

# 5 Ways to Improve Equitable Communications

## 1 Send a message to proactively reach out to all families in your school.

- This message can be as simple as checking in to see how your families and students are doing at home.
- Divide the work by assigning one administrator per grade level to send the message.
- Include the student's name in your outreach by using the {{student}} personalization feature in your message.

## 2 Reach out to families by students' most recent attendance status.

- Customize your message by attendance tier to offer different resources or ask different questions.
- Quickly identify chronically absent students. We recommend that you filter for your Tier 3 students, missing more than 20% of the school year, and reach out to these families first. They might be in the most need.
- After you reached out to these families, look at the View Insights page to identify which phone numbers are incorrect. Review our [Guide to Connecting with All Families Now](#) to support you with updating contact information.

## 3 Send a survey to families to assess needs.

- Have you asked families what they need? Create a simple Google Form and send it out as a survey to evaluate family needs.
- Check out [a sample survey here](#). Feel free to make a copy of this survey to use at your school!
  - Make sure you set permissions so that anyone with the link can complete the survey.

## 4 Attach a PDF and monitor which parents can access your flyer or document.

- PDFs can be several pages in length. We recommend ensuring there are several translations available in the PDF that you send.
- Track the click rate of your PDFs by downloading a report to identify which families did not view the PDF. Follow up with these families.

## 5 Identify incorrect family phone numbers or email addresses.

- Download reports to quickly identify phone numbers that are turned off or are wrong numbers. Phone numbers and emails can change frequently, and KiNVO will monitor these changes.
- Request that administrators follow up with groups of students' families via phone call. Texting and emailing is great, but personal phone calls are also important.