



Ben Wilson <ben@thelocust.org>

What my school communication world looks like!

2 messages

Ben Wilson <ben@thelocust.org> Tue, Oct 19, 2021 at 6:46 PM

To: Ashley Dearing <ashley.dearinger@iwouldratherbereading.education>, "Case, Melissa K." <melissa.case@jefferson.kyschools.us>, "Evans, Eric M" <eric.evans@jefferson.kyschools.us>, "Hutto, Jill T" <jill.hutto@jefferson.kyschools.us>, "Jones, Nannette E" <nannette.jones@jefferson.kyschools.us>, "Stjohn, Pamela D" <pamela.stjohn@jefferson.kyschools.us>

First - thank you for taking this on! 🙏

I wanted to provide a glimpse of the communications environment that a JCPS parent experiences - and with two kids in two schools I feel like I'm probably a good case study.

I've also provided some recommendations.

Use this as you see fit! I hope this is helpful!

Also, this the article I wrote a couple weeks ago, which is a bit more high-level:

<https://benwilson.org/sbdm/thoughts/school-communications/>

Cheers!

Ben

===

Parents get a LOT of communications, spread between multiple apps and media, and sometimes duplicated between apps and media.

- infinite campus app
- infinite campus email
- schoolCNXT
- school messenger
- clasdojo

Some from JCPS, some from schools, some from individual teachers... If you asked me to find, say, info for a specific event - I couldn't tell you where to look, I'd have to cruise through at least 2 apps and my email to find it. But: I'd eventually find it!

I've attached a brief video of what my apps currently look like for reference.

Here's a few specific communication examples and suggestions:

1) In the Infinite Campus app, it can be hard to determine if it's a district or school message.

They all have a title and an author, but rarely indicate the school they are from.

Most of the JCPS messages start with "From JCPS" in the body.

What I'd suggest is putting LPAS in the Subject line for all messages and emails.

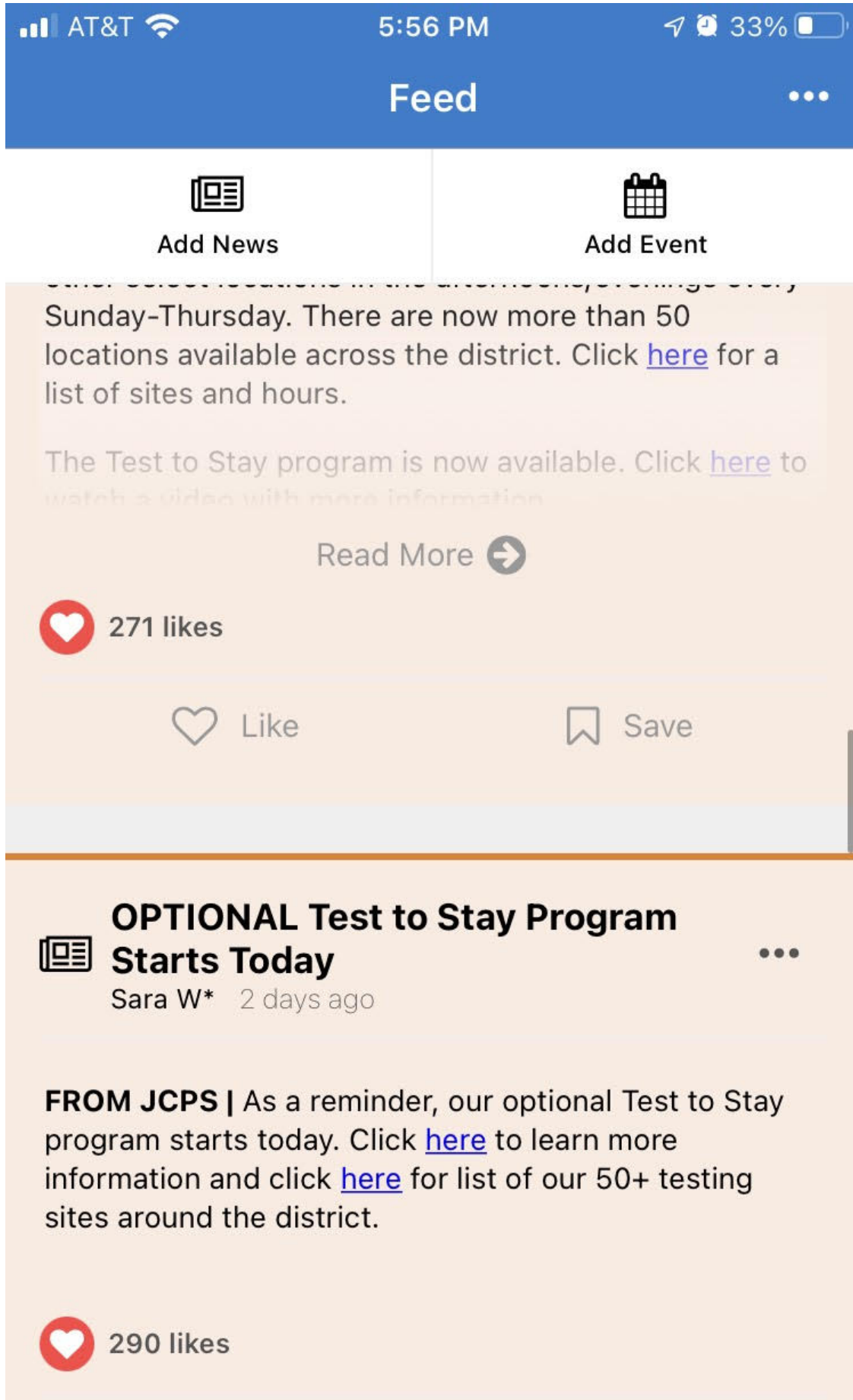
E.g. "LPAS: Test to Stay and Book Characters"

