

Family Ambassadors

Eiber Elementary School

Lakewood, CO



Eiber Elementary School, in Jeffco Public Schools, believes in the power of meaningful two-way communication with families, especially when it positively impacts student success. This year, staff at Eiber started working closely with, and listening to, every family. Through a more robust partnership, Eiber staff knew they could improve and develop better ways to keep all families informed about their child’s learning and needs as well as community events and happenings at school.

Although the school uses many innovative ways to communicate with our community (e.g., Peachjar, Instagram, Twitter, School Messenger, Next-door, Facebook and Remind), one of the most powerful ways to communicate and build community lies within the families themselves!

During the 2018-19 school year, Eiber’s family engagement liaison led the staff to make a concerted effort to tap into that power by launching a Family Ambassador program. Staff gathered a group of families that became greeters and communication experts. These goodwill ambassadors helped to inform other families about all the ways the school partners with parents and community members.

Family Ambassadors then extend an invitation to join! Staff encourage Eiber Ambassadors to reach out during peak family contact times, such as morning drop off and dismissal to practice their approach other parents. During these connecting moments, ambassadors explain what the school is doing and often even exchange contact information. School staff and teachers also make sure to reach out to every family to ask them to join one of the many communication pathways.



Eiber’s goal is to continue developing opportunities for families so they become the school’s most valuable community champions. Eiber’s Family Engagement Liaison states: “We all benefit when we get to know each other; our staff, families and community partners as well. We have noticed more families participating in other programs such as WATCH DOGS, PTA, and events like Teachers Appreciation Day and the Fitness Fun Festival.”

Families who participate have expressed that they feel valued and united. They are more motivated to be in contact with the staff and teachers to seek ways to help their kids achieve and grow.

Eiber’s liaison continues: “We have found that communicating effectively is truly rooted in relationships and has brought our school community closer: ONE with ONE goal—student success.”