

**Session:** Engaging Parents and Teachers with Flipped Communication

**Speaker:** Peter DeWitt

**Date/Time:** July 10, 2014, 8 – 9:30 a.m.

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## Session Summary

Flipped leadership doesn't have to entail reinventing the wheel. Flipped leadership means that school leaders are no longer controlling all the information that their stakeholders receive. The flipped learning model engages students before class and maximizes time together; the same can be done with staff and parents.

*“If you're going to flip your leadership, make sure your people know what you're doing!”*

-Peter DeWitt

## 5 Basics of Flipped Communication

1. Practice what you preach. (Model, model, model!)
2. Share funny videos from time to time.
3. The app Touchcast is a great, simple tool for making your videos.
4. Remember: there will be barriers. For instance, there are people who don't trust technology. You'll have to help them understand what you're doing.
5. Showcase in your communication what your school does really well.

## Must-Reads

Check out Peter DeWitt's article, "Top 5 Reasons to Flip" on *Education Week* and his book, *Flipping Leadership Doesn't Mean Reinventing the Wheel* (Corwin, 2014).

## Next Steps

**One strategy I will implement immediately:** I will create back-to-school videos for staff, students, and parents.

**One strategy that will help me with instructional coaching:** I will send out instructional videos before staff meetings. Then, we will use a rubric to rate the video during the staff meeting.

**I want to learn more about:** Using Touchcast and SchoolTube.