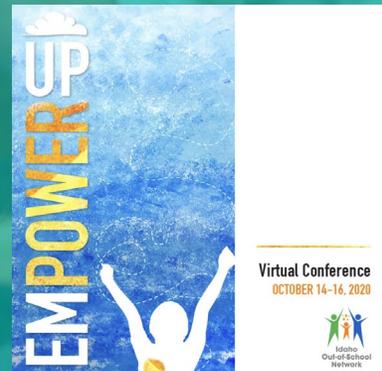




Investing in Family Engagement

ION Power-Up Summit
October 15, 2020





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Facilitators



Sherri Lauver

You for Youth (Y4Y) Deputy Project Director



Chelsea Heffernan

You for Youth (Y4Y) Project Specialist



Agenda

- Explore how to capture family and community needs
- Explore how to design activities that meet family and community needs
- Identify strategies for effectively recruiting families





Tell Us About Yourself!

In the chat box, tell us:

- Your role
 - Project Director
 - Site Coordinator
 - Front Line Staff
 - Other
- What grade levels you serve
 - K-5
 - 6-8
 - 9-12
- Barriers or challenges you are facing with community and family engagement
 - 0-3 years
 - 4-6 years
 - 7+ years

Parent Involvement Matters



Research shows that children with involved parents:

- Get better grades and score higher on tests.
- Attend school regularly.
- Have better social skills.
- Get their homework done.
- Are more positive about school.
- Are more likely to graduate and go on to higher education.



Get to Know Your Community & Families

Connect families to schools and services available in the community.

Invite caregivers to play a role in program decision making or lead activities.

Get to know family members to make them feel they're part of your program.

Offer activities where caregivers learn new skills.

Let families know they are welcome at your program.

Honor family diversity by translating materials for non-English-speaking families. Have events that celebrate all cultures. Hire staff who reflect the families you serve.

Potential Team Members



Teachers

Students

Counselors

Title 1 Coordinators

Community Organizations & Partners

Family Members

Which of these roles have been effective for family engagement at your program?



Collecting Data

Community/School Level

- Census Data
- Social Services Data
- Student Performance Data

Family/Student Level

- Surveys
- Formal Discussion

Family Voice

- Focus Groups
- Informal Conversations



Needs Assessment Statements

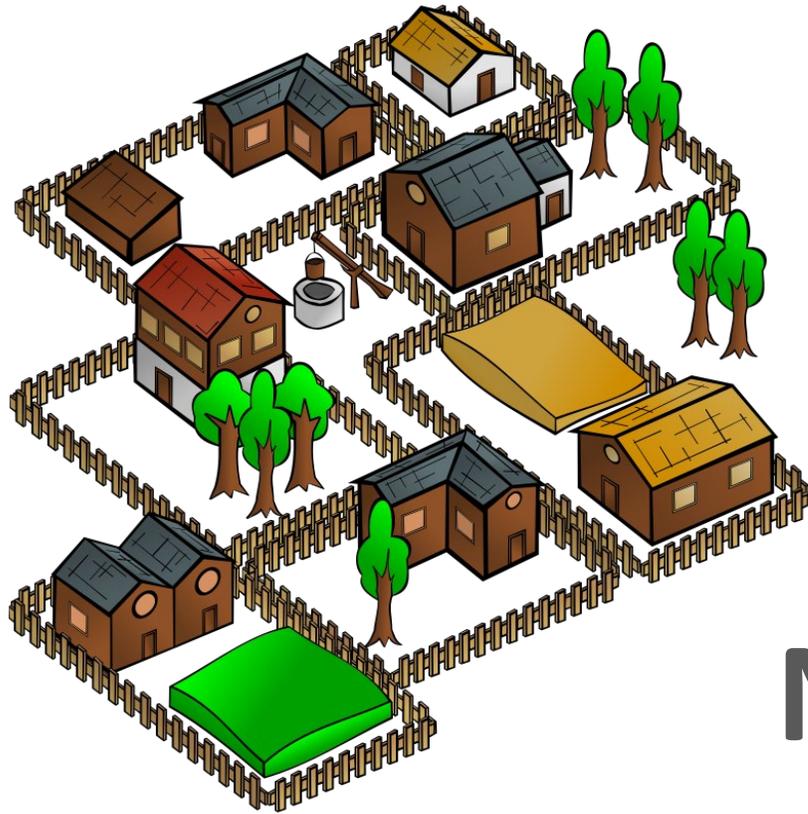
Family Level Data Source – Family Survey

Example Data – 60% of program families reported that they are interested in workshops on financial literacy

Needs Statement – Families are requesting activities that occur later in the day, starting at 7:00pm and those that provide childcare.



