

Encouraging Family Engagement In School Without Straining The Budget

A Webinar with Project Appleseed
president Kevin Walker for the



National Association of
Elementary School
Principals

Project Appleseed™



About Us

Our Vision

- Project Appleseed is a nonprofit resource, advocate, and voice for the 65 million public school parents in America.

Our Mission

- Project Appleseed provides resources for parents who want to be engaged in their children's schools and for schools who seek their involvement.

Kevin Walker



President & founder

- Kevin Walker is Project Appleseed's founder and president. He is credited for creating National Parental Involvement Day and Public School Volunteer Week. Mr. Walker has been named Top Ten People In American Education by Teacher magazine and he is the recipient of Parenting magazine's Parenting Leader Award.

Our Story



1993

Outstanding Schools Act

In Missouri, Project Appleseed proposed and passed landmark school "report card" legislation that chronicle the state of each public school district and its schools to help parents & the public evaluate how the district performed.

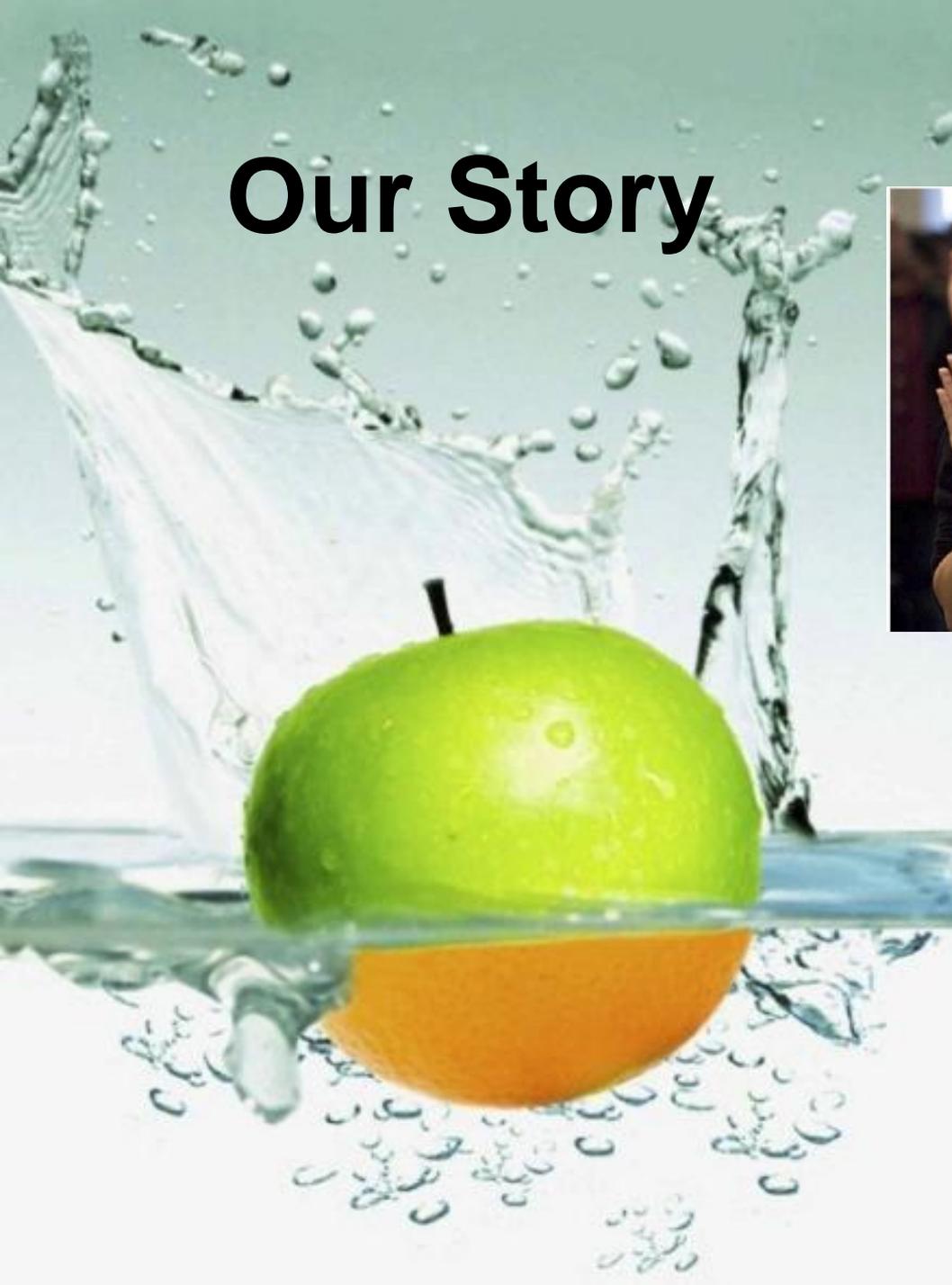


1994

Title I Elementary and Secondary Education Act

Project Appleseed worked with the White House to pass ground breaking legislation mandating parent involvement affecting half of America's schools

Our Story



1994
1997

Signature Annual Family Events

Project Applesed established National Parental Involvement Day in 1994 and Public School Volunteer Week in 1997. Ten million family members participate each year.



CONGRATULATIONS

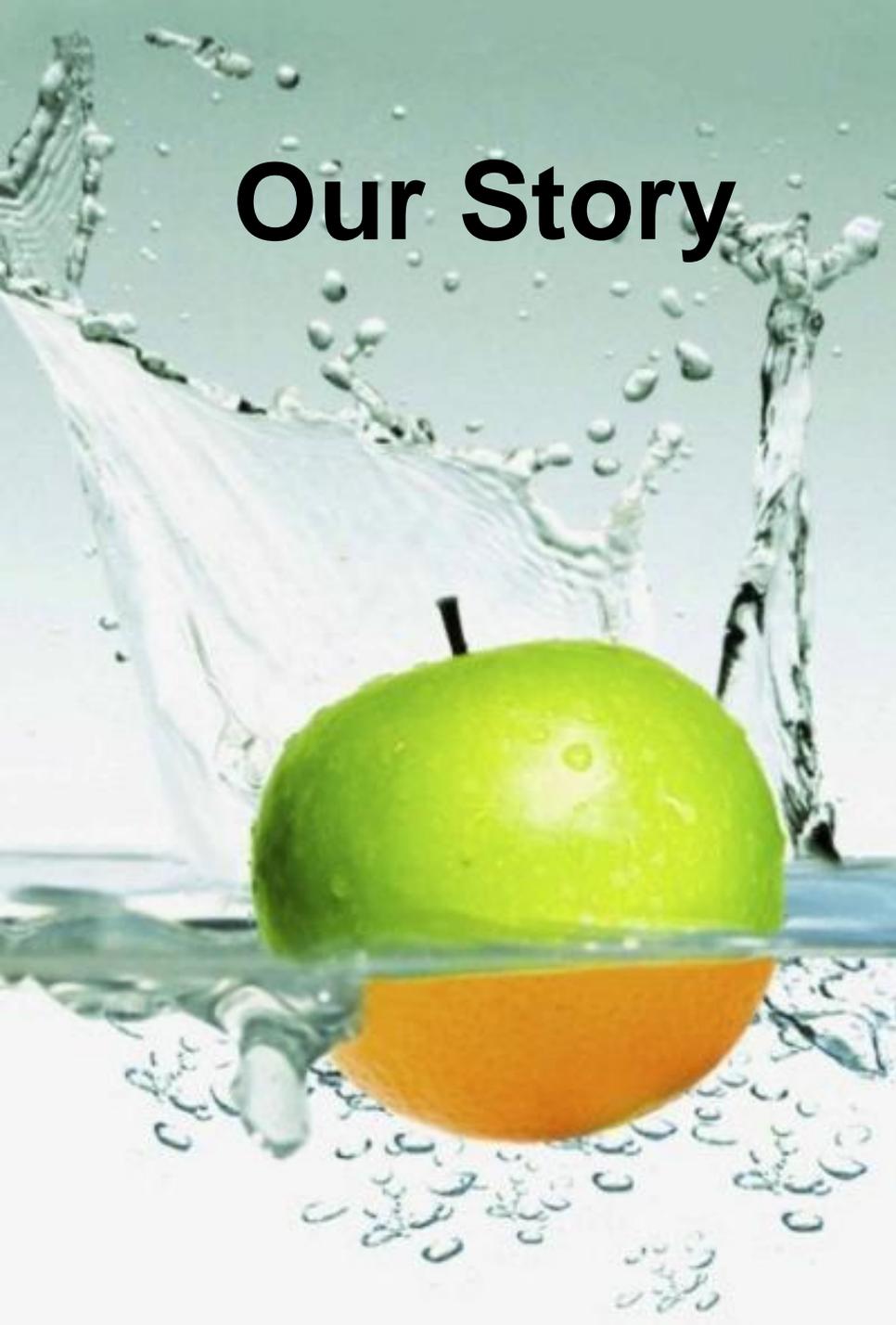
K GRADS!