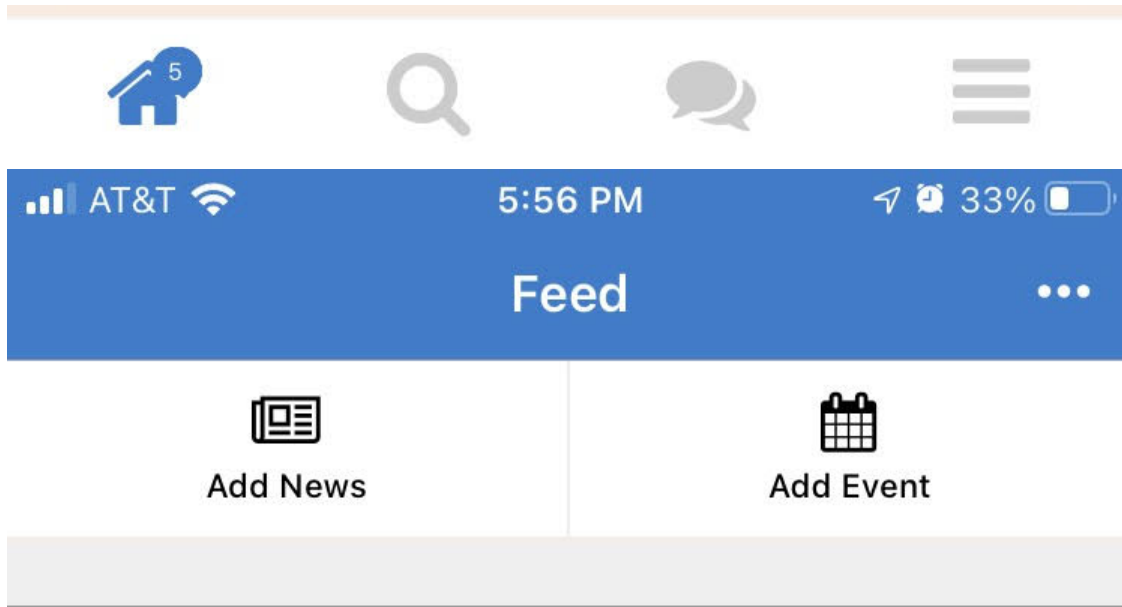
And possibly even qualifying what kind of message it is:



"LPAS Update: Test to Stay..."

"LPAS Weekly News: etc..."

"LPAS Reminder: ..."





 **Test to stay and Book Characters** 
 Melissa Case a day ago

Test to stay

Test to stay started today. If a JCPD student or employee is a close contact of someone with COVID-19, they now have an **option** not to quarantine. To qualify, they have to take a COVID-19 test every night for seven days. If they have a negative result, they can come back to school or work the next day.

Free testing will be offered at middle and high schools and other select locations in the afternoons/evenings. There are now more than 50 locations available across the district. Click [here](#) for a list of sites and hours. Click [here](#) to watch a video further explaining the program.

Read More 

 8 likes

 Like

 Save



2) Also apparently I get some emails from Infinite Campus that I don't also see in the app?

What gets pushed to the app versus email is confusing. Not a huge issue but it just adds to the confusion and noise.

For example here's one from Ms Miller:



5:57 PM



Weekly News (12323213-1454)



ic.mailer Oct 8
to me ▾



Hello families!

I hope that you all are having the best week and are looking forward to the weekend ahead. I have a few items to share from our week.

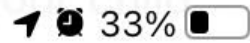
There is no school for students on Monday, October 11th. I am looking forward to meeting with so many of you throughout the day on Monday. If you missed signing up, please reach out. I would be happy to find a time to

chat.

