



Building a Foundation for a Connected School Year
Communication strategies to engage families at back-to-school time





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Agenda

- **Why the focus on back-to-school communication**
- **Why should you as a communication director care about school supply lists**
- **The TeacherLists way**
- **Let's hear from your peers - Tracy Jentz, Grand Forks, ND**
- **Q&A**
- **Next steps for district success**

The changing landscape of education in America



Expanded **school choice**

Millennial parent expectations

Competition for parent's **time**

- Need for districts/schools to **promote themselves**
- **Back-to-school time** = most critical time of the year
- **All eyes on you**

Communication is key at back-to-school time

Large number of constituents to reach

Back-to-school time = your product launch!

- Sets the tone for the entire school year

It's like a first date

- You want parents to be impressed by your school system *and* want to be a part of it
- Parent involvement =
 - Improved grades and test scores
 - Better attitude about school
 - Improved student participation



Helpful information to communicate at back to school



Who you are and how to contact you

Methods you'll use for official communication

Be clear on the basics

- Timing
- Bus routes
- School supplies
- Extracurriculars

Go the extra mile

- Share expert advice
- Shout-out to the PTO or PTA groups in your district

Develop a framework for sharing communication

For districts: Communicating this much information can be complicated

For parents: Receiving this much information is overwhelming



Decide who is communicating what and when

- School? District? Both?
- Uniform process & technology apps

Be organized around *where, what, and when* communication is occurring

- Stay current—know what's being said
- Outdated info can lose a parent for good

A top-down view of a wooden desk cluttered with various school and office supplies. In the upper left, a silver calculator is partially visible. Next to it is a clear glass jar containing pens. A brown leather wallet sits in the upper right. A ball of colorful rubber bands is in the center right. A silver pen lies on a white notepad in the upper right. A blue paper clip is on the left, and a red one is in the center. A blue paper clip is on the right. A red object, possibly a stapler, is on the left. A blue paper clip is on the right. A calendar is in the lower half, with the number 17 circled in red. A pair of black glasses is on the calendar. A crumpled piece of brown paper is on the right. Two sticky notes, one light blue and one yellow, are on the left. A blue pencil is on the calendar. The text "Using School Supplies as Your Hook To Engage Parents" is overlaid in a white box in the center.

Using School Supplies as Your Hook To Engage Parents

The traditional back-to-school supply lists model

How is your district doing it?

From old school...



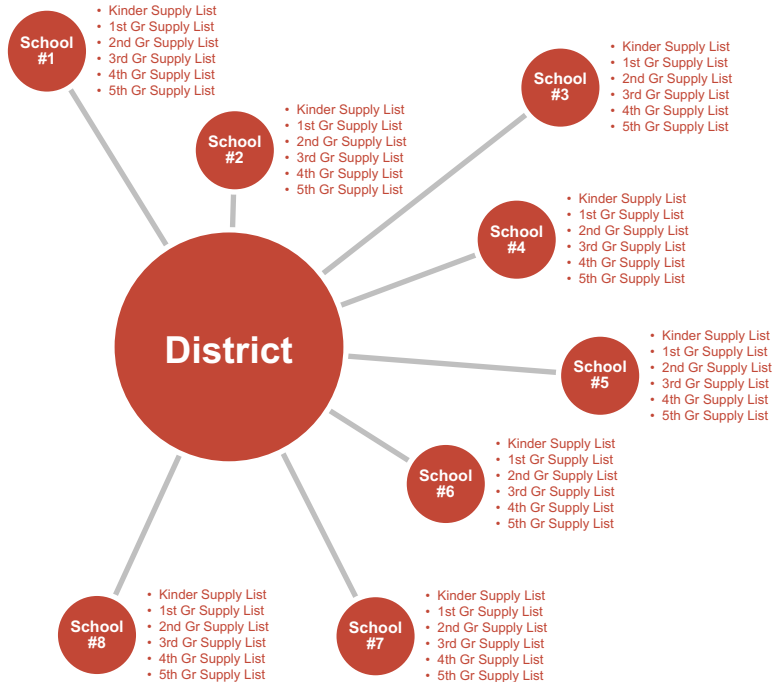
Shared in a **Word doc or PDF**

Not responsive (hard to read on a phone!)

Not always ADA-compliant

Sometimes printed at local retail stores

A district's organizational nightmare?



1 district

75 schools

with 6 lists per school on average

= 450 supply lists to manage and post

Compiling school supply lists **can take hours**

Posting onto website = **huge time commitment**

A time-consuming process

preventing staff from engaging with families on other important activities

Solve the supply list drama...for your district ...and for parents

to that's cool!



Centralized spot to upload and share lists

Auto-converted to digital lists—shared with a click

- No more downloads, no more making copies!

Responsive—super easy to read on a phone!

