



**Parent Teacher  
Home Visits**

*Celebrating 25 Years*

# CELEBRATE

Our Inaugural National  
**Parent Teacher Home Visits Week**

**Preparation Session 2**  
**April 27, 2022**



## Before We Begin



Type your name, organization, and role in the chat box.



Engage and post questions throughout the presentation in the chat box.



Share on social media using our Twitter handle [@PTHVP](#) and hashtags [#PTHVWeek](#) [#PTHVTurns25](#)



# Agenda



## Communications

- New Playbook
- Communications Planning
- Helpful Strategies



## Evaluation

- Why and How
- Tools and Resources
- Sharing Results



## Planning Ahead

- Timeline & Next Steps
- Q & A





# COMMUNICATION

## Strategies and Tools



# Communications Playbook

An A-Z Resource for Promoting Your PTHV Week

<https://bit.ly/PTHV-Comms-Playbook>



# Critical Elements of a Communications Plan

1. Goals
2. Messaging
3. Strategies & Tactics
4. Evaluation



# Take a School Leader on a Home Visit

Superintendents, Principals,  
Local Legislators,  
Community Leaders





## Media Outreach

1. Community Calendars
2. Radio Promotion
3. Media Advisory
4. Press Release
5. Press Briefing





# Social Media Campaigns

Ideas for Facebook, Twitter, Instagram, TikTok, and YouTube





## Release the Mavens

Enlist the support of your most socially connected supporters.



# Evaluate

And course-correct



# Communication Resources

PTHV Week Webpage

<https://bit.ly/PTHVWeek>

PTHV Week Communications Playbook

<https://bit.ly/PTHV-Comms-Playbook>





# EVALUATION

## Purpose and Resources



## Why Evaluate Your PTHV Week Celebration?

- See and hear the impact
- Answer questions about effectiveness
- Inform improvements
- Showcase the benefits



# Data Collection and Evaluation

## WHAT



combination of  
quantitative and  
qualitative

## WHO



school staff and  
families

## HOW



Home visit logs,  
surveys, interviews



# Evaluation Resources

PTHV Week Webpage

<https://bit.ly/PTHVWeek>

PTHV Week Evaluation Toolkit

<https://bit.ly/PTHVWeek-Eval>







## Sharing Your Results

- Create a plan
- Share data effectively
- Collaborate with PTHV National to highlight impact stories
- Submit implementation data using links in evaluation toolkit



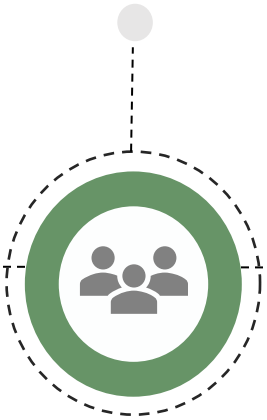
Q & A



# PTHV Week Planning & Implementation Timeline Reminder

**May 12, 2022**

Bi-Weekly Virtual Office  
Hours Start



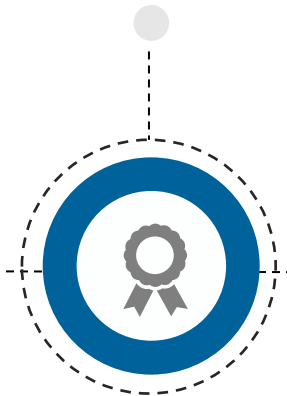
**August 3, 2022**

PTHV Week Preparation  
Session #3



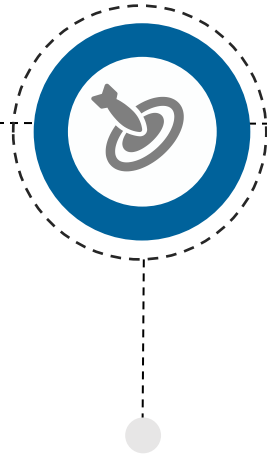
**November 2, 2022**

PTHV Week Celebration and  
Awards Session



**May 18, 2022**

PTHV Week Mini-Grant  
Application Closes



**September 19 - 24, 2022**

PTHV WEEK



# Next Steps

## Register

Sign up to watch Session 3 AND participate in PTHV Week



## Plan

Develop an actionable plan including who, what, when, and how you will celebrate and evaluate



## Communicate

Create a Communications Plan and begin to implement strategies/tactics



## Engage

Convene a team to collaboratively plan and implement your PTHV Week Celebration



## Apply

Prepare and submit your PTHV Week Mini-Grant Application





# Parent Teacher Home Visits

*Celebrating 25 Years*

## Stay Connected



[www.pthvp.org](http://www.pthvp.org)



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