Picture Day is November 1st. The link on the form sent home on Wednesday should allow



5:57 PM



We have been busy this week. In reading and social studies, we have read multiple texts about early native regions. We have continued working on our independent reading levels during reading workshop through comprehension activities, writing about our reading, and skills practice. Our math lessons have centered around basic multiplication. This will prepare us for our work with equivalent fractions next week. We continued to work with plant structures in science. We wrote letters to persuade Ms. Case to start a student council during our writing block this week.

Have the best weekend!

Mrs. Miller, NBCT

PLEASE don't reply to this email.

↩ Reply
➦ Forward



But I also get them from Noe Band and others too:







5:57 PM







ic.mailer




RESULTS IN MAIL

- 
➤ Noe Middle School Band Oct 17
 10/18/21-10/22/21 Noe MS Band Remi...
 Noe Band Reminders 10/18/2021-10/2... ☆
- 
➤ Ms. Pulley Oct 11
 After School Band Lessons 10/13/21 a...
 After School Band Tutoring The high s... ★
- 
➤ Ms. Pulley Oct 10
 10/11/21-10/15/21 Noe MS Band Remin...
 Noe Band Reminders 10/11/2021-10/1... ☆
- 
➤ ic.mailer Oct 8
 Weekly News (12323213-1454)
 Hello families! I hope that you all are h... ☆

- 
▶ Ms. Pulley
Oct 7
 Noe Band Parent Teacher Conference...
 Noe Band Parent Teacher Conference... 

- 
▶ ic.mailer
Oct 5
 7 Voyagers Parent Teacher Conference
 Hi all, Sorry it has been so long since... 

- 
▶ ic.mailer
Oct 4
 Parent Teacher Conference (140100)

3) Noe's weekly email is consistent and immediately recognizable

Note: he uses SchoolMessenger and not IC or SchoolCNXT for this. I mention this because A) that app is terrible to use and B) it's the third app shared between schools for similar communications. Confusing! Does send out nice emails tho.




6:20 PM



26%






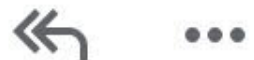



Noe Parent News 10/19/21 

Inbox




John Gribbins 5:37 PM
 to me ▾



Noe Parent News 10/19/21

Please see the attached **Parent Letter** from the Principal: [Letter Positive Case at Noe Middle School 10-19-21.pdf](#)

'Test to Stay' and 'Test to Play' Covid Testing Programs

Test to Stay and Test to Play are two new programs being implemented by JCPS.

The Test to Stay program is an **optional** program for students who have been advised to quarantine and has not tested positive. It involves getting **daily testing for seven days** and **receiving a negative COVID test each day** before returning to school. This program begins today, Oct. 17th.

The Test to Play program is a **required testing program for students involved in any afterschool activity**. Beginning November 1st, students involved in regular, afterschool



4) ClassDojo

I like ClassDojo for keeping up with my kids in class and for communicating with Ms Miller over trivial things. But since it's an app I have concerns about everyone being able to use it and set it up to actually notify you. It shouldn't be used for critical communications for that reason, I think.

It would be nice if it could be universally adopted among teachers, but I get it might not work for everyone.

5) Emails > Apps


SchoolCnXT and Infinite Campus are good apps BUT since they are apps there are considerable hurdles to them and I would consider them "nice to haves" and not requirements for parents. Don't attempt to communicate anything critical in an app. Why?

- not everyone will have access to the app
- not everyone will download the app

- not everyone has notifications for apps turned on
- there are SO MANY apps to pay attention to

But... email most everyone has and can have access to, and there's one place to look. Not perfect, but definitely the most accessible and widely adopted.

So - if you want to push a message to an app, that's fine - but make sure it also goes out via email. That will hit the biggest majority of people.

 **RPreplay_Final1634681482.mp4**
16273K

Case, Melissa K. <melissa.case@jefferson.kyschools.us>
To: Ben Wilson <ben@thelocust.org>

Wed, Oct 20, 2021 at 2:09 PM

Thank you for sharing!

Get [Outlook for iOS](#)

From: Ben Wilson <ben@thelocust.org>

Sent: Tuesday, October 19, 2021 6:46:54 PM

To: Ashley Dearing <ashley.dearing@iwouldratherbereading.education>; Case, Melissa K. <melissa.case@jefferson.kyschools.us>; Evans, Eric M <eric.evans@jefferson.kyschools.us>; Hutto, Jill T <jill.hutto@jefferson.kyschools.us>; Jones, Nannette E <nannette.jones@jefferson.kyschools.us>; Stjohn, Pamela D <pamela.stjohn@jefferson.kyschools.us>

Subject: What my school communication world looks like!

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