ADA-compliant

Automatically shared with national retailers

Connected to eCommerce—one click to prefilled shopping carts

Uniform & consistent process across all schools

- Elementary, middle, high schools

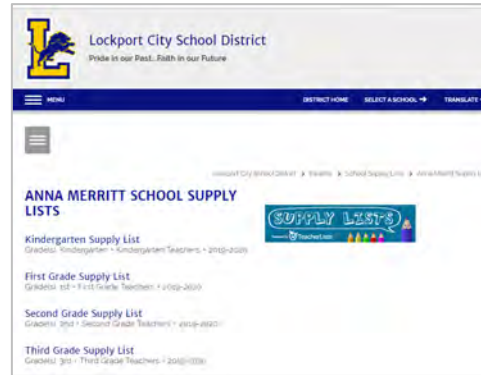
Free service



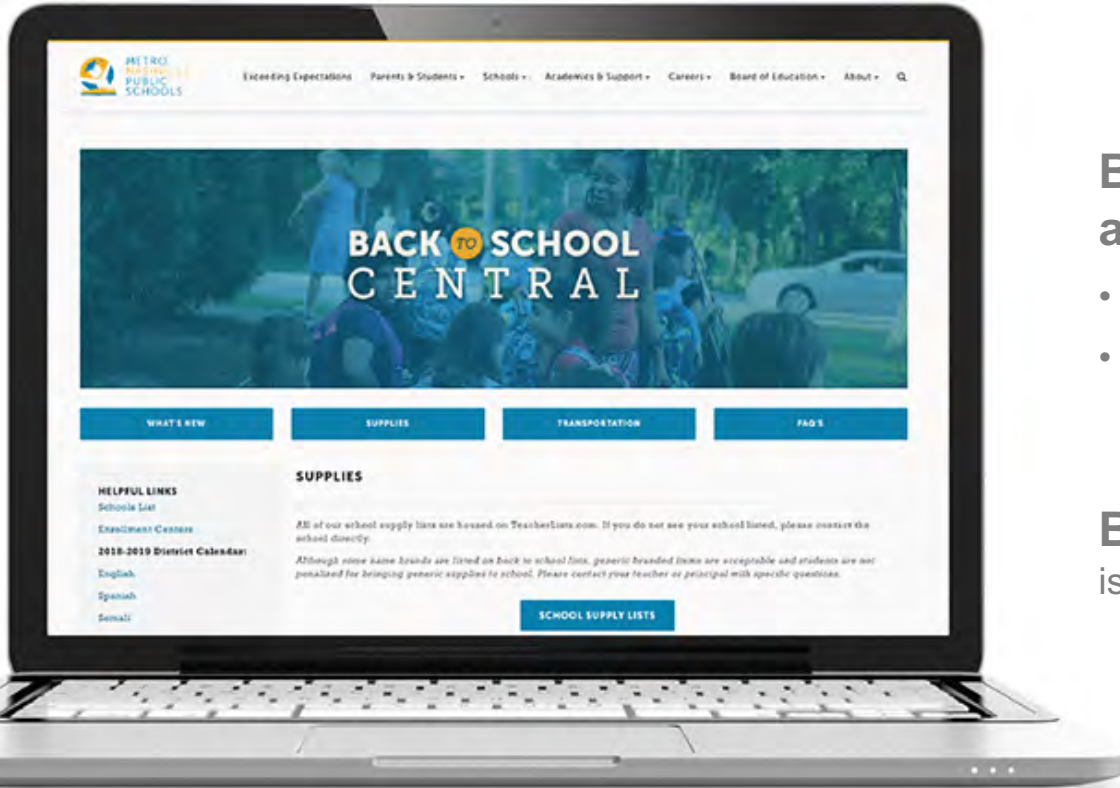
Best practices for communicating school supplies

A layered approach works best with a uniform platform

- **Post on website(s) at end of school** and communicate this website address to parents
- **Link** district and school websites
- **Midsummer email** to parents
- **PTO groups** announce via social channels to reinforce
- **Series of email blasts** in the weeks before school starts
- **Social media reminders** days before start of school



Keep it simple



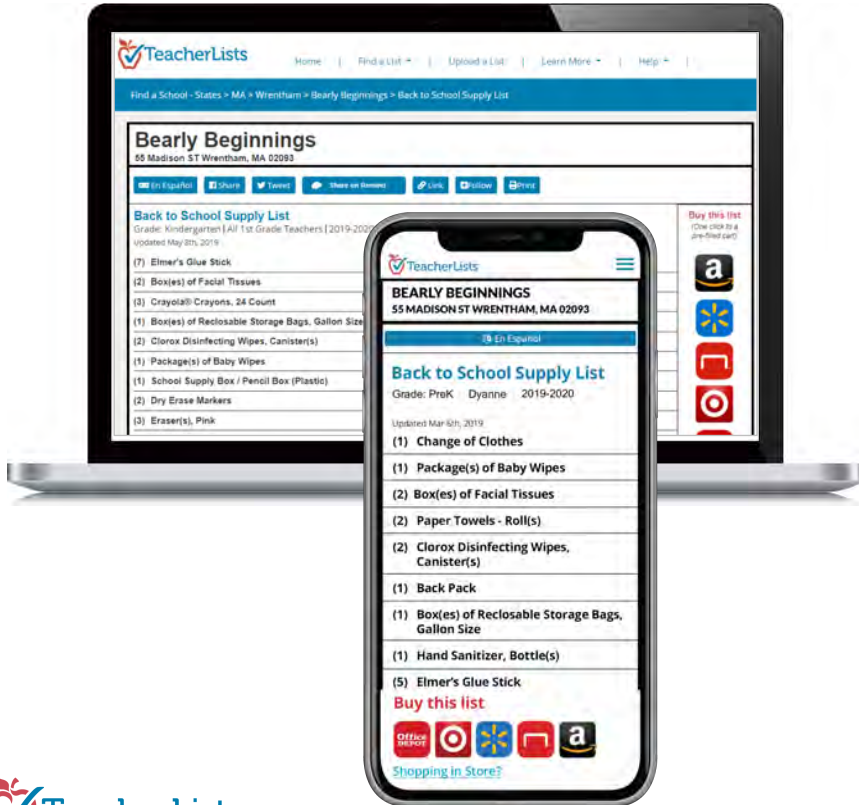
**Be clear, be concise,
and be uncomplicated**


