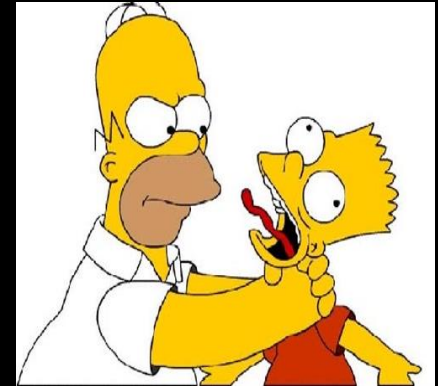


The Power of Communication in the 21st Century



Alternate working title:

Dealing With Difficult Families:
When Choking is Not an Option!

Tammy Martin and Kirsten Parr

Illini Central Grade School, Mason City, IL

Presentation Objectives

- É To have the necessary knowledge base needed for framing positive school-family relationships.
- É To learn and apply positive listening and speaking strategies for use during difficult conversations with families.
- É To utilize various 21st century tools, including social media and apps, allowing for interaction with families in convenient and up-to-date ways.

We are in the business of customer service!

É We never get a second chance to redo the first impression.ö



Can You Relate?

É òThe thing that impresses me most about America is the way parents obey their children.ö -Edward, Duke of Windsor, *Look*, 5 March 1957



Your poll will show here

1

Install the app from
pollev.com/app

2

Make sure you are in
Slide Show mode

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Family Structures have changed!

É Family Configurations & Dynamics: single parent, grandparents, foster families, stand-in guardians, homeless, doubled-up families

É Family Stress: housing, work, relationships

É Educational Predisposition: negative experience



Teacher Talk



É Think of a particularly difficult encounter with an angry parent that caught you off-guard and that you wished you had handled differently.



Your poll will show here

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Effect of Parent Involvement According to the Research

- É Higher student achievement- higher test scores, better grades, improved attendance & homework
- É Students have a more positive attitude towards school
- É Improved teacher morale
- É Higher graduation rates

The Only Thing That is Constant is Change!



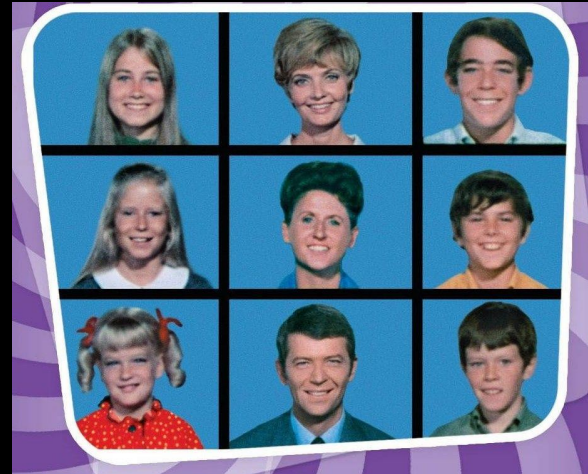
Dr. **Marcus Welby**, a dedicated family physician who makes house calls a priority in life ...

<https://youtu.be/Y10VEkyKd3w>



Dr. **Derek Shepherd**, a doctor otherwise known as McDreamy — an ER doctor who makes drama a priority in life ...





Dr. Marcus Welby - Era

- É Parent support ó mostly unquestioned
- É If I get in trouble at school, I'll be in trouble at home
- É Punish now, Ask questions later
- É Teachers and school were valued and respected much like clergy and church



Dr. Derek McDreamy - Era



- É Today's parents have different values.
- É I was in school so I am an authority.
- É Don't mess with my paycheck or my kid.
- É Parents had a bad experience in school.
- É Parents mistake rescuing as love.

Family Structure: Ozzie & Harriet

- É Nuclear family
- É Stay at home mother
- É Language proficient
- É Work ethic
- É Respect for authority
- É Value of education
- É Wants the best for children



Family Structure:

The Braverman Family

- É Single parent/quasi-guardian home
- É Questions authority
- É Often feels threatened by professionals
- É Feels unwelcome at school
- É Language barriers
- É Cultural differences
- É Wants the best for children



*Changing parent behavior may
not be an option...*



*...But changing our approach
is!*



Communicating

Communication
should be:

“Regular

“Two-Way

“Meaningful



Traditional ways to communicate

- É Introductory letter
- É Classroom newsletter
- É Phone calls
- É Email
- É Positive notes
- É Folders
- É Assignment notebooks



21st century tools to connect

É Ways to communicate prior to the angry face-to-face meeting.

