



Sunnyside School District

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NSPRA's Tip Sheet of the Week | September 3, 2019 | www.nsprapro.org

Go Where They Are: Communicating with Families of English Language Learners

STEP 1: What do your communications look like?

Evaluate who your audience is and what communications you are already putting out there.

- District Publications - English and Exact Replica in Spanish on the reverse side.
- Calendars – Primarily English with specific information in Spanish
- Social Media – Emergency/Crisis Information Translated into Spanish
- School Newsletters – English and Spanish
- Phone calls and text messages – Service that pulls from our Student Information System in the parent's preferred language.
- Assistance: Language line with an on-call interpreter

STEP 2: How can you differentiate your events and activities to be inclusive?

Pool your current resources to add value and accessibility for families.

- Parent Resource and Engagement Program – Monthly Info Sessions specifically requested by our mono and bilingual families. Always have bilingual staff members/administrators on hand and a staff member from our Family Engagement Department.
- College and FAFSA Nights – Sessions in English and Spanish, and specifically request bilingual representatives from the colleges and universities.
- Board Meetings – Interpreter with earpieces available for translation
- Make childcare available.

STEP 3: What barriers can be eliminated by stepping out of your comfort zone?

Thinking outside of the 5:30 p.m. parent meeting.

- Worksite visits over the summer with members of the staff families are familiar with: Secretaries, counselors, teachers, special education.
- Consider hours and days during the agricultural seasons: Spring, Summer, Fall and Winter
- Build connections with the employers, and foremen. Partner with groups that serve the population.
- Booths at community events with bilingual administrators, teachers and office staff.