- Parents are busy
- Make information easy to find, read, and find again


**Back-to-school webpage
is the hook you need**

Help your parents

- One-click shopping convenience with top retailers
- Exact items your teachers want are in stock
- Always available on smartphones
- Parent's choice:
 - Delivery to home
 - Curbside pickup
 - In-store shopping
- Prepared children for the first day of school
- Absolutely **free** for parents to use—no hidden costs





The  TeacherLists™ Way

A top-down view of a person with curly hair sleeping in a bed with white pillows and a dark blue blanket. A digital clock on a bedside table shows 11:22. The text 'Office DEPOT' and 'OfficeMax' is overlaid in red, and 'VS' is in white.

Office DEPOT
OfficeMax

VS

THE SUMMER SLEEP SCHEDULE

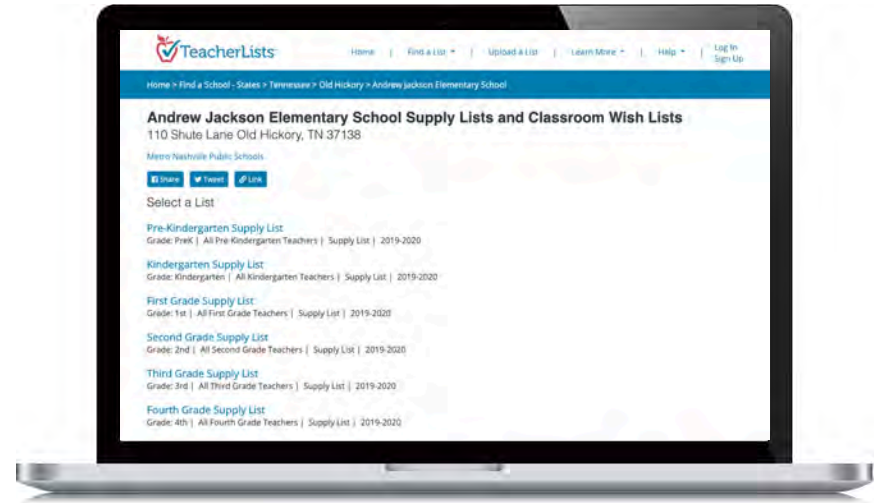
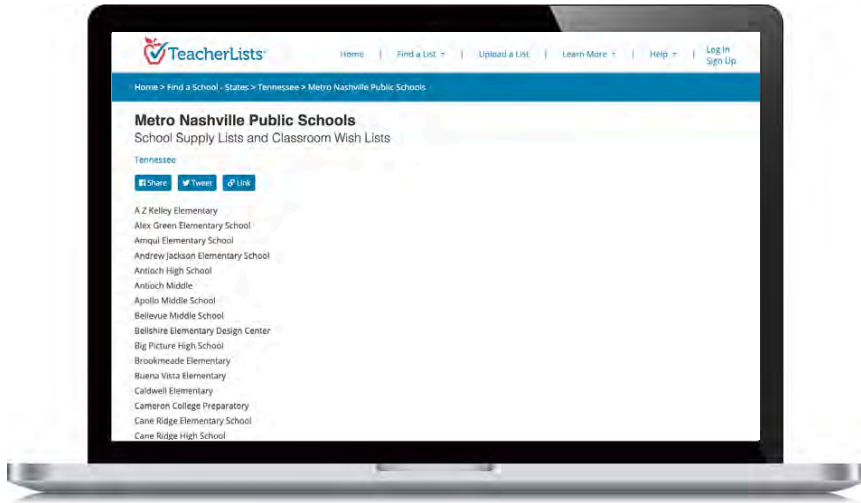
<https://www.ispot.tv/ad/dT7z/office-depot-officemax-1-supplies-the-summer-sleep-schedule>