É Email

É Classroom blogs

É Private social media accounts: class Instagram, class Twitter, class Facebook accounts

É Web tools: Poll Everywhere

É Free Apps

Here's how you've been checking in today:

É Poll Everywhere

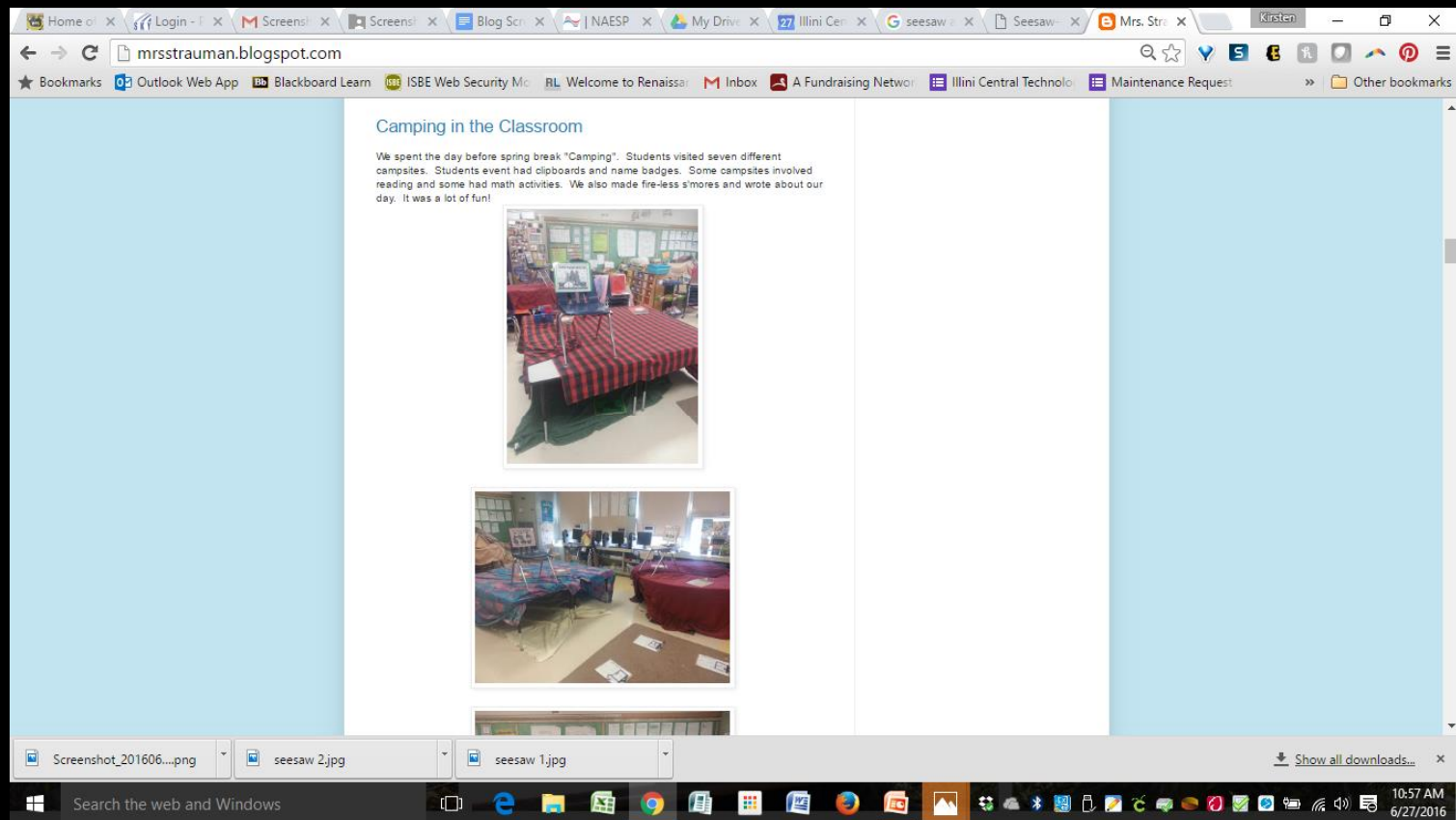
É www.polleverywhere.com

É Apply it in your classroom

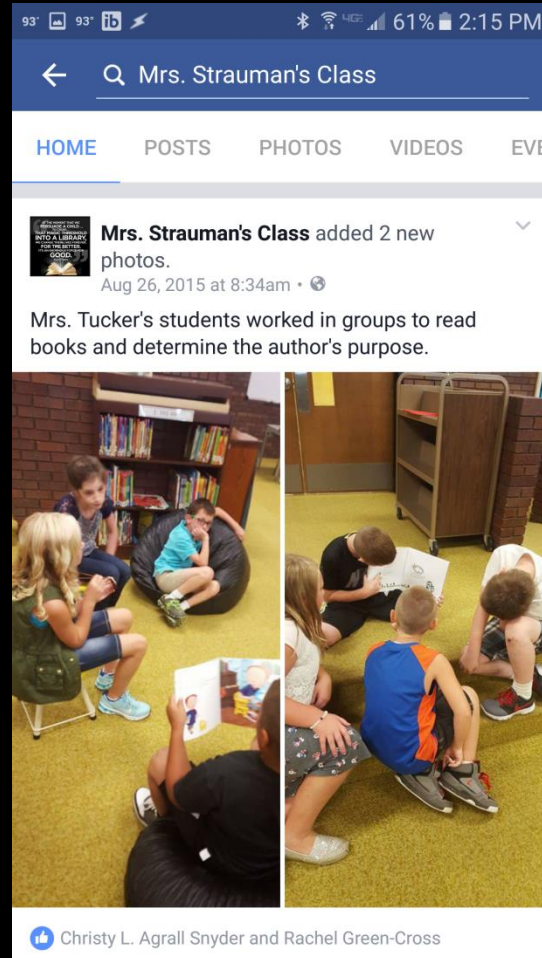
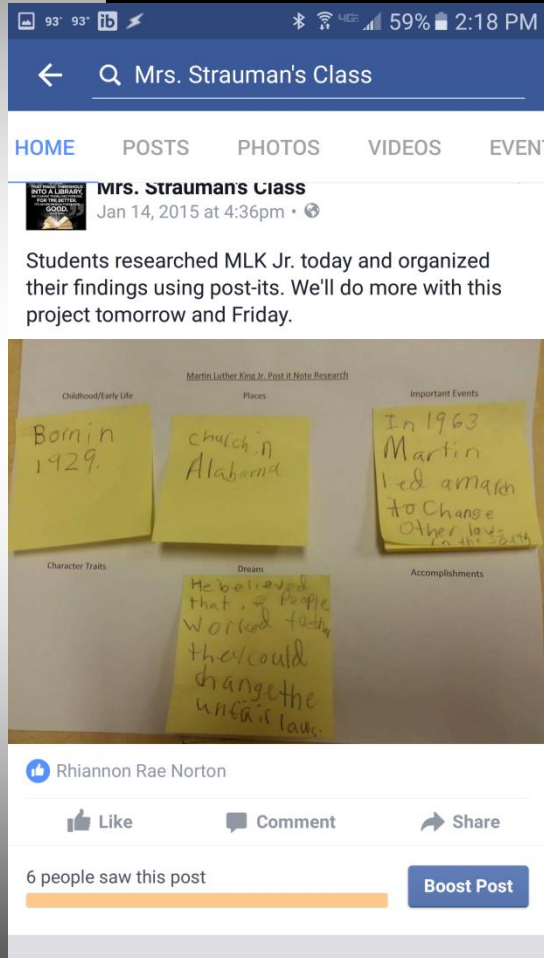
É For example, during a parent night, you could collect and answer anonymous questions.

Classroom Blog

É <http://mrsstrauman.blogspot.com/>



Classroom Facebook Page





Instant Audience Feedback

How does Poll Everywhere work?

Try voting on a multiple choice poll

Text a question to the Q&A poll

Watch the demo video

Create your first poll

Takes 30 seconds. No signup required.

1 You ask a question

Simple Text Message Voting | Poll Everywhere
http://www.poll everywhere.com/new/polls/new

New Multiple Choice Poll

What is your favorite animal?

Answers	Keywords (?)
Lion	AUTO KEYWORD
Turtle	AUTO KEYWORD
Grandpa	AUTO KEYWORD

Save new poll

2 Audience answers using mobile phones, twitter, or web browser



3 Responses are displayed live in Keynote, PowerPoint, or the web



21st Century Tools

There are new tools that all educators can leverage to easily maximize parent-teacher-student communication.