Mapping Assets



Individuals

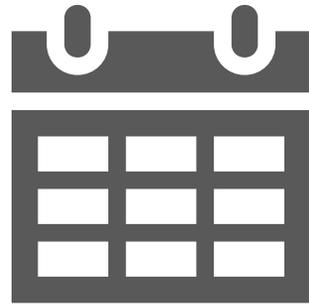
Businesses

Local Organizations

National Organizations



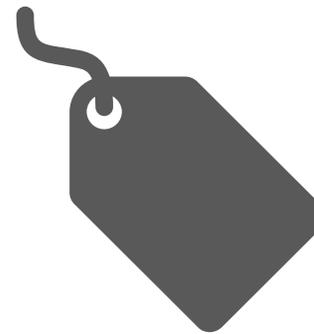
Logistical Considerations



Schedule



Space



Budget

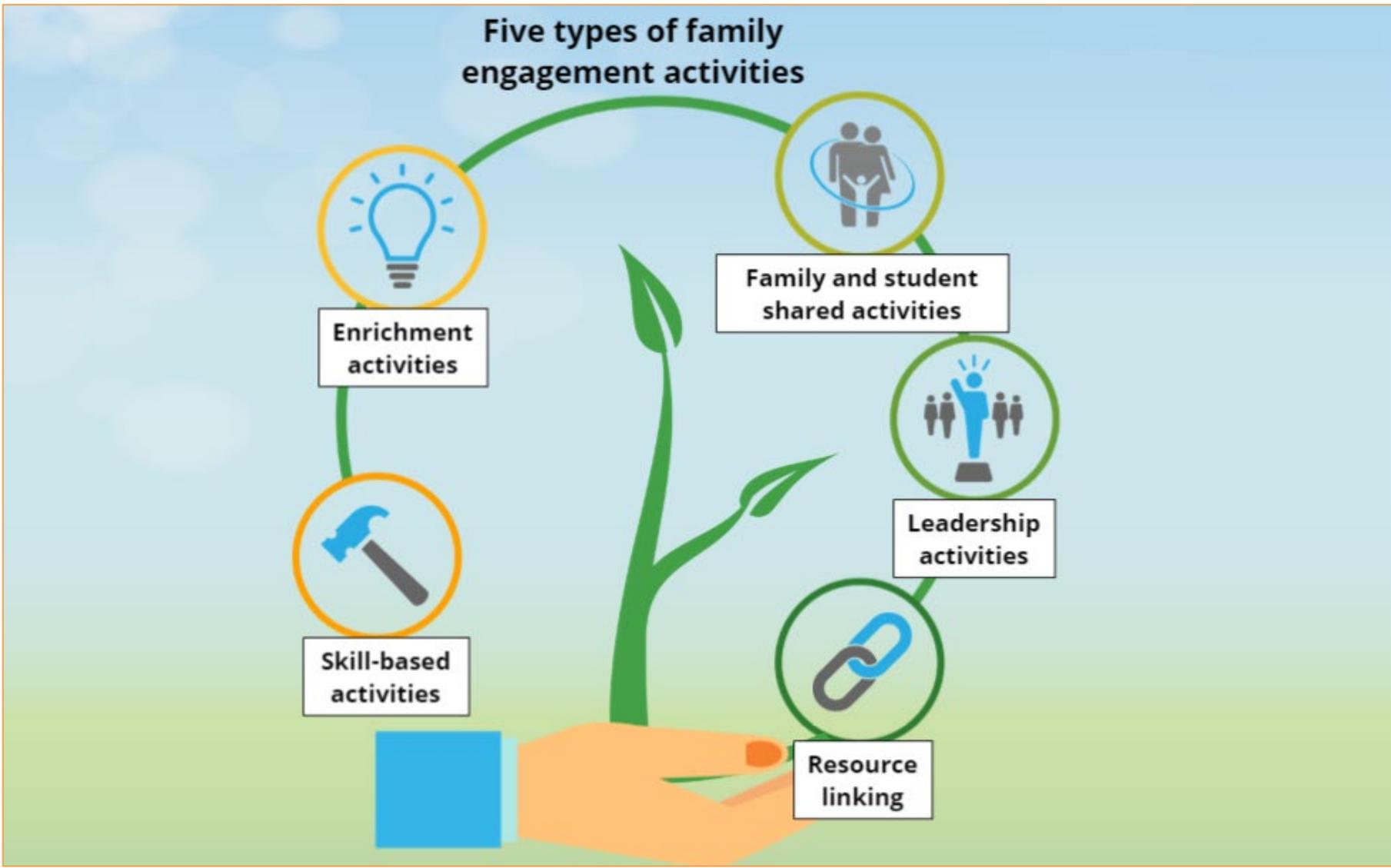


Challenges to Family Engagement





Types of Family Engagement Activities





Be Innovative





Tools & Resources



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3

Family Activity Guide

Here is a list of activities your program can implement to include families:

Good news cards: Send home postcards or short, handwritten notes about something you really appreciate about a child in your program or something you noticed them doing well this week.



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1

Family Engagement Activity Types

Below is a list of the five family engagement activity types. Included is the definition, activity examples, why the activity is important and a tip!

