Date: Sunday, March 16  
Journal Entry 2Rachel O'Donnell  
Issue addressed: Communication with Parents  
Colorado Principal Standard addressed: Standard V: Principals Demonstrate Managerial Leadership

c. Systematic Communication: Principals facilitate the design and utilization of various forms of formal and informal

communication with all school stakeholders.

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| **What did I learn/observe?** This week I held a quick meeting with the Room Parent Liasons at my school. The meeting was not one that was normally scheduled, but our advancement team needed to communicate with the parents of our school quickly before Spring Break to drum up some volunteers for their fund raising activities in April. I was actually running between two meetings that morning. One was with our mentors (which was a regularly scheduled meeting) and this one with parents.  The parents at the meeting were very much on board with helping to find volunteers for the April events, however, they brought up some concerns that parents might have with the verbiage of the campaign and what they felt was actually happening at school. One comment was, “Parents don’t know what’s going on with the mentors.” Another comment was, “Parents don’t want a bunch of new teachers again next year.” A final question was, “What is the big picture plan for the mentorship program and our campus?” The feeling of the parents in the room was that if these ideas were addressed in some way, the campaign would have a greater chance of success. I was very glad to have been in the room when these comments came up and I thanked the parents for being so candid. I also promised to alter my principal’s message in the next newsletter to address some of the items talked about.  So, earlier today, I crafted my message to parents to address the comments and question and to also encourage parents with more information about the successes of the mentorship program. I am thankful that these parents felt comfortable enough to share their thoughts vs. going out from the meeting and grumbling. I would always rather face these types of things head on so I can be proactive. | **How This Will Impact My Leadership Practice?** I must remember to communicate through multiple lines to parents and staff. In the case of parents, I need to take advantage of all forms of communication (paper notices in backpacks, IC messenger, grade level newsletters, parent gatherings, and school wide weekly communications) to get important ideas out to the community. |
| **What new knowledge did I gain through my observations/ actions?** Never assume people (parents and staff) know and understand exactly what is happening in school. It is always more likely that unless they are around all the time and highly connected, they know parts of what is happening. Over communicate and share what you know about change as soon as you know it. Knowledge is comforting to people and what they don’t know, they’ll make up. | **How will this impact those I lead?** One more reminder again, to share and keep those I lead in the loop. It’s is one more way to build a sense of community and trust with staff and parents. |
| ***Critical Issues*** Communication is a life blood for a community and the grease that keeps those wheels turning. With good solid communication, people know what is expected of them, what is coming, what challenges need to be overcome, and any successes to celebrate. Administrators are the hub for communication in a school when working with all stakeholders. Administrators empower teachers and parent leaders to communicate both the things that are going well and the challenges that need to be overcome. | |