DVD Newsletters: New Ways to Encourage Communication with Families

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Purpose
Sanchez, Walsh, and Rose (2011) discussed a communication tool between school and English Language Learning (ELL) families in early childhood programs. The communication tool depicted in this paper is a DVD newsletter. The authors explain the benefits, content, use, and creation of this type of newsletter.

The Article
Sanchez et al. described the benefits of utilizing communication tools, such as DVD newsletters, to share information and encourage parent involvement. The authors stated that a couple of studies have examined families’ experiences with DVD newsletters. Next the authors depicted the general content of the DVD newsletters, including classroom updates, announcements, parenting support strategies, culturally relevant parenting information, community resources, and teaching and learning scenes. The authors further explained the use of the DVD newsletter, such that it allows parents to view the classroom and receive teaching tips that promote learning at home as well as the ability to share more information in contrast to traditional communication. As the authors walked the reader through the creation of a DVD newsletter, they make sure to identify the importance of parent permission, assessing resources, and planning content. Furthermore, the authors provided additional ways, such as showcasing best teaching practices, to use DVD newsletters.

What this Means for the Field
DVD newsletters are a method to share information and promote parent involvement. The DVD newsletter is also one way for teachers to use technology to effectively communicate with parents, especially ELL families.

Citation

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