Our Inaugural National Parent Teacher Home Visits Week

CELEBRATE

Preparation Session 2
April 27, 2022
Agenda

1. Communications
   • New Playbook
   • Communications Planning
   • Helpful Strategies

2. Evaluation
   • Why and How
   • Tools and Resources
   • Sharing Results

3. Planning Ahead
   • Timeline & Next Steps
   • Q & A
COMMUNICATION

Strategies and Tools
Communications Playbook
An A-Z Resource for Promoting Your PTHV Week

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
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

PTHV Week Evaluation Toolkit
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
PTHV Week Planning & Implementation Timeline Reminder

- **May 12, 2022**
  - Bi-Weekly Virtual Office Hours Start

- **August 3, 2022**
  - PTHV Week Preparation Session #3

- **September 19 - 24, 2022**
  - PTHV WEEK

- **November 2, 2022**
  - PTHV Week Celebration and Awards Session

- **May 18, 2022**
  - PTHV Week Mini-Grant Application Closes
Next Steps

**Register**
Sign up to watch Session 3 AND participate in PTHV Week

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

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

**Apply**
Prepare and submit your PTHV Week Mini-Grant Application

**Communicate**
Create a Communications Plan and begin to implement strategies/tactics