How it works

Specialized pages for your district/school

Districtwide

School-specific



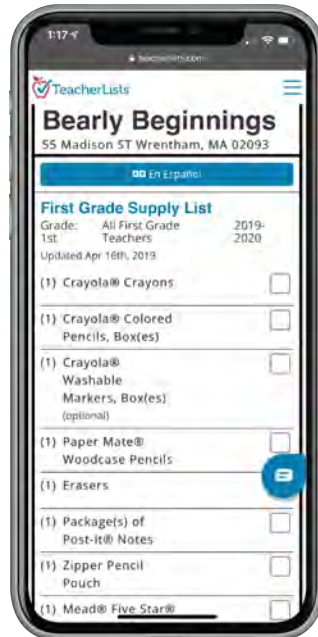
How it works

Convenient features for parents

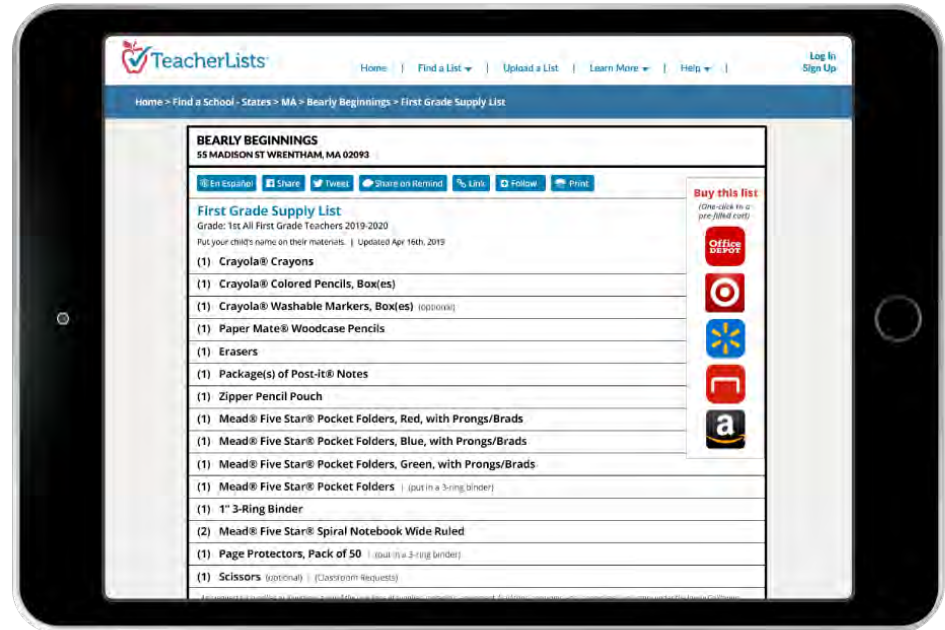
Text/email alerts of lists



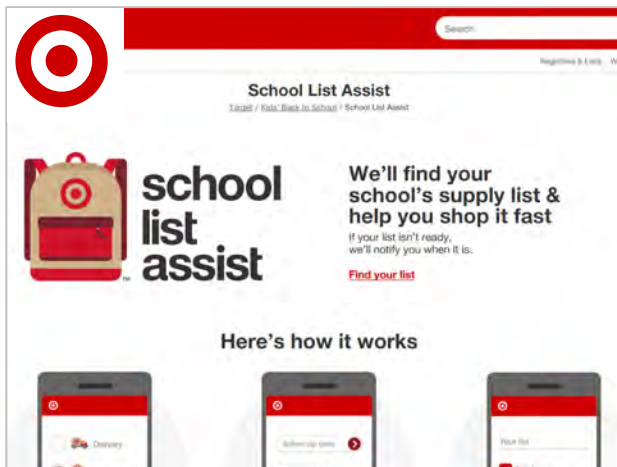
Checklists for in-store shopping



eCommerce-connected to retailers




Exclusive provider of list data to national retailers



Target

School List Assist

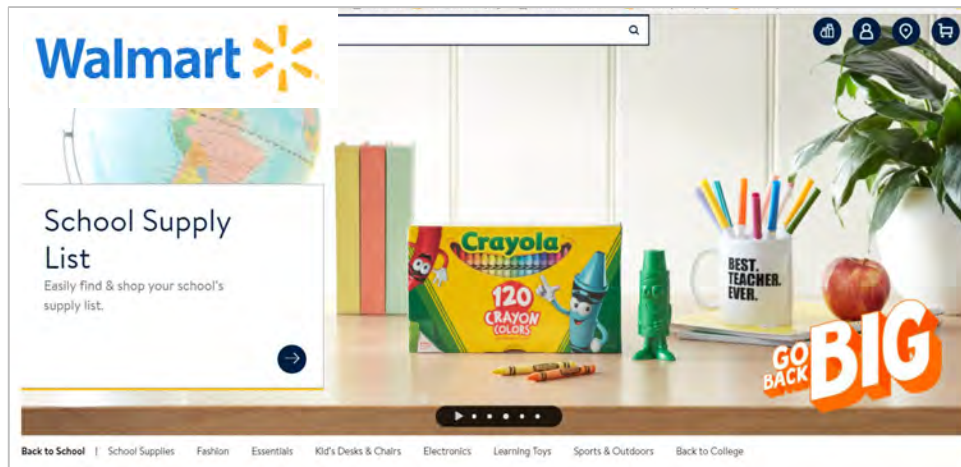

Target / Kids' Back to School / School List Assist



school list assist

We'll find your school's supply list & help you shop it fast
If your list isn't ready, we'll notify you when it is.
[Find your list](#)


Here's how it works



Walmart

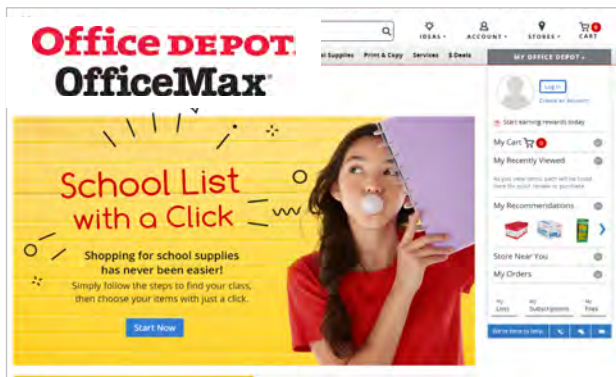
School Supply List

Easily find & shop your school's supply list.