1999
2001

Top Ten In America

Our founder was named one of the Top Ten People In American Education by Teacher magazine in 1999. He was the recipient of Parenting magazine's Parenting Leader Award in 2001.

Our Story



2009

Race To The Top

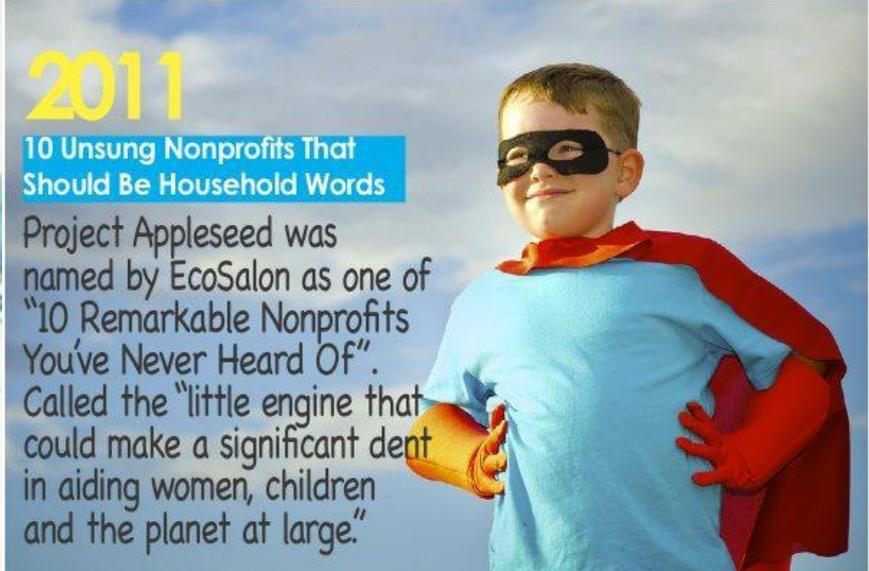
Democrat & GOP Tennessee Governors implement Project Appleseed's program model as part of winning a \$500 million U.S. Department of Education, Race to the Top grant.



