



INCREASING COMMUNICATION

▶ STRATEGIES

1. Send daily or weekly reports to parents.
2. Send home monthly or quarterly newsletters (you can print or email them).
3. Greet families by name and briefly chat with them about their child's day, and/or inquire about the parents' activities.
4. Staff should personally encourage families to participate in center activities, parent conferences, parent advisory councils, etc.
5. Post parent information on bulletin boards in prominent places at your center/program, including eye-catching posters and flyers.
6. Regularly share information with parents and have discussions with them about their child's progress towards achieving developmental goals. Parents should also be encouraged to share family information and their learning expectations for their child.
7. A key form of communication for many successful child care centers is the handbook. A handbook can contain a center's mission, vision, philosophy, etc. It can also contain relevant policies, how to address illness or absence and contact information.
8. Electronic communication is very effective these days and is often the most expedient way to reach staff after hours or busy parents at any time.
9. Remember to be a good listener. Most people don't have a natural talent for listening, but anyone who has had the experience of being in a conversation with a good listener will appreciate the powerful effect.
10. Be positive, creative and understanding!