GO BACK BIG

Back to School | School Supplies | Fashion | Essentials | Kid's Desks & Chairs | Electronics | Learning Toys | Sports & Outdoors | Back to College




Office DEPOT OfficeMax

School List with a Click

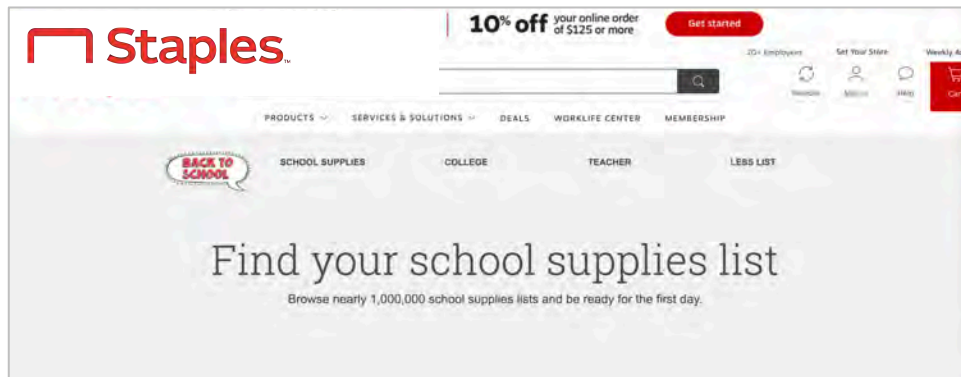
Shopping for school supplies has never been easier!
Simply follow the steps to find your class, then choose your items with just a click.

[Start Now](#)



MY OFFICE DEPOT

- Start earning rewards today
- My Cart
- My Recently Viewed
- My Recommendations
- Store Near You
- My Orders



Staples

10% off your online order of \$125 or more [get started](#)

20+ Employees | Get Your Store | Weekly Ad

PRODUCTS | SERVICES & SOLUTIONS | DEALS | WORKLIFE CENTER | MEMBERSHIP

BACK TO SCHOOL | SCHOOL SUPPLIES | COLLEGE | TEACHER | LESS LIST

Find your school supplies list

Browse nearly 1,000,000 school supplies lists and be ready for the first day.

How are other districts doing this?

The image displays two digital assets for Metro Nashville Public Schools. On the left is a screenshot of the 'Back to School Central' website. The website features a navigation bar with links for 'Exceeding Expectations', 'Parents and Students', 'Schools', 'Academics', 'Centers', 'Board of Education', and 'About'. The main header reads 'BACK TO SCHOOL CENTRAL' with a magnifying glass icon over the word 'TO'. Below the header are four tabs: 'WHAT'S NEW', 'SUPPLIES', 'TRANSPORTATION', and 'FAQ'S'. The 'SUPPLIES' section is active, showing a 'HELPFUL LINKS' sidebar and a main content area with sections for 'SCHOOL SUPPLY LISTS', 'TAX FREE WEEKEND', and 'TRANSPORTATION'. The 'SCHOOL SUPPLIES' section includes a link to 'TeacherLists.com' and a photo of two children. The 'TAX FREE WEEKEND' section states that the weekend starts on Friday, July 27, and ends on Sunday, July 29. The 'TRANSPORTATION' section mentions that students living more than 1.25 miles from school are eligible for bus transportation. On the right is a screenshot of a tweet from Metro Schools (@MetroSchools) dated 9:40 AM - 24 Jul 2018. The tweet text says: 'Looking for school supply lists? View the lists here: bit.ly/2NMIi2r #BacktoMNPS'. The tweet image is a graphic with the text 'BACK TO SCHOOL CENTRAL' and a background of yellow pencils in a cup.



Metro Nashville Public School District

Links on the [back-to-school](#) section of the site take parents directly to the district landing page

TeacherLists® Home | Find a List | Upload a List | Learn More | Help | Log In Sign Up

Home > Find a School > States > Tennessee > Metro Nashville Public Schools

Metro Nashville Public Schools

School Supply Lists and Classroom Wish Lists

Tennessee

Share Tweet Link

A Z Kelley Elementary
Alex Green Elementary School
Amqui Elementary School
Andrew Jackson Elementary School
Antioch High School
Antioch Middle
Apollo Middle School
Bellevue Middle School
Bellshire Elementary Design Center
Big Picture High School
Brookmeade Elementary
Buena Vista Elementary
Caldwell Elementary
Cameron College Preparatory
Cane Ridge Elementary School
Cane Ridge High School
Carter-Lawrence Elementary
Chadwell Elementary School
Charlotte Park Elementary
Cockhill Elementary
Cole Elementary
Core Howe School
Creswell Middle Prep School of the Arts

Home > Find a School > States > Tennessee > Old Hickory > Andrew Jackson Elementary School

Andrew Jackson Elementary School Supply Lists and Classroom Wish Lists

110 Shute Lane Old Hickory, TN 37138

Metro Nashville Public Schools

Share Tweet Link

Select a List

- Pre-Kindergarten Supply List
Grade: PreK | All Pre-Kindergarten Teachers | Supply List | 2019-2020
- Kindergarten Supply List
Grade: Kindergarten | All Kindergarten Teachers | Supply List | 2019-2020
- First Grade Supply List
Grade: 1st | All First Grade Teachers | Supply List | 2019-2020
- Second Grade Supply List
Grade: 2nd | All Second Grade Teachers | Supply List | 2019-2020
- Third Grade Supply List
Grade: 3rd | All Third Grade Teachers | Supply List | 2019-2020
- Fourth Grade Supply List
Grade: 4th | All Fourth Grade Teachers | Supply List | 2019-2020

TeacherLists® Home | Find a List | Upload a List | Learn More | Help | Log In Sign Up

Home > Find a School > States > TN > Old Hickory > Andrew Jackson Elementary School > Pre-Kindergarten Supply List

