



# SCHOOL COMMUNICATIONS/MARKETING NETWORK



**TUESDAY, OCTOBER 5**  
9-10 a.m. Zoom

## How to Simplify Communication to Improve Family Engagement

COVID-19 has taught us that communicating with families is not just nice, it's necessary. But the jargon, acronyms, and authoritative tone we use and the overwhelming information we provide can create barriers. This interactive session will equip you with usable tips and techniques to communicate more effectively with families.

*Through discussion and activities, you'll learn how to...*

- » Identify barriers to communicating with families.
- » Simplify words and bring families into the learning.
- » Sort information to help engage families.
- » Strike the "right" tone to deepen partnerships with families.

### *Featuring... Patricia Weinzapfel*

Patricia Weinzapfel recently retired from the Evansville Vanderburgh School Corporation in Indiana. For the past ten years, she served as the district's Executive Director of Family Engagement. Prior to working in education, Patricia spent 15 years in broadcast journalism. She graduated from Northwestern University and is the author of *No More Mumbo Jumbo, Bridging the Communication Gap Between Educators and Families*. Patricia currently works with schools and districts across the nation as a school-home communication consultant.



**Advanced registration is appreciated for this *virtual meeting*.**

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For assistance, please contact Roni Staimpel [roni.staimpel@escneo.org](mailto:roni.staimpel@escneo.org) or 216-901-4233

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