



DEPARTMENT OF DEFENSE EDUCATION ACTIVITY

LAUNCHING GRADESPEED COMMUNICATIONS OVERVIEW

OUTCOME

- Build awareness, understanding and support for GradeSpeed among DoDEA's internal audiences (students, parents, teachers, counselors, administrators).
- Explain the implementation of GradeSpeed.

PRIMARY AUDIENCES/MESSAGES

Overall

- When parents and teachers communicate, everyone benefits and children have a much better chance to be successful.
- Frequent communication between teachers and parents enhances understanding of how educational needs can best be supported at school and home.
- GradeSpeed won't replace face-to-face communication between parents and teachers.

Parents

- GradeSpeed is a powerful tool to help parents stay connected to their children's educational progress.
- **A teacher's primary job is to teach and while communication with parents enhances the educational experience, parents have to be reasonable about expectations on responsiveness.**
- This system and others like it have worked well for many public school systems.

Commanders

- Education and care of military families is critical to operational readiness.
- Helping military families stay connected during deployments benefits all members of the family. GradeSpeed is a great tool to enable communication on educational aspects of a child's life.

DoDEA Employees

- Communication between teachers, students and parents is critical to student success. DoDEA is continually looking for tools and processes to make communication easier, more effective, and timelier.

Students

- Students may have concerns about how much information parents will have, however, children with parents who are involved in their education have a much greater chance to be successful.

COMMUNICATION STRATEGIES

Multiple-pronged approach, with most data coming from the principal and school administrators directly to the parents. Supplemental articles and TV and radio ads will round out communication efforts.

COMMUNICATION VEHICLES

- News Release
- Stories for local newspapers/newsletters
- Letter from principal to parents
- "How To" Sheet for parents
- Chat Room session
- PowerPoint Slides for use at Information Nights hosted by principals
- Radio Public Service Announcements

EVALUATION

Three months after launch, review user statistics. Increase communication efforts (TV PSA, additional newspaper article, etc.) if usage numbers are lower than expected.

Prepared by: Office of Communications