Andrew Jackson Elementary School

110 Shute Lane Old Hickory, TN 37138

ES Español Share Tweet Share on Reddit Link Email Print

Pre-Kindergarten Supply List

Grade: PreK | All Pre-Kindergarten Teachers | 2019-2020

Updated Jun 18th, 2019

(1) Watercolor Paints with Brush | (Multi-Color, Set)

(1) Zipper Pencil Pouch

(1) Package(s) of Disposable Bowls | Small

(1) Cups | Pack, Disposable, (Bathroom Size)

(2) Package(s) of Baby Wipes

(1) Box(es) of Ziploc® brand Slider Storage Bags, Gallon Size

(1) Cotton Balls | Pack Of Craft Colored

(2) Canister(s) of Disinfecting Wipes

(1) Dry Erase Markers, Low Odor, Assorted Colors | (Pack Of 4)

(2) Sharpie Permanent Markers | Pack, (Black)

(1) Colored Pencils, Box(es)

(1) Package(s) of Sticky Notes | Accordion Style

(1) Crayons, 24 Count

(1) Markers, 10 Count | Colored

(1) Sharpie Permanent Markers | Package, (Colored)

(1) Craft Sticks | Package, (Large)

(1) Back Pack - No Wheels | Regular Size, (Label With Your Child's Name)

(1) Fitted Crib Sheets | (Label With Your Child's Name)

(1) Blanket | For Rest Time, (Label With Your Child's Name)

(2) Change of Clothes | Full, (Label With Your Child's Name)

Buy this list:
(One-click to a pre-filled cart)

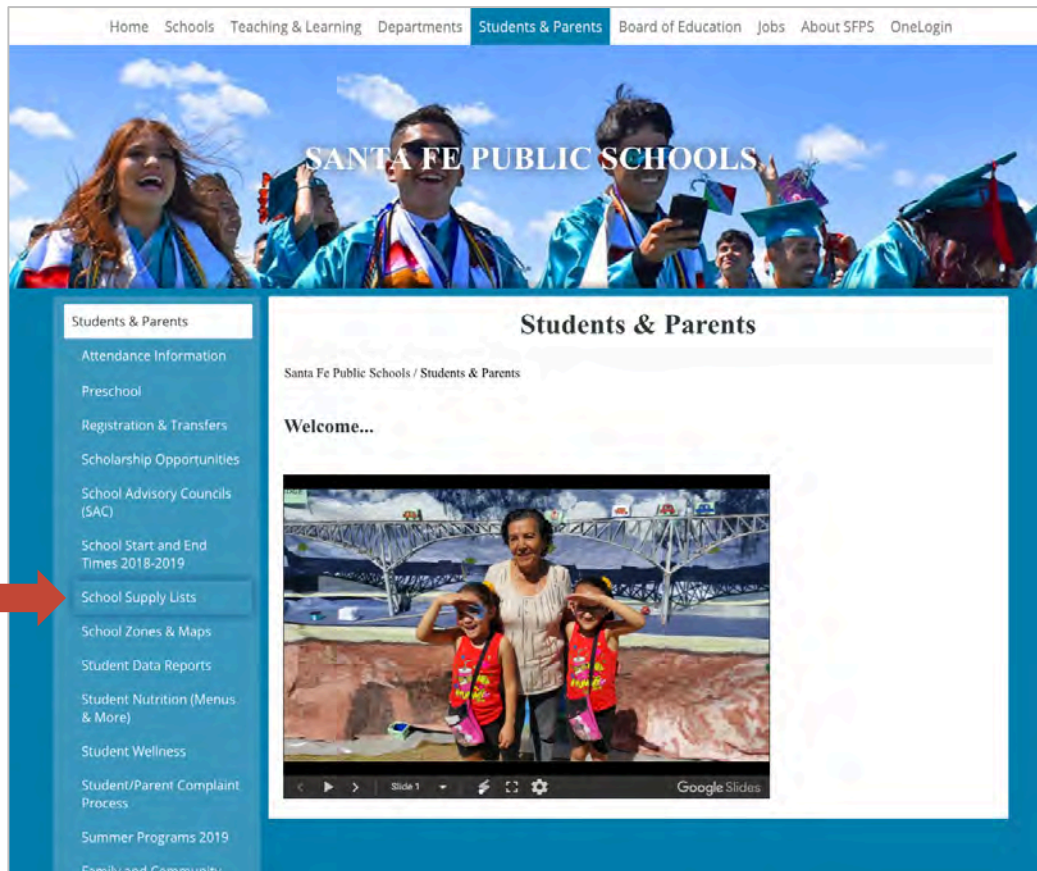
Office Depot
Amazon
Target
Walmart
EPI

Santa Fe Public School District

[Link on the district homepage](#) brings parents to the TeacherLists district page

“Thank you for your support and assistance. This is a great tool that has helped thousands of our families get easy access to supply lists.”

—Doug Moser, Digital Communications Specialist, Santa Fe Public School District



The screenshot shows the Santa Fe Public Schools website. The top navigation bar includes links for Home, Schools, Teaching & Learning, Departments, Students & Parents (highlighted), Board of Education, Jobs, About SFPS, and OneLogin. The main header features a photo of graduates with the text "SANTA FE PUBLIC SCHOOLS". Below this is a "Students & Parents" section with a breadcrumb trail "Santa Fe Public Schools / Students & Parents" and a "Welcome..." heading. A video player is embedded in the main content area, showing a woman and two children in front of a bridge. The left sidebar contains a navigation menu with the following items: Attendance Information, Preschool, Registration & Transfers, Scholarship Opportunities, School Advisory Councils (SAC), School Start and End Times 2018-2019, School Supply Lists (highlighted with a red arrow), School Zones & Maps, Student Data Reports, Student Nutrition (Menus & More), Student Wellness, Student/Parent Complaint Process, Summer Programs 2019, and Family and Community.