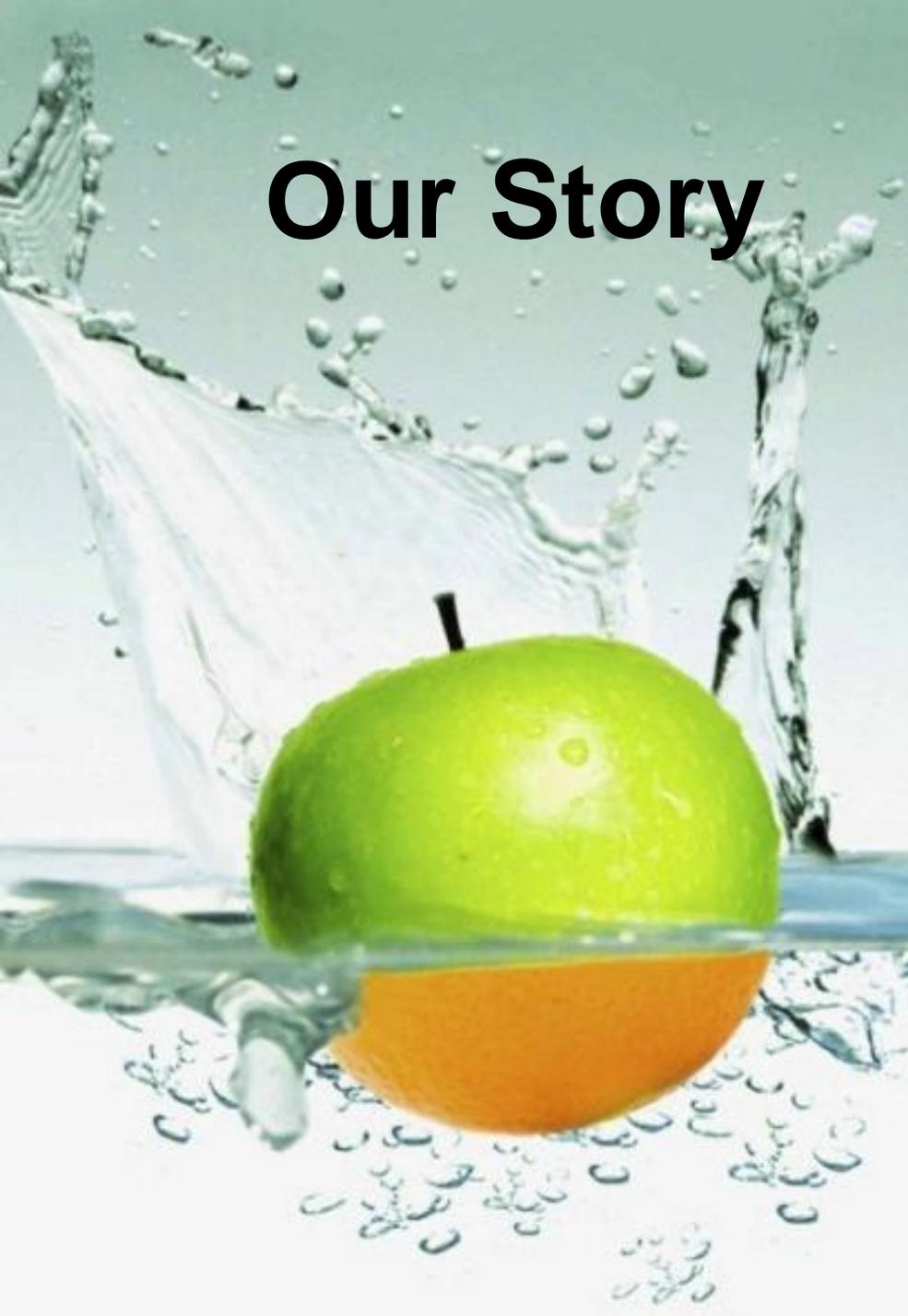
2011

10 Unsung Nonprofits That Should Be Household Words

Project Appleseed was named by EcoSalon as one of "10 Remarkable Nonprofits You've Never Heard Of". Called the "little engine that could make a significant dent in aiding women, children and the planet at large."



Our Story



2015

#1 On the Internet

Project Appleseed is the #1 search result in two million, for "parental involvement in public schools" in all leading search engines, Google, Bing! & Yahoo!