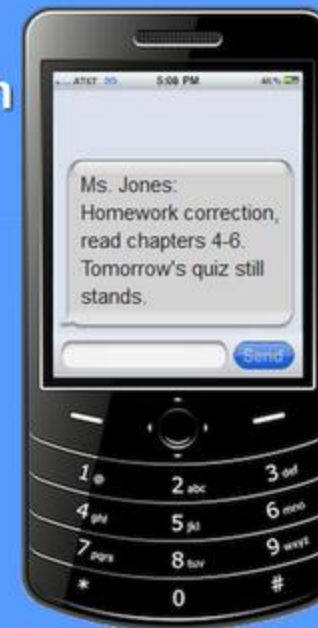


Remind 101

Message your class

A safe way for teachers to text message students and stay in touch with parents. Free.

remind101



Class DoJo

Share reports with parents now!

Easily engage parents by sharing your students' ClassDojo reports, with just one click.



Share reports with parents by email...



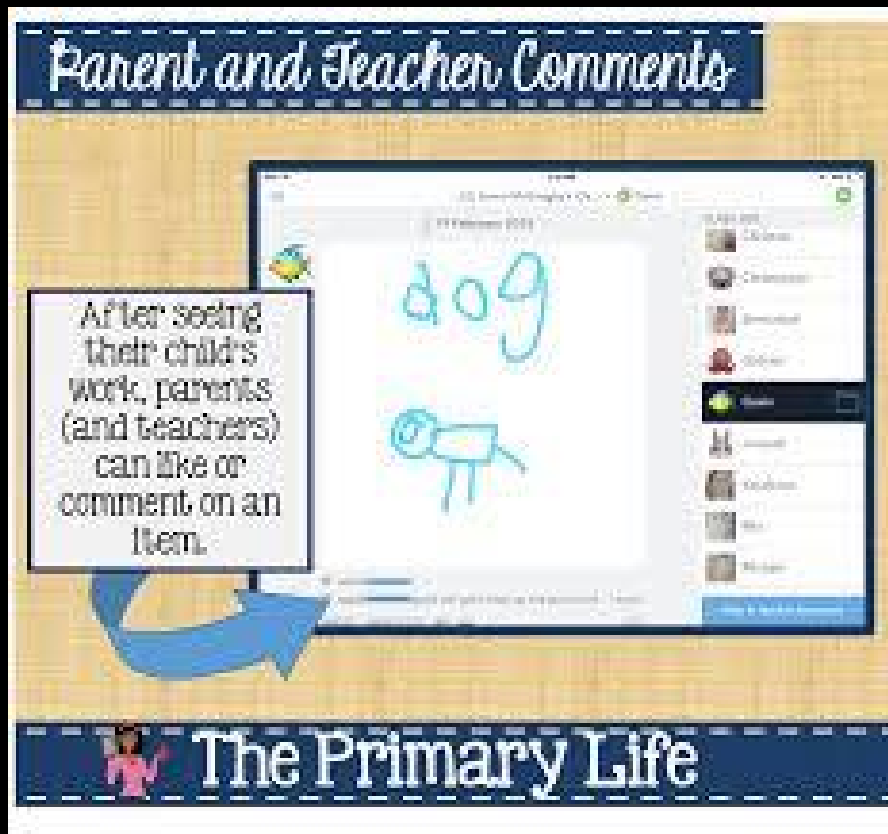
...or print and send invitations home...



...and parents can log in to see new reports every Friday!

É https://youtu.be/ZZ27nMOVI_g

Seesaw



É <https://youtu.be/tlw-tUKvnNc>

IDEAS FOR SEESAW IN THE CLASSROOM

1. Share work/tests that students are proud of
2. Take pictures of graphic organizers/class notes so parents see what we're learning
3. Create video book reviews that encourage friends to read a book
4. Exit ticket: What is one thing you learned today?
5. Upload projects and receive feedback from peers



A large, fiery explosion with orange and yellow flames radiating outwards from a central point, set against a dark background.

What is App Smashing?

What is App Smashing? The

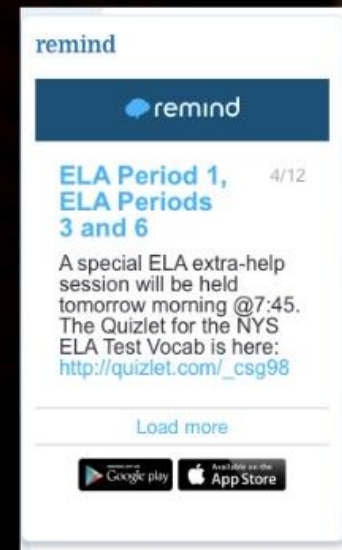
The process of using multiple apps in conjunction with one another to complete a final task or project.



