



COMPACT TOOL #9:

MARKET YOUR COMPACT

Developing a strong compact is a wonderful accomplishment. The next step is to make sure it gets out there and has an impact! You want the compact to help everyone see how parents and teachers are going to collaborate for the benefit of students. You want to use it to keep your community aware of the school improvement goals. You also want it to give parents and teachers ideas about how to do even more. Here are some marketing ideas:

Tip 1. Include the compact in school information and materials. For example, put it in orientation packets sent to families at the beginning of the year with a personal note. Tell folks, briefly, what it is and how the goals of the compact are going to be the focus of the year in each grade level.

Tip 2. Make the compact a focus of your first back to school night. Introduce the compact to all families attending. Go over how it was developed and who contributed. Give everyone who helped plenty of credit!



BRIGHT IDEA: One West Haven school has changed its whole Fall Back to School Night to focus on the compact at each grade level. The teachers will greet the parents in their classrooms and go over the strategies and details of the compact, explaining how families can be engaged at home to support the school goals for student achievement.

Tip 3. Display the compact. Put it up on your Website. ... Hang an attractive and enlarged version in the hallway for all to see when they enter. ... Display grade-level compacts in classrooms. ... Put a copy in your annual yearbook, if there's room. ... Have copies in the office for all visitors and volunteers. ... Put extra copies in the guidance office.

Tip 4. Keep it going. Review the compact at PTA/PTO meetings and at school functions. Remind families that it can be used at parent-teacher conferences to check on how their children are doing in key reading and math skills. Refer to the compact at faculty meetings to remind teachers about reaching their classroom goals. Ask teachers to share their experiences with using the compact and the activities laid out in the compact. When making announcements over the Phone Blast system about something else, mention the compact and remind parents of its purpose.

Tip 5. Bring everyone on board. Share the compact and its goals with substitute teachers. ... Let your classified staff know what the goals of the compact are and brainstorm ideas for how they can help. ... Write announcements for the principal to use to promote activities and workshops planned through the compact, and to make reports on progress toward the goals in the compact.



GET THE WORD OUT!