Lincoln County
Teacher Webinar Training
April 29, 2020
Team Introductions

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Background in teaching and administration

Almost 1 year at Remind
Favorite Grade: 6th
Objectives for Today

● Gain a deeper understanding of how to use Remind features to enhance communication with students and parents.

● Apply Remind’s framework for effective classroom communication and articulate ways in which you plan to use Remind for upcoming classroom initiatives.

● Create an impactful message campaign geared towards student success.
1. Teacher participant guide
   a. Digital copy sent via email

2. “Parking Lot” Use chat for questions
Today’s Agenda

- Team Introduction/ Norms (5min)
- Introduction to Remind (5min)
- Product Demo (15min)
- Hands on Exploration (15min)
- Crafting an Effective Message (15min)
- Building a Message Campaign (15min)
- Closing (5min)
- Q&A and Survey (15 min)
What is Remind all About?
First, here’s Remind in a nutshell

Reach students and parents **when you need to**—on any device.

Remind is **built for education**, so personal information always stays private.

Administrators and teachers use Remind to help **strengthen relationships** with students and parents.
Reach families on the devices they use

Parents are not picking up the phone or listening to voicemail

40% of phone calls go to voicemail

33% of voicemails are listened to
Reach families on the devices they use

Parents are not picking up the phone or listening to voicemail, but they do **open and read their text messages**.

- **99%** of text messages are opened.
- **90%** of text messages are read within three minutes of receipt.
The text messaging model...[is] a strategy to consolidate and personalize complex information and to facilitate connections between students, families, and school officials.³

- **Homework Completion**: 42%¹
  - Frequent teacher-family engagement increased student homework turn-in rates.

- **Absenteeism**: 28%²
  - Students whose parents received texts from teachers were less likely to miss class.

- **College Enrollment**: 7%³
  - High school graduates who received summer texts were more likely to enroll in college.
Why teachers use Remind

85% say they *save time* in their day

65% say they *increase parent participation* in events

92% say that messages on Remind are *more likely to be read* than other forms of communication
Stop and Jot
Family Engagement

Stop and Jot

● What does effective family engagement look like, feel like, sound like?
How Does Remind Work?
Claim SIS Sync Rostered Classes

- Log in via web, mobile, or the app to claim classes
- Archive old classes
- Claiming SIS sync rostered classes will not affect manual classes
Reach students and parents where they are.

Communication for the school, home, and everywhere in between.

Log into your account

Step 1

Step 2
Join our Training Class

1. Join our Remind training class:
   - Join a class ➔ enter code @8c9332

2. Text @8c9332 to 81010
Reach ELL families

Translate messages into 80+ languages before you send.

FAQ here
Remind App Auto-Translate

Teacher:
I will be using Remind this year to share updates and tell you about your student's progress.

Parent:
Please tell your daughter to read 20 minutes tonight.

Teacher:
actualizaciones y contarte sobre el progreso de tu estudiante.

Parent:
Por favor dile a tu hija que lea 20 minutos esta noche.
Hands On Product Exploration
Crafting an Effective Message
Stop and Think

Think of a recent written communication you received that was ineffective. It can be related to school or in your personal life.

- Who was the sender?
- What was the message?
- How did it make you feel?
- Were you motivated to take action? Why or why not?
- What could have been done differently to ensure it was successful?
What makes this message ineffective?

Stop and Jot in chat
<table>
<thead>
<tr>
<th>Grade</th>
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<tr>
<td>A-</td>
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<td>B</td>
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**Purpose**
Time
Keep it Simple
Make it Personal
8am: Parents Parent teacher conferences begin next week! I'm looking forward to discussing your student's progress and setting goals! Come see their recent book report projects! You can sign up for a time using the attached link.

What makes this message effective?
Stop and chat
Crafting an Effective Message: Future Activity
Crafting an Effective Message:

1. On your own, craft an effective message you can use for your class or an individual next week!

2. Consider:
   a. audience
   b. purpose
   c. time
   d. content (simple and personal)
Building a Message Campaign
How do you currently use backwards planning?
Stages of a Message Campaign:

1. What is your desired result/goal?
2. How will you know when you have reached your goal?
3. What do you need to do to prepare your audience for the desired result/goal?
Example

I want *(audience)* to do *(desired outcome)* by *(date)*.

I want *parents* to *attend a virtual parent teacher conference* by *April 19th, 2020*.

Ex. March 19th, April 1st, April 17th, April 19th, and April 20th*
Building a Message Campaign: Activity
Building a Message Campaign:

1. With a partner or on your own, build a message campaign for an upcoming class event

2. Consider:
   a. timeline
   b. attachments
   c. follow ups
   d. actions

Take a look at pg. 6-8 of the Participant Guide
Learnings
Let's revisit today's objectives...

- I understand **how to use Remind** features to enhance communication with students and parents.
- I can use the **framework for effective communication** and articulate ways in which I plan to use Remind for upcoming classroom initiatives.
- I understand how messaging can be used as an effective means to **impact student outcomes**.
Next Steps and Resources

1. **Explore our Help Center**

2. **Check out the Teacher Onboarding Guide**

3. **Explore “Top 10 Ways to Use Remind”** and choose one to implement next week!
Feedback and Survey