

Part Two Navigating Forward:

# Finding relief for overwhelmed families

Providing valuable and timely resources when they need it the most



The coronavirus outbreak in early 2020 required many schools to think differently and even scramble to make things work for students, staff and families. Even before the pandemic, schools faced numerous issues in their operations, including staff wearing many

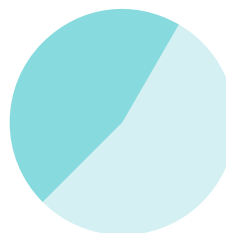
hats, overwhelmed parents and tight budgets. The pandemic and its stresses have only increased the strain schools feel from these causes. However, there are some changes and adjustments administrators can make to ease these pressures and come out on top.

## Overwhelmed Families

During the coronavirus, [46% of parents report](#) that their children are receiving online instruction, via either strictly virtual classes or a mix of online and in-person classes. Consequently, [three-fourths of wage-earning parents](#) are overseeing their child's education at home, and 80% reported planning on personally handling both childcare and their children's education while working. It's safe to say a majority of your parents are having to juggle a lot. So how can you support them?

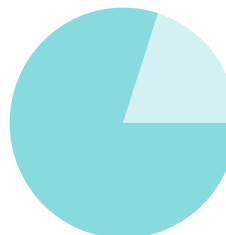
### Supporting parents with online instruction

Perhaps the most important relationship for students' success is that between parents and the school. In the classroom, teachers work one-on-one with their students, keeping them on-task and facilitating learning. Online classrooms transfer some of this responsibility to students' parents — and they need the school's help.



46%

Children receiving  
online instruction



80%

Parents handling  
work & childcare

From streamlining the virtual classroom experience to consolidating parent communications, small changes can go a long way to help families stay up to date more easily.

# 4 ways schools can ease the burden on parents

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1

## **Foster a smooth online experience**

Many families feel as though their world has been turned upside down from what they were accustomed to less than a year ago. It's important to acknowledge this shift for parents, especially those who are not able to send their students to the physical classroom. Establishing routines and being realistic about schedules will assist students and their families with the transition between in-classroom and virtual learning.

Finding solutions that that work together will also help flatten the learning curve for teachers, students and parents. Consider student information systems, like Educate, that allow families to view assignment scores quickly, even for work that was done in other tools like Google Classroom.



2

## **Streamline family communications**

With the new safety protocols, learning platforms, etc., parents need clear communications more than ever before. When schools can provide their frequent updates from consistent inboxes and channels, parents are left feeling less confused and overwhelmed. Not to mention, having one place to manage school messaging allows schools transparency into the communications being sent to their family community.

Educate offers a dynamic communication tool where parents can get instant updates about absences, drops in a child's grades, school closings, and much more. It's Communication Center allows you to easily send and track important news to families through their preferred method of contact – voicemail, email, or even text message. Parents and students can get a real-time view of the information that's most important to them, quickly and efficiently, through Educate's online portal.

### 3

#### Consider the payment experience

We know financial concerns due to the pandemic play a role in the stress families are experiencing. There are ways schools can help assist families without having to take a financial hit. Schools can provide custom billing options to offer a different installment plan that better meets families' needs. For families that are looking for ways to shorten their growing to-do list, the ability to autopay tuition bills is another way schools can relieve family stress.



Also, look for ways to simplify payments that are not tuition-related. Enabling parents to pay for aftercare, athletic fees and other services in the same portal where they make tuition payments removes the hurdles of learning new tools or sending in paper checks.

### 4

#### Provide friendly support

A helpful and encouraging support experience will give parents a better sense of community and connectedness during these times when they may feel more isolated. With so many changes parents are faced with, it's no wonder support teams have seen an increase in call volume. If your staff is stretched thin, you'll want to consider partners that provide email and phone support on your school's behalf. Solutions like TADS provide expert staff to guide your families through their unique needs, in English or Spanish.

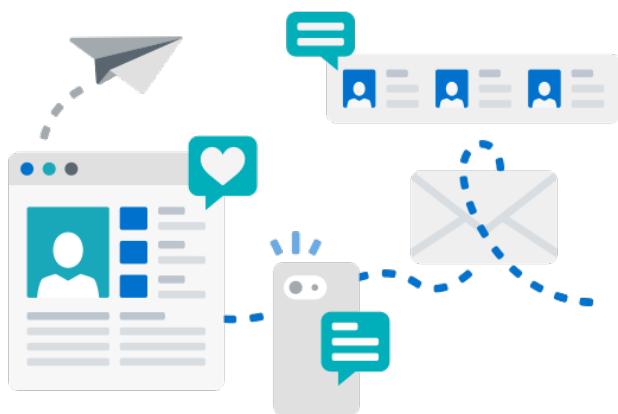
#### TIP

To alleviate the frustrations that come with waiting on hold, TADS recently added a call-back functionality that allows families to receive a call back when a Support Specialist is available rather than waiting on hold.

# Get Started with TADS

TADS by Community Brands can help your school adapt to your new and ever-changing environment. With assistance from our suite of products, you can offer more billing and tuition options, improve workflows, monitor admission applications and assess financial aid documents. Each module within TADS is available as an individual service or can be bundled into a custom solution. No restrictive contracts, just high-quality products and services tailored to your school.

TADS also integrates with Educate by Community Brands, a powerful Student Information System (SIS) with a robust communication center to help streamline communications with your students and families.



## DEMO

Find out how TADS can help ease the burden on staff, parents and budgets. [Request a demo](#) of our products or [contact us](#) with questions or to get assistance with choosing the modules right for your school.



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[Learn more at tads.com](https://tads.com)