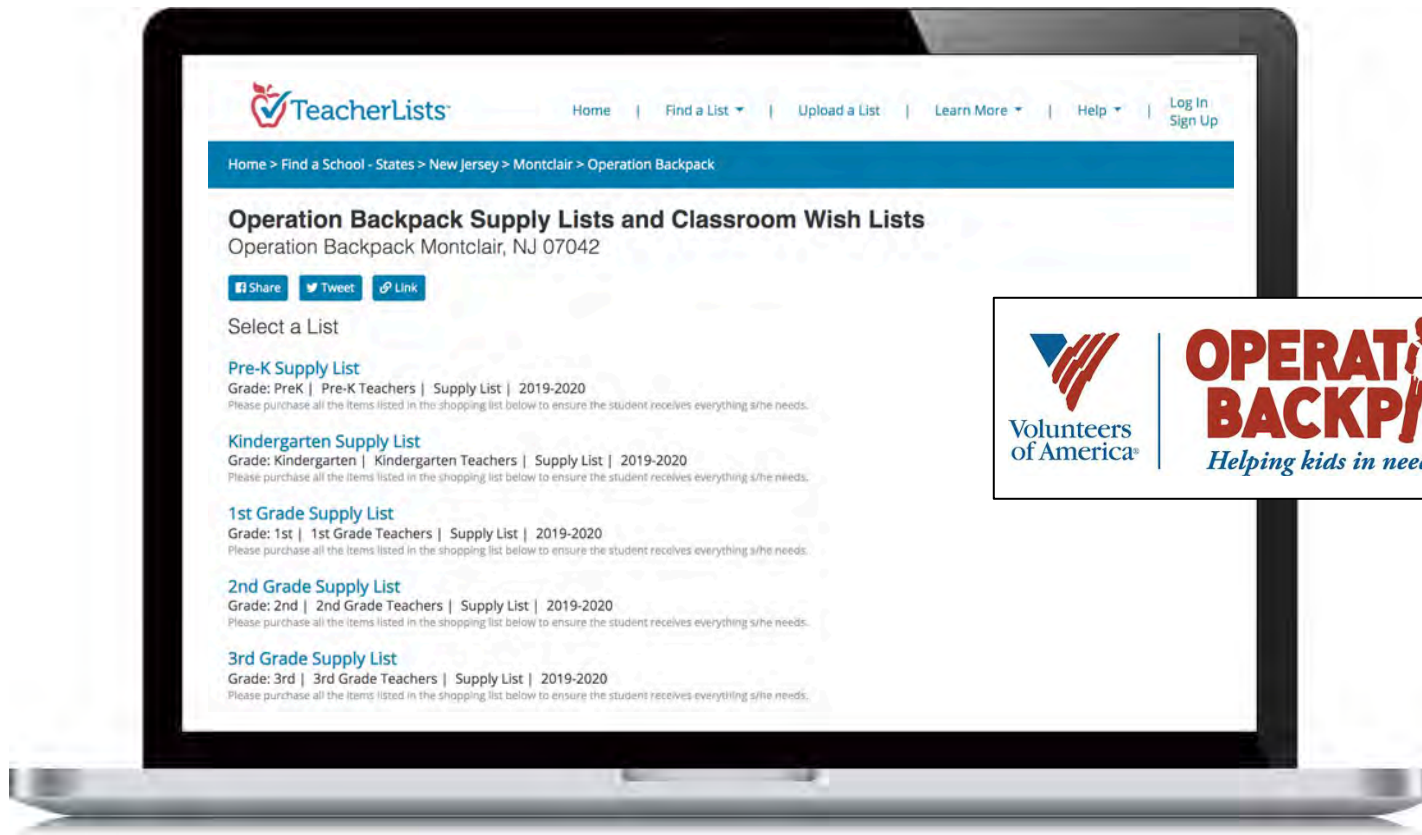
Santa Fe Public School District

Links on individual school pages bring parents directly to the TeacherLists school page

The screenshot displays the Santa Fe Public Schools website interface. At the top, a navigation bar includes links for Home, Schools, Teaching & Learning, Departments, Students & Parents, Board of Education, Jobs, About SFPS, and OneLogin. A dropdown menu under 'Schools' lists various school levels: All Schools, Elementary (with a sub-list of schools like Acequia Madre, Any Biehl, Atalaya, Carlos Gilbert, César Chávez, Chaparral, E.J. Martínez, Kearny, Nava, Piñon, Ramirez Thomas, Salazar, Sweeney, Tóssique, and Wood Gormley), Middle, High, School Zones and Maps, and Communities in Schools. A secondary navigation bar features Home, News, About, and SFPS Home. A large, vibrant banner for 'ACEQUIA MADRE' is the central focus, decorated with colorful hearts, flowers, and the word 'LOVE'. Below the banner, a yellow box contains links for Supply Lists, Acequia Madre Calendar, and Staff Directory. On the left, a 'Students & Parents' sidebar lists various resources such as Attendance Information, Back to School Bash, Career Tech Ed, Children's Book Day, Code of Conduct, College ready?, Communications, Destiny Library Catalog System, Dress Code, and Every Day Matters programs. A Google Slides player is visible at the bottom of the page.

