



Education Partners:

How Institutions Keep Parents Informed and Involved

Structured course, 26 July - 01 August 2025

Place: Vilppulantie 2c, Helsinki

AGENDA

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| Day 1 | Introduction and Understanding Parents' Information Needs |
| 09:30 – 10:30 | Welcome meeting and course overview |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Ice-breaking activities and setting learning goals |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Workshop: What kind of information do parents need? Case studies: Barriers to access and engagement |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Group discussion: Diversity and inclusion in parent-school communication Reflection: Strengths and gaps in current practice |
| Day 2 | Cloud Tools for Communication: Office 365 and Sway |
| 09:30 – 10:30 | Introduction to cloud-based platforms for parent communication |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Office 365 tools for education: focus on accessibility and collaboration Overview of Microsoft Sway: What it is and how it works |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Workshop: Creating a digital class portfolio in Sway Embedding multimedia content and links |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Group activity: Drafting a parent-facing Sway presentation Peer feedback and ideas for implementation |
| Day 3 | Communication Tools and AI Support |
| 09:30 – 10:30 | Overview of communication channels (e-mail, apps, school platforms) |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Introduction to AI tools (e.g., ChatGPT) for generating parent messages, reminders, summaries |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Hands-on session: Creating personalized communication templates with AI |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Group activity: Simulating parent communication in different scenarios |

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| Day 4 | Visual Communication with Canva |
| 09:30 – 10:30 | Workshop: Simplifying written content for clarity and accessibility |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Design basics: text hierarchy, use of visuals, color and font choices |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Practical session: Using Canva to design flyers, posters, newsletters |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Group project: Creating a communication campaign for parents Showcase and feedback |
| Day 5 | Circular Letters and Mail Merge in Word |
| 09:30 – 10:30 | Purpose and benefits of circular letters in schools |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Step-by-step guide: Creating circular letters using Microsoft Word and Mail Merge |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Hands-on activity: Writing and formatting letters for different parent audiences |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Troubleshooting common issues Peer review and feedback |
| Day 6 | Parent Engagement, Feedback, and Data Protection |
| 09:30 – 10:30 | Strategies for meaningful parental involvement Best practices for maintaining long-term engagement |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Using online forms (Microsoft Forms, Google Forms) to collect parent feedback Designing clear, respectful, and useful questions Interpreting and using feedback for school improvement |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Legal and ethical considerations: GDPR, data privacy, and consent Case study discussion: Real-life dilemmas in school-home information sharing |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Group task: Develop a draft feedback form and plan how to present results to parents |
| Day 7 | Presentations and Course Closure |
| 09:30 – 10:30 | Presentation of group projects and individual communication strategies |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Peer feedback and reflection |
| 12:30 – 14:00 | Lunch |
| 14:00 – 15:00 | Final discussion: What will I implement first? Evaluation of the course |
| 15:00 – 15:30 | Coffee break |
| 15:30 – 16:30 | Certificate ceremony and farewell |