

# The Principal's School Communication Audit

Score your school's parent communication in 15 minutes

5 SECTIONS

25 QUESTIONS

100 POINTS

Work through each section and circle the answer that best describes your school.  
Add up your score at the end to see where you stand.

School: \_\_\_\_\_

Your Name: \_\_\_\_\_

Date: \_\_\_\_\_

## SECTION 1 OF 5

**Section 1: FREQUENCY**

0 – 20 points

**Q1. How often does your school send a school-wide family newsletter?**

- Never (0)
- Monthly (2)
- Weekly (4)
- A few times/yr (1)
- Bi-weekly (3)

MY SCORE: \_\_\_\_

**Q2. Do teachers have a consistent schedule for classroom communication?**

- No schedule (0)
- Most teachers (2)
- Some teachers (1)
- All teachers (4)

MY SCORE: \_\_\_\_

**Q3. Is there a school-wide communication calendar that drives what gets sent and when?**

- No (0)
- Yes — basic (2)
- Informal (1)
- Yes — detailed (4)

MY SCORE: \_\_\_\_

**Q4. Does communication continue consistently during summer and breaks?**

- No (0)
- Sometimes (2)
- Rarely (1)
- Yes — consistent (4)

MY SCORE: \_\_\_\_

**Q5. Has your communication frequency stayed consistent for the past 12 months?**

- No (0)
- Mostly (2)
- Getting better (1)
- Yes (4)

MY SCORE: \_\_\_\_

**SECTION TOTAL: \_\_\_\_ / 20**

## SECTION 2 OF 5

**Section 2: CONSISTENCY**

0 – 20 points

**Q1. Do newsletters look consistent across classrooms?**

- All different (0)
- Somewhat (2)
- Mostly (3)
- Same format (4)

MY SCORE: \_\_\_\_

**Q2. Is there a school-approved template that all teachers use?**

- No template (0)
- Optional (1)
- Recommended (2)
- Required (4)

MY SCORE: \_\_\_\_

**Q3. Does the front office communicate on the same cadence as teachers?**

- No (0)
- Rarely (1)
- Sometimes (2)
- Yes — aligned (4)

MY SCORE: \_\_\_\_

**Q4. Are there weeks or months where communication drops significantly?**

- Yes — frequently (0)
- Occasionally (1)
- Rarely (2)
- Never (4)

MY SCORE: \_\_\_\_

**Q5. Would a new parent describe your communication as predictable and reliable?**

- No (0)
- Probably not (1)
- Mostly (2)
- Yes (4)

MY SCORE: \_\_\_\_

**SECTION TOTAL: \_\_\_\_ / 20**

## SECTION 3 OF 5

**Section 3: REACH**

0 – 20 points

**Q1. What percentage of your families open or engage with school communications?**

- Under 20% (0)
- 20–35% (2)
- 35–50% (3)
- Over 50% (5)

MY SCORE: \_\_\_\_

**Q2. Do you track which families are not opening communications?**

- No (0)
- Sometimes (2)
- Yes — regularly (5)

MY SCORE: \_\_\_\_

**Q3. Are communications available in languages other than English?**

- No (0)
- On request only (2)
- Some languages (3)
- All languages (5)

MY SCORE: \_\_\_\_

**Q4. Is your school reaching families who are not engaged via email?**

- No (0)
- Occasionally (2)
- Yes — via text/app (3)
- Multi-channel (5)

MY SCORE: \_\_\_\_

**SECTION TOTAL: \_\_\_\_ / 20**

## SECTION 4 OF 5

**Section 4: CONTENT QUALITY**

0 – 20 points

**Q1. Do newsletters include actionable information (dates, links, specific asks)?**

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Rarely (0)  | <input type="checkbox"/> Sometimes (2) |
| <input type="checkbox"/> Usually (3) | <input type="checkbox"/> Always (5)    |

MY SCORE: \_\_\_\_

**Q2. Is there a consistent voice and format across school communications?**

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> No (0)     | <input type="checkbox"/> Somewhat (2) |
| <input type="checkbox"/> Mostly (3) | <input type="checkbox"/> Yes (5)      |

MY SCORE: \_\_\_\_

**Q3. Are newsletters written in plain language, not education jargon?**

- |  |   |
|--|---|
| <input type="checkbox"/> Mostly jargon (0) | <input type="checkbox"/> Mixed (2)        |
| <input type="checkbox"/> Mostly plain (3)  | <input type="checkbox"/> Always plain (5) |

MY SCORE: \_\_\_\_

**Q4. Do teachers regularly include a clear call to action?**

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Rarely (0)  | <input type="checkbox"/> Sometimes (2) |
| <input type="checkbox"/> Usually (3) | <input type="checkbox"/> Always (5)    |

MY SCORE: \_\_\_\_

**SECTION TOTAL: \_\_\_\_ / 20**

## SECTION 5 OF 5

**Section 5: LEADERSHIP VISIBILITY**

0 – 20 points

**Q1. Does the principal send a regular school-wide newsletter?**

- Never (0)
- Monthly (3)
- A few times/yr (2)
- Bi-weekly or more (5)

MY SCORE: \_\_\_\_

**Q2. Is the principal's communication voice distinct from general school announcements?**

- No (0)
- Mostly (3)
- Somewhat (2)
- Yes — clearly (5)

MY SCORE: \_\_\_\_

**Q3. Do parents know who the principal is and how to reach them?**

- No (0)
- Mostly (3)
- Somewhat (2)
- Yes (5)

MY SCORE: \_\_\_\_

**Q4. Do families know who to contact and how to reach school leadership?**

- No (0)
- Mostly (3)
- Somewhat (2)
- Yes — clearly (5)

MY SCORE: \_\_\_\_

**SECTION TOTAL: \_\_\_\_ / 20**

Section Label

# Your Score Summary

Fill in your section totals below and add them up for your final score.

Section	Focus Area	Max Score	My Score
1	Frequency	20	_____
2	Consistency	20	_____
3	Reach	20	_____
4	Content Quality	20	_____
5	Leadership Visibility	20	_____
<b>TOTAL</b>		<b>100</b>	_____

## INTERPRETING YOUR RESULTS

# How to Read Your Score

## 80–100: Strong Foundation

You have a solid communication system in place. Most families are hearing from their teachers consistently, and there is a predictable rhythm to how your school communicates. Focus on refinement — close the gaps in your two lowest sections to move from good to great.

## 60–79: Key Gaps to Address

The foundation exists, but there are real gaps that families are noticing. Look at your two lowest-scoring sections and treat those as your focus areas for the next 60 days. Pick one change to make this month and build from there.

## Below 60: Time to Rebuild

Most families are not getting consistent communication from your school. This is not a content problem — it is a system problem. Start with Frequency and Consistency before anything else. You need a shared template, a minimum standard, and a communication calendar before you can improve the other areas.

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## Next Steps

Once you have your score, here are three actions to take this week:

### 1. Find your two lowest-scoring sections.

These are your highest-leverage areas. Pick one to address in the next 30 days.

**2. Download the 30-Day Launch Guide.**

It gives you a week-by-week implementation plan for building a school-wide newsletter program from scratch. Free at [daystage.com/resources](https://daystage.com/resources).

**3. Show this scorecard to your leadership team.**

The numbers are more persuasive than a conversation. Share your score and your two focus areas in your next team meeting.

**Ready to improve your score?**

Daystage gives principals a shared newsletter platform with built-in consistency, teacher accountability, and AI-assisted drafting that cuts each newsletter to 5 minutes.

[daystage.com/resources](https://daystage.com/resources)