Give back! Give a pack!

Supporting donations and causes



[Home](#)

[Find a List](#)

[Upload a List](#)

[Learn More](#)

[Help](#)

[Log In](#)
[Sign Up](#)

[Home](#) > [Find a School](#) - [States](#) > [New Jersey](#) > [Montclair](#) > [Operation Backpack](#)

Operation Backpack Supply Lists and Classroom Wish Lists

Operation Backpack Montclair, NJ 07042

[Share](#)

[Tweet](#)

[Link](#)

Select a List

Pre-K Supply List

Grade: PreK | [Pre-K Teachers](#) | [Supply List](#) | 2019-2020

Please purchase all the items listed in the shopping list below to ensure the student receives everything s/he needs.

Kindergarten Supply List

Grade: Kindergarten | [Kindergarten Teachers](#) | [Supply List](#) | 2019-2020

Please purchase all the items listed in the shopping list below to ensure the student receives everything s/he needs.

1st Grade Supply List

Grade: 1st | [1st Grade Teachers](#) | [Supply List](#) | 2019-2020

Please purchase all the items listed in the shopping list below to ensure the student receives everything s/he needs.

2nd Grade Supply List

Grade: 2nd | [2nd Grade Teachers](#) | [Supply List](#) | 2019-2020

Please purchase all the items listed in the shopping list below to ensure the student receives everything s/he needs.

3rd Grade Supply List

Grade: 3rd | [3rd Grade Teachers](#) | [Supply List](#) | 2019-2020

Please purchase all the items listed in the shopping list below to ensure the student receives everything s/he needs.



**OPERATION
BACKPACK**
Helping kids in need succeed

Common questions



How come my list isn't on Target (or Walmart, Staples, Office Depot/Office Max, etc...)?

TeacherLists is the exclusive provider of school supply lists to the nation's top retailers

- For your parents to be able to find your school's lists on the major retail sites, the lists need to be on TeacherLists.



Is TeacherLists really free for schools and families to use? What's the catch?

YES!! TeacherLists is really free for schools and families to use.

TeacherLists is supported by the retailers and CPG companies that we partner with, allowing us to provide our platform and service free to schools and parents.



How can I be sure that the supply lists posted on our site and with retail partners are authentic?

- Become an admin for your district!
- Post the supply lists for your school directly on TeacherLists.

Let's talk with an expert



Tracy Jentz

Communications and Community Engagement Coordinator

Grand Forks Public Schools



The screenshot shows the website for Ben Franklin Elementary School. At the top, there is a blue header with the school's name "Ben Franklin Elementary School" and the tagline "Developing life long learners and responsible citizens." To the right of the header are buttons for "District Home" and "Choose Your School", along with links for "Translate" and "Sign In". Below the header is a dark blue navigation bar with white text for "ABOUT OUR SCHOOL", "ACTIVITIES", "STUDENTS", "FAMILIES", "DIRECTORY", "REGISTRATION", and "CALENDAR". A search icon is on the right. Below the navigation bar is a breadcrumb trail: "Home / Students / Students / School Supply List". On the right side of the navigation bar is a "Popular Links" dropdown menu. The main content area is divided into two columns. The left column is a sidebar with a "Students" heading and a list of links: "Welcome", "Bullying Policy (School Board Policy 5351)", "Bullying Report Form (Olweus)", "Dress Code", "Mental Health Hub", "School Supply List", "School-Wide Enrichment Program (SWEP)", and "Student Handbook". The right column is titled "School Supply Lists" and contains a list of links for "Kindergarten Supply List", "First Grade Supply List", "Second Grade Supply List", "Third Grade Supply List", "Fourth Grade Supply List", and "Fifth Grade Supply List". Each link is followed by its corresponding grade levels and teachers for the 2019-2020 school year.

<https://www.gfschools.org/Page/7956>

What districts and schools say about TeacherLists

“Easy way **to build relationships and communicate** needs with parents.”

—Teacher, Dickson, TN



“TeacherLists is **sooo easy to use!**
Convenient for parents and students to access and purchase needed supplies **BEFORE** school starts.”

—Sandra R., West Alexander Middle School



“I have used TeacherLists over the last two years and have noticed that it **makes communicating with parents much easier, especially during the summer.**”

—Elementary School Principal, KY



“**This is wonderful!**”

I (put) the link on our website and FB page.
Our parents are loving this!”

—Carrie J., School Secretary,
Western Union Elementary School

Parents really ❤️❤️ it!

“Great idea
to make back to school
shopping effortless
for parents.”

—Karen C., Monroe Township

“User friendly
and convenient
for the parent
on the go!”

—Faneecia L., Science Academies
of New York

I just used this yesterday. It was AMAZING!

—Kristen K.

Next steps

STEP 1



Gather your district's 2019-2020 school supply lists

STEP 2



[Upload](#) your 2019-2020 supply lists to TeacherLists

STEP 3



Update your website(s) so parents know where they can easily find their child's supply list

STEP 4



Look for our email letting you know your lists are posted on TeacherLists, Target, Walmart, Office Depot, Staples, and more!

STEP 5



Get the word out that your supply lists are ready!

Contact us with any questions



Charlene LaFerriere
School Partner Manager

Come visit us at Table 18 in the NSPRA Marketplace

clafferriere@teacherlists.com
800-644-3561, ext. 209

TeacherLists.com