Quizlet + Remind

Teachers then send Remind notifications via SMS text or email with the date of the test and a link to the Quizlet “set” to parents and students.

These flashcards can now be accessed at home on any device, and parents are made aware of upcoming test dates.

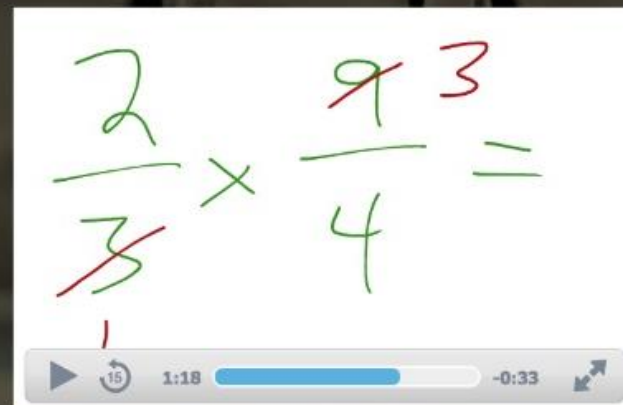




educreations + Kidblog

Educreations is an awesome app that allows teachers to create and share amazing video lessons using an iPad, tablet or desktop computer.

Instead of struggling with argumentative children, parents and children can check the class blog in order to see exactly how the skill was taught in class.





Kidblog + Remind

Every time I post something on my class blog, I send a Remind notification with the link out to parents and students.

They range from extra credit activities, blogging tasks, challenges, virtual field trips, to any additional learning task that I want my students to engage in.



Proactive Approach to Prevent an Epidemic

Learning how to defuse negative emotions of parents with both real and imagined problems is a critical human relations skill.



Best Ways to Respond

É Listen

É Be gentle

É Read between the lines

É Give “wordless advice”

É Backtrack

É Open your mind

É Don't react

Best Ways to Respond

- É **Remain composed**
- É **Be assertive**
- É **Apologize**
- É **Empathize**
- É **Welcome criticism**
- É **Consider cultural differences**
- É **End positively**

WARNING!

The Following Can Be Hazardous To Your Health

- É Donø interrupt
- É Donø take over the conversation
- É Donø change the subject
- É Donø focus on things that canø be changed
- É Donø get off on your own agenda
- É Donø engage in silent combat
- É Donø start to answer before you understand
- É Donø advise unless youøre asked
- É Donø try to persuade
- É Donø appear neutral
- É Donø sound like a øknow- it- allø
- É Donø over explain
- É Donø become intimidated
- É Donø settle for a superficial resolution

The 5 B's to remember:

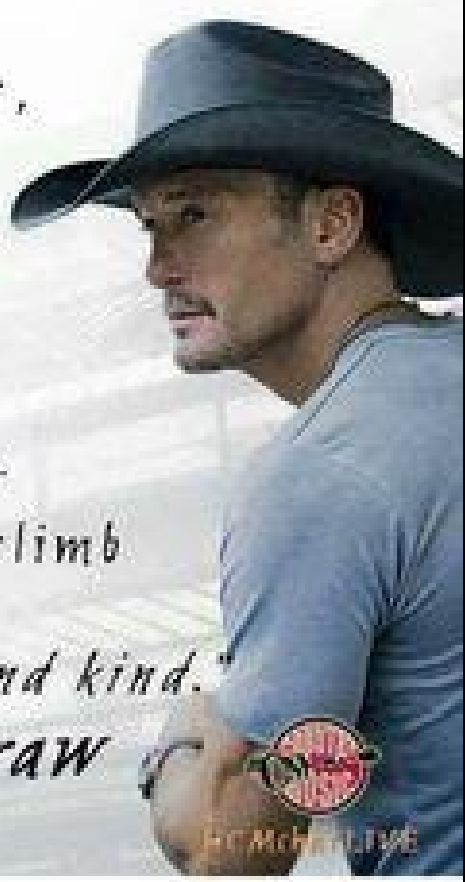
É Be trustworthy

É Be honest

É Be authentic

É Be respectful

É Be forgiving

A photograph of Tim McGraw wearing a dark cowboy hat and a light blue t-shirt, looking off to the side. The photo is partially obscured by text and a logo.

