SESSION 5
How Should We Communicate Assessment Information to Parents?

READ Regional Workshop

Maputo, Mozambique
December 3-5, 2012
How to ensure an effective communication chain?
Why is it important to communicate to parents and community?

• Parents can
  – support their child to learn
  – put pressure on the teachers and school
  – choose a better school for their child

• Transparency and accountability

Parental involvement in school is key to improving quality
Challenges in communicating to parents and community

- Difficulties in reaching parents
- Low education level
- Lack of “school community” culture
- Lack of an “assessment culture”
- Low expectations
Video
Discuss the following:
- Would it work to produce a video for parents in your country?
- Would another medium be more appropriate? (e.g. radio broadcast)
- What could be the objectives and key messages?
Activity 1: Creating a communication product for parents

In pairs, think about a communication product that could be used to communicate assessment information to parents. Fill in the Communication Product Sheet:

- Objective
- Audience: Parents
- Messages
- Type of communication product or activity: report, video, radio, workshop?
- Timeframe
- Budget
- Distribution
- Contracts
- Feasibility in your country
Communication product sheet

<table>
<thead>
<tr>
<th>Product or Activity: ________________________________</th>
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</thead>
<tbody>
<tr>
<td>Communication objective</td>
</tr>
<tr>
<td>Audience</td>
</tr>
<tr>
<td>Messages</td>
</tr>
<tr>
<td>Timeframe (before, during, after the assessment administration)</td>
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<tr>
<td>Budget (e.g., any reference of how much it would cost?)</td>
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<tr>
<td>Distribution</td>
</tr>
<tr>
<td>Contracts (e.g., for design, production, distribution, training)</td>
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<tr>
<td>Feasibility in your country</td>
</tr>
</tbody>
</table>
Issues to consider
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• Do parents have access to assessment information?
• Do parents understand, value, and use the information?
• Are we using the best approach to reach parents?
• Is our approach sustainable?
• How can we communicate better with parents?
My School Website - Australia
Australia - NAPLAN

- National Assessment Program: Literacy and Numeracy
- All Australian students in years 3, 5, 7 and 9
- Results reported to individual schools and parents and through public MySchool website
- MySchool site provides average scores achieved by schools in the five test domains: reading, writing, grammar and punctuation, spelling and numeracy