

Communications
PDSA(s)

1. Pilot Program Welcoming Dinner
 - a. Plan: Use various means of communication to invite families to welcoming dinner for the African-American Family Network.
 - b. Do: utilize flyers, automated phone calls, personal letters and personal phone calls to reach an attendance rate of 60%.
 - c. Study: event was attended by 4 of 20 families, though 19 of 20 families confirmed attendance (confirmation were attained through personal phone calls the night before the event). The attendance rate was 20%.
 - d. Act: Action team deemed the prudence of establishing personal relationships between coordinators and families prior to inviting families to community events. Action team agreed upon inviting each of the non-attending families to family meetings at off-campus locations. The Action Team also cited the need for the creation of surveys of attendees and non-attendees. Action team discussed other potential strategies: day-of phone calls, multiple calls to a single home by different coordinators.

2. Black History Breakfast (school-wide event)
 - a. Plan: Use various means of communication to invite all African-American families to the breakfast. Compare attendance rates for families in the program and those from the general population.
 - b. Do: letters home, automated calls for general population; letters home, automated calls and personal calls for pilot population.
 - c. Study: event was attended by 4 families. Of these four two were students in the pilot program and two were from the general population. In addition, one of the pilot students in attendance was not in attendance for the initial event (welcoming breakfast). Overall attendance rate was approximately 2% of families, attendance rate for pilot program participants was 10% and the attendance rate for pilot program participants that attended the initial event was 25%.
 - d. Act: Action team noted that the highest attendance rate was for pilot program families that had attended the initial event. As such, strengthening the individual communication ties between families and coordinators is a priority. Action team also noted the ineffectiveness of traditional means of communication (flyer, automated calls, and letters home) as evidenced by the low attendance rate for the general population. Action team cited the need for establishing non-traditional means of communication (parents calling other parents, information assemblies for students with program information highlights and notices for parents, presentations at school/community events).