



SCHOOL COMMUNICATIONS/MARKETING NETWORK



WED., APRIL 16, 2025
9-10:30 a.m. Zoom

What Parents Want: School Communication Best Practices in an Era of School Choice

When it comes to education, families have more choices than ever—and as a result, school funding is growing ever more competitive. As such, school leaders are considering what parents want from their schools as they work to build districts that can not just survive, but thrive.

In Apptegy's SchoolCEO's newest research study of more than 1,400 U.S. parents, they wanted to learn:

1. Through which communication channels do families prefer to receive important information about their children's schools?
2. Which school or district employees do families most trust to relay important information to them?
3. How does communication—or the lack thereof—influence families' overall satisfaction with and trust in their school districts?

Join us on **Wednesday, April 16 from 9-10:30 a.m. for a virtual meeting** as Marie Kressin, Writer/Researcher for Apptegy's SchoolCEO magazine, helps us uncover what parents want from school communication. When done well, effective communication can positively impact how much your families trust your school district. Trust not only keeps families from choosing a different educational option, but it also empowers them to become advocates for your district.



Advanced registration is appreciated for this [virtual meeting](#).

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For assistance, please contact Shonte' Smith at shonte.smith@escneo.org or 216-901-4229

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