

ONE SIZE DOES NOT FIT ALL

Family Engagement Strategies

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Goals for the Day

- Create a multi-tiered model for parent engagement that includes ways for parents to participate in multiple ways;
- Create a plan and timeline for parent engagement that addresses the needs of your program participants;
- Learn from colleagues about effective ways other programs have engaged families;
- Preview a description of a college savings plan that utilizes parent tax refunds as a means to pay for college.

How is family engagement typically measured?

- Active participation in school sponsored activities (PTA, workshops)
- Visibly helping their children with school work or other school activities

Key elements

- * High level of commitment
- * High level of active participation

More effective starting point

- Establish a personal rapport between a school staff member and a family member
- Do not require high levels of commitment or active participation, at first
 - Offer low-risk, low-commitment activities to build relationships
 - Personalize communication with parents
 - Facilitate network-building between parents and family members
 - Building a parent community to enhance their social capital

Activities that build relationships

Tier 1: Low Risk

- Ice cream socials
- Movie nights
- Student art gallery
- Student performances
- Clothing or book swaps
- Newsletters home

Tier 2: Higher Participation

- Math, Science, or Reading Nights
- ESL or GED classes
- Parent Workshops
- File your taxes nights
- Hiring parent advocates
- Parent Leadership Trainings
- Building an “Activities Resume”

Tax Refund to College Savings Plan

An example of a resource/ activity that will help build relationships with families while demonstrating your program's value.

How does your School Define Family Engagement?

- Is it model of high commitment and high active participation?
- What is content of parent meetings?
- Are families involved in decision-making?
- Who is attending parent events, who creates the agenda?
- Who in the school has the best relationships with parents?
- What is the role of the classroom teacher?

How does your Program Communicate Family Engagement?

- Branding
 - “That’s the college person.”
- Elevator Speech
 - Should lead to greater dialogue
 - Should answer who, what where, why?

Multi-tiered model for family engagement

- Transform Involvement to Engagement
- Rethink Parent Conferences
- Redefine the Definition of Family
- Expand the School Walls
- Allow for other voices

Tier III: What is a Parent Advocate? (Chicago GEAR UP)

- The parent advocate position is held by parents who can empathize with other parents, build trust with other parents, and as a result, strong relationships with other parents develop and serve to deliver the information necessary so all children can realize the dream of high school graduation and college. (Stack, 2010. Pg. 141).
- Parent advocates identify the needs/interests, recruit parents to participate, organize and facilitate programming, and lead presentations on parent involvement...The need to develop leadership opportunities within the stakeholders is essential to sustain the acquisition of social capital for the community. (Stack, 2010. Pg. 138)

Stack, W. M. (2010). *The Relationship of Parent Involvement and Student Success in GEAR UP Communities in Chicago* (Doctoral dissertation, Antioch University). AURA - Antioch University Repository and Archive. doi:<http://aura.antioch.edu/cgi/viewcontent.cgi?article=1018&context=etds>

Create a Family Engagement Action Plan for 9-12

- Timeline 9-12
- Activities to increase parent engagement
- Parent Advisory/Leadership Council

Parent Newsletters



Month	7th Grade	8th Grade	9th Grade	10th Grade	11th Grade	12th Grade
September	Welcome To Middle School	Benefits of College	Why go to College	Dual Credit	Entrance Exams	Senior Year: Get Organized
October	College Bound Scholarship	Create a High School and Beyond Plan	9th Grade Matters	Study Habits and Test Prep	College Admission Requirements	Prepare to Apply
November	Keeping Your Options Open	Study Skills and Homework Help	Campus Visits	College & Career Pathways	College "Fit"	Admissions Essay
December	Grit & Attitude	Understanding College Costs	Grades Matter	Career Exploration	High School and Beyond Plan & Resumes	Resources & Support Services in College
January	The Cost of College	Mentoring	Financial Aid Basics	Paying for College	How to Apply for Financial Aid	How to Apply for Financial Aid
February	Friends Matter Los amigos importan	Growth Mindset Habilidades para el éxito	Attendance Matters La asistencia importa	College Applications: Essays & Interviews Solicitudes universitarias: Ensayos y	Scholarships Becas	Searching for Scholarships Buscando becas

Closing

- Questions?
- Areas for follow up?