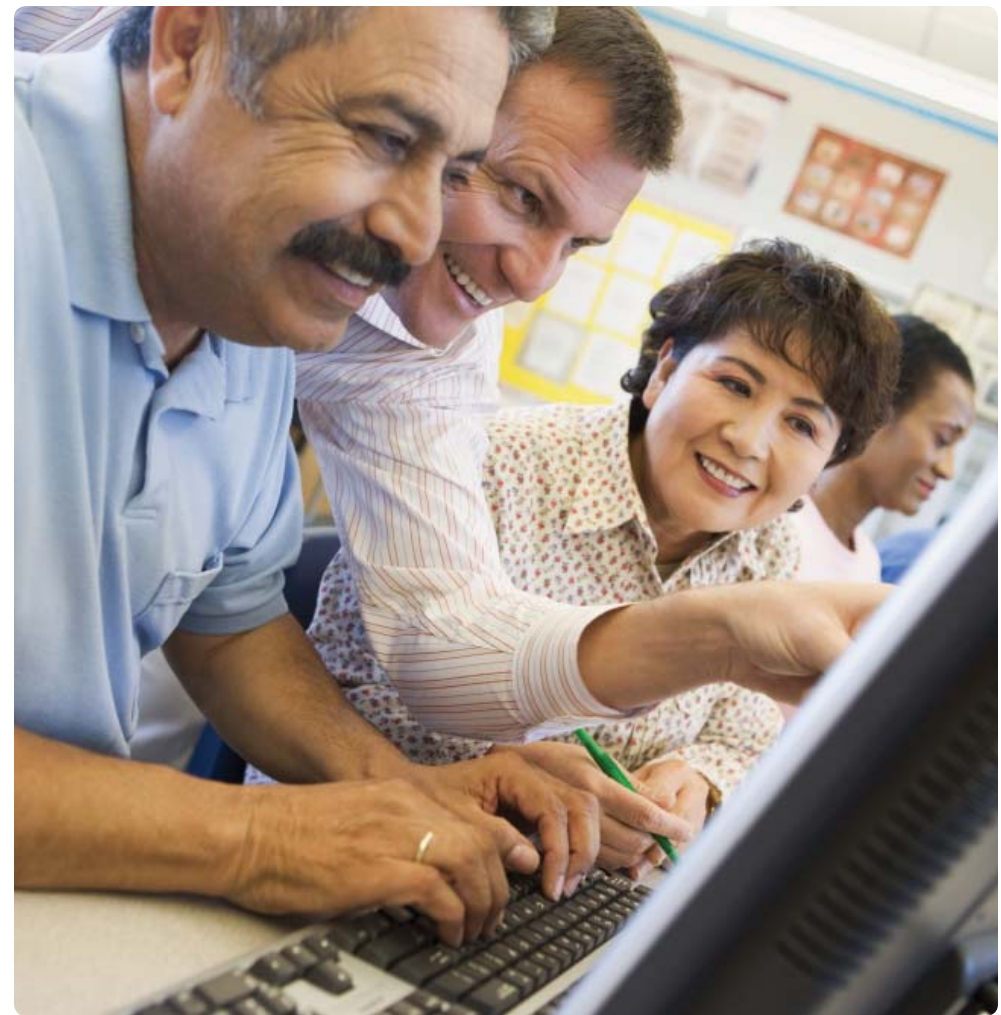
a result, they also now use the system to target workshop obstacles such as language and a lack of child care.

Beryl Williams said she will continue to use ParentLink to remind parents of

their monthly workshops. When asked to speculate on the impact of their communication strategy on students, Williams said, “I absolutely think they will be better prepared. Over half of the parents attending the workshop filled out an evaluation stating how informative the workshop was, and how much they

appreciated it.”

Williams said that she was excited to learn of new ways that she could use ParentLink to contact parents.



Contact ParentLink for a FREE consultation
1-800-735-2930
www.parentlink.net

ParentLink is a complete two-way communication service that helps districts increase attendance to school-sponsored events such as workshops. If your district wants to increase parent involvement in student education, frequent and effective communication needs to be established.

We give each school district personalized service. As part of this service, we will work with you to identify opportunities for growth

and improvement in student achievement and parent involvement. From the identified opportunities, we help establish a long-term communication strategy with which you will achieve your goals.

Throughout the school year, we will work with you to measure and assess your progress toward reaching these goals. We feel that this gives you more value and control over the software you use, making ParentLink not

just an auto-dialer, but a solution.

At ParentLink we take pride in that for over 20 years, we have been working with school districts across the nation to generate proven communication strategies to target pains each district may be going through.

Five out of the ten largest school districts in the nation have chosen ParentLink to help them improve their communication and we are looking forward to working with you.