Skill-Based Activity

Definition: Skill-based activities help adults attain new knowledge and skills.

Activities might include: GED preparation; ESL lessons or practice; workforce development seminars (e.g., resume writing, interviewing); nutrition and healthy living classes; courses on best practices in childrearing; and workshops on navigating schools, districts and educational programs.

APRIL



| | Thursday | Friday | Saturday |
|------------|---|---|----------|
| 3 | 4 Early Dismissal State Testing No Afterschool | 5 Early Dismissal State Testing No Afterschool | 6 |
| 10 | 11 | 12 | 13 |
| 17 | 18 | 19 Family Board Game Night 6:00 PM | 20 |
| 24 | 25 | 26 | 27 |
| May 1 g | May 2 Literacy Night & Project Demonstrations 6:00 PM | May 3 | May 4 |



Outreach Strategies

Develop policies and procedures.

Create a marketing plan.

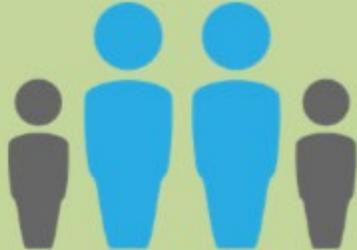
Engage and support families!



Recruitment and Retention Strategy



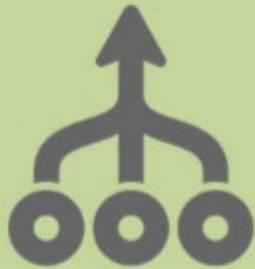
Human resource needs



What role each staff member will play



How they relate to families, and



How well they align with your organizational culture



Q&A



Additional Resources



Family Engagement Research Brief

Over the past 100 years, American education has become bureaucratized and professionalized. In many ways, these changes have produced great gains in

and schools have sought to build higher-quality working relationships. Some experts (Baker, Wise, Kelley, & Skiba, 2016) explain the evolution from parent involvement to family engagement as the result of these factors: (a) student populations growing more diverse (Dotger & Bennet, 2010), and the need for today's educators to be aware of diverse family dynamics (Baker et al., 2016).

Family engagement takes a culturally responsive approach to relationship-building with a child's key family members. The collaboration involves school-based educators, out-of-school time practitioners, families and children who build positive and child-oriented relationships. As one expert explains, "Over 40 states in the U.S. have legislation in place to promote professional development in family engagement in school districts" (Ferrera, 2017, p. 145).

The concept of family engagement "involves support from multiple providers — the family, the school, and the community... [and] centers on learning and self-discipline" (Ferrera, 2017, p. 146). The learning and self-discipline include families becoming involved in their children's schools and education, and school personnel and 21st CCLC program staff learning about and engaging with students, their families and the community that surrounds the school or program site.

and school (Butterworth, 1928, p. 7). Over time, this group evolved into what we know today as the National Parent Teacher Association (PTA), with a similar goal of enhancing parent-school partnerships.

The term *parent involvement* has been used to describe the "flow of information from school to parent" (Christenson & Sheridan, 2001, p. 2) and can be classified in two ways: reactive or proactive. Examples of reactive involvement activities include parents attending meetings and family events, and volunteering at their children's schools.

Trainings to Go

- Connecting Families to Supports
- Cultural Competence
- Family Engagement



Next Steps

- Take the Y4Y course on Family Engagement
- Meet with your program team to discuss a family and community involvement strategy



https://y4y.ed.gov/

HOME GET STARTED LEARN TECHNICAL ASSISTANCE RESOURCES STEM INITIATIVES

You for Youth Online Professional Learning and Technical Assistance for 21st Century Community Learning Centers

Y4Y > Courses > Family Engagement [Contact Us](#) | [Join](#) [Sign In](#)

Family Engagement

Introduction to Family Engagement →
 Explore the history, benefits and importance of family engagement in 21st CCLC programs. Learn about nine steps you can take to ensure a successful family engagement program.

Implementation Strategies →
 Go step-by-step through planning and implementing a family engagement plan that aligns with your program's goals and families' needs. Get tips, tools and examples to help you overcome common challenges.

Coaching My Staff →
 Integrate professional development on how to engage families into your staff learning events. Use tips and tools to create a program culture that helps you get to know the families of the students you serve.

Tools →
 Find ready-to-use, customizable tools that can help you in your efforts to engage families.

My Notebook

FAMILY ENGAGEMENT

The Notebook is a useful way to jot down notes as you go through the various topics available on the **You For Youth** website. If you'd like to use the notebook, please [sign in](#) if you already have an account or [register now](#) to join the Y4Y community!

Glossary

FAMILY ENGAGEMENT



Contact Us!



Sherri Lauver

SLauver@seiservices.com



Chelsea Heffernan

CHeffernan@seiservices.com

<https://y4y.ed.gov/>
y4y@seiservices.com