

Standard #10: Ability to relate cooperatively to parents and community in a positive and helpful manner (Measures of goal attainment: Options include: Copies of emails, newsletters, phone logues, or written communications.)

Suggested Measures of Goal Attainment

Elements	Distinguished	Proficient	Marginal	Unsatisfactory	Suggested Measures of Goal Attainment
10.1 Utilizing multiple means of communication with parents to encourage active involvement in the education of their children	Active involvement in parent organization. Continuous and ongoing communication with parents in variety of modes. Frequent parent involvement in classroom activities of any kind. Obtain parent feedback to improve.	Positive and negative feedback. Solicited and unsolicited communication. Frequent communication using multiple modes. Has a program of how parents should/could participate (open house, back to school.)	Occasional feedback, positive and negative. Communication at the request of parent or as required. Lacks variety in communication. Unformalized communication plan. Accepts parent involvement.	Negative communication only. Fails to meet required communication guidelines. No parent involvement plan or unwelcome to parent involvement. Does not recognize the need for communication as part of teaching responsibilities.	Copies of communication
10.2 Consistently and effectively communicating a positive image of the school to the community	Openly promotes positive image through attendance at special activities for parents and community networks. Networks with other community organizations.	Promotes school mission policies and goals (organizes/promotes/participates in). Engages in extra-curricular involvement. Attends special activities for parents and community.	Supports school mission policies, goals. Occasionally engages in positive communication. Infrequent negative verbal or written communication concerning school and school system.	Projects a negative image of school through: - verbal criticism - written criticism -engaging in inappropriate behavior which reflects negatively upon the school.	Copies of communications, letters to and from parents, and emails. Attendance of events: calendar stating so.
10.3 Developing an understanding of community organizations and businesses	Incorporates community organizations in instruction. Brings community and school organizations together through programs. Makes personal contacts in the form of visits or special presentations.	Is aware of what businesses and/or organizations exist in the community. Takes responsibility for school to work associations. Incorporates business/community organizations through direct or indirect means in an instructional way.	Is aware of businesses. Makes little attempt to familiarize himself/herself with businesses, Instruction reflects little knowledge of business. Does not make any effort to integrate community with instruction. Minimal required school to work involvement.	Makes no attempt to understand community organizations and businesses.	Copies of communications to local businesses and organizations.
10.4 Encouraging participation and involvement of businesses in partnership with the school community	Actively engages in relationships with businesses. Arranges or participates in field trips, internships, work study programs, community service, and speaker's programs.	Develops a working relationship with businesses which supports instructional programs, and school to work.	Show little interest in encouraging business opportunities. Will incorporate when required.	Shows no interest in encouraging relationships with businesses. Makes inappropriate reference about businesses within school.	Copies of communications to local businesses and organizations.