*"Hold the door,
say please,
say thank you.
Don't steal,
don't cheat,
and don't lie.
I know you got
mountains to climb
but always
stay humble and kind."
- Tim McGraw*



Public Schools are for the Public



Every citizen has a guaranteed,
constitutional right to attend



*Remember.....
Parents are sending us the
best kids they have.*

They are
not
keeping
the good
ones at
home!

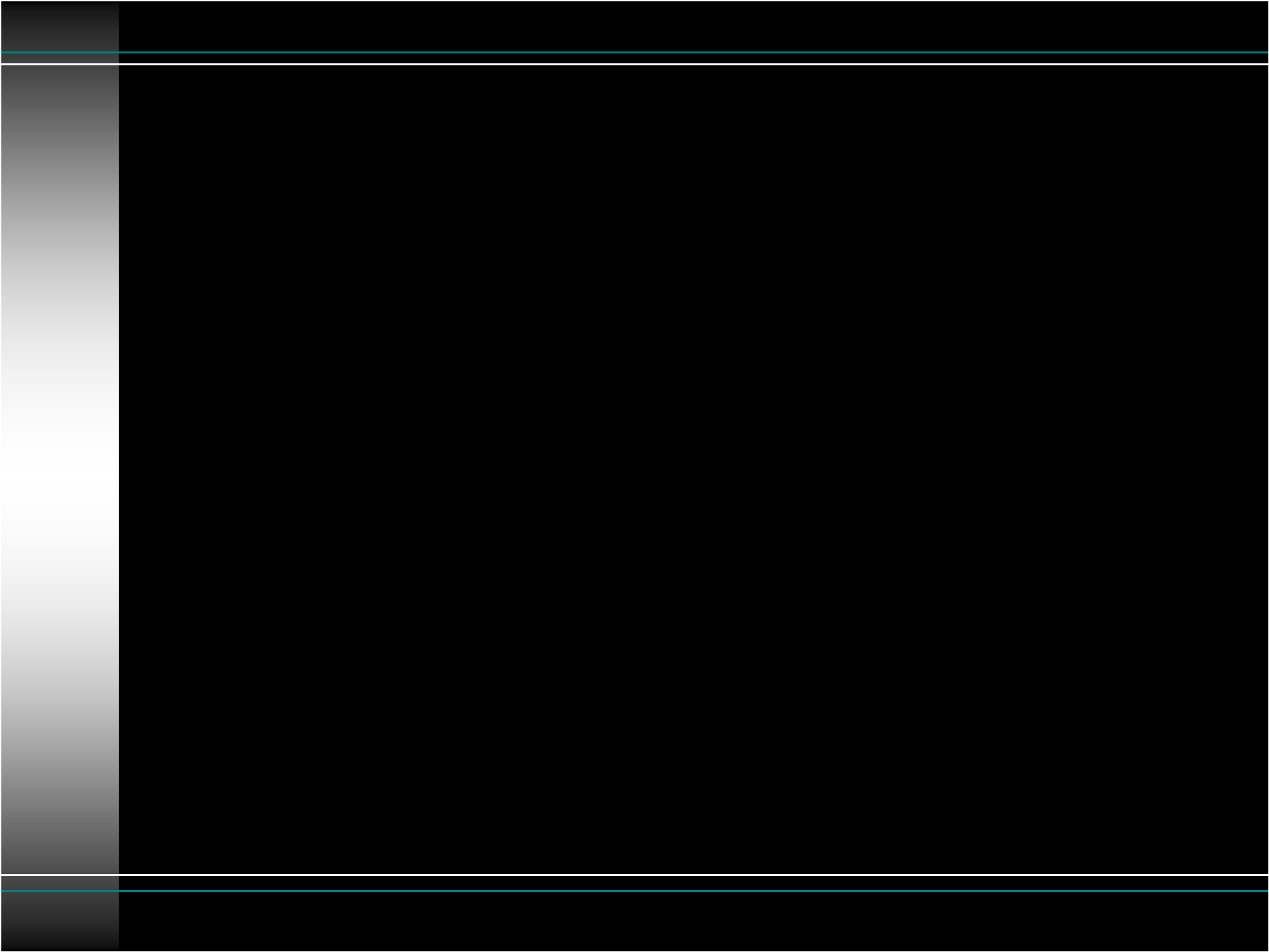


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Credits:

É *Dealing with Difficult Parents* ó Whitaker

É http://arkansased.org/pd/ppt/difficult_parents_2007.ppt

É http://www.slideshare.net/EasyBib/app-smashing-for-educators-leveraging-tools-to-maximize-communication/7-What_isApp_SmashingThe_process_of