

Learn More About Your Child's School

2026 District to Family Communication Tips and Resources

Suggested Strategies

1. **Share customizable templates with campuses, like those in the 2026 *Learn More About Your Child's School Toolkit*.** School leaders know their families best and can tailor these templates to meet their needs.
2. **Short and straightforward is best.** Communication should be direct and to the point in plain language with few acronyms.
3. **Use multiple platforms.** Families get their information from multiple sources. Use email, text messaging, and social media to increase your reach and reinforce the message.
4. **Share information throughout the year.** Provide school ratings information throughout the year at existing parent and family engagement activities.

Communicating and engaging with families is critical to supporting all students and helping them to be prepared for the next grade level and on track for graduation. It is important to identify a variety of ways to reach parents and families across your community through intentional outreach and communication channels. Including the following:

- Have schools make as much direct contact with families as possible.
- Provide all materials in English, Spanish, and other languages prominent in your district.
- Ask educators with established family relationships to act as main messengers.

Suggested Materials and Channels

1. **Distribute newsletters and flyers** with information about accessing school ratings.
2. **Send text messages.** Use the family notification system to send text messages.
3. **Make phone calls.** Use the family notification system to make phone calls.
4. **Announce the score release in parent portals and on social media platforms.** This can reinforce other communications.

If you have any questions or need additional templates that would be helpful to you as you work to communicate the importance of school ratings to families in your district, please contact the Performance Reporting Division at [Performance Reporting - Welcome to the TEA Help Desk](#).