DigitalBridgeK-12

What Staff Resources Do I Need for Family Outreach?

A critical part of successful family outreach includes recruiting the staff or volunteers to contact families and scheduling their shifts to gather the information needed within the 10-day timeline. Our pilot programs showed that one of the most important aspects of a successful program was providing structure for callers and texters through shifts and goals. Programs that scheduled staff into shifts and gave them concrete goals saw a higher rate of completed conversations and required fewer staff resources than less structured programs.

CONTACT — **1** — Decide how you will contact families, the tools you'll need, and the list of families you will contact.

IDENTIFY — **2** — Use our shift calculator to determine how many people you will need to recruit for your outreach program.

RECRUIT — **3** — Recruit staff. You must be clear about the time commitment during the recruitment process. Consider recruiting slightly more people than you need in case some people drop out along the way.

ASSIGN — **4** — Once everyone is recruited, assign them to shifts within the 10-day timeline based on how many families you need to contact. We suggest that you make all shifts two hours long; if you plan to make shifts longer or shorter, make sure you factor that into recruitment. Use our shift scheduler template as an example.

TRAIN — **5** — Make sure that every recruited staff member attends training or watches a recording. Training sessions should be an hour-long; if you are using multiple methods of outreach (e.g., calling and texting), consider separate training sessions for each method. For this reason, we suggest that you have different individuals calling and texting so that nobody has to attend two training sessions.

EVALUATE — **6** — As outreach starts, evaluate whether you need to recruit more callers or texters. Every school district is going to be a little different -- some will have high response rates, and some won't. After the first day or two, you may realize that you'll need to recruit more people to finish in your established timeline.