2017

#1 On the Internet

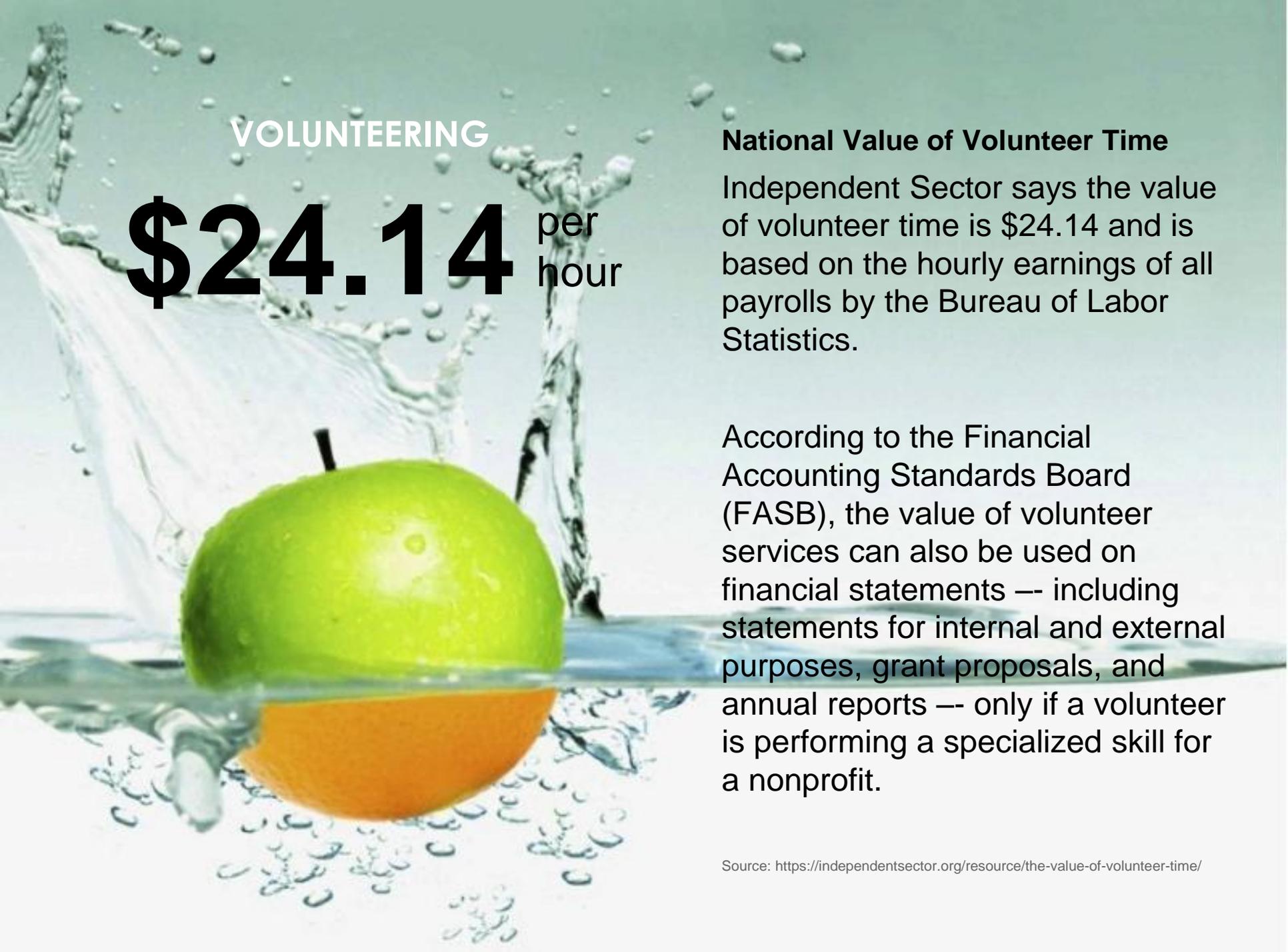
Each week our website is visited by the 100 largest school districts in the United States! Schools worldwide account for 30% of our visitors!

We Can Help



- Plan your outreach event
- Make the first contact a positive one
- Identify parents' special skills
- [Pledge Parent Involvement](#)
- Parental Involvement Report Card
- Keep parents informed
- Ask for input on the parent involvement policy
- Don't forget fathers

QuickTime™ and a decompressor are needed to see this picture.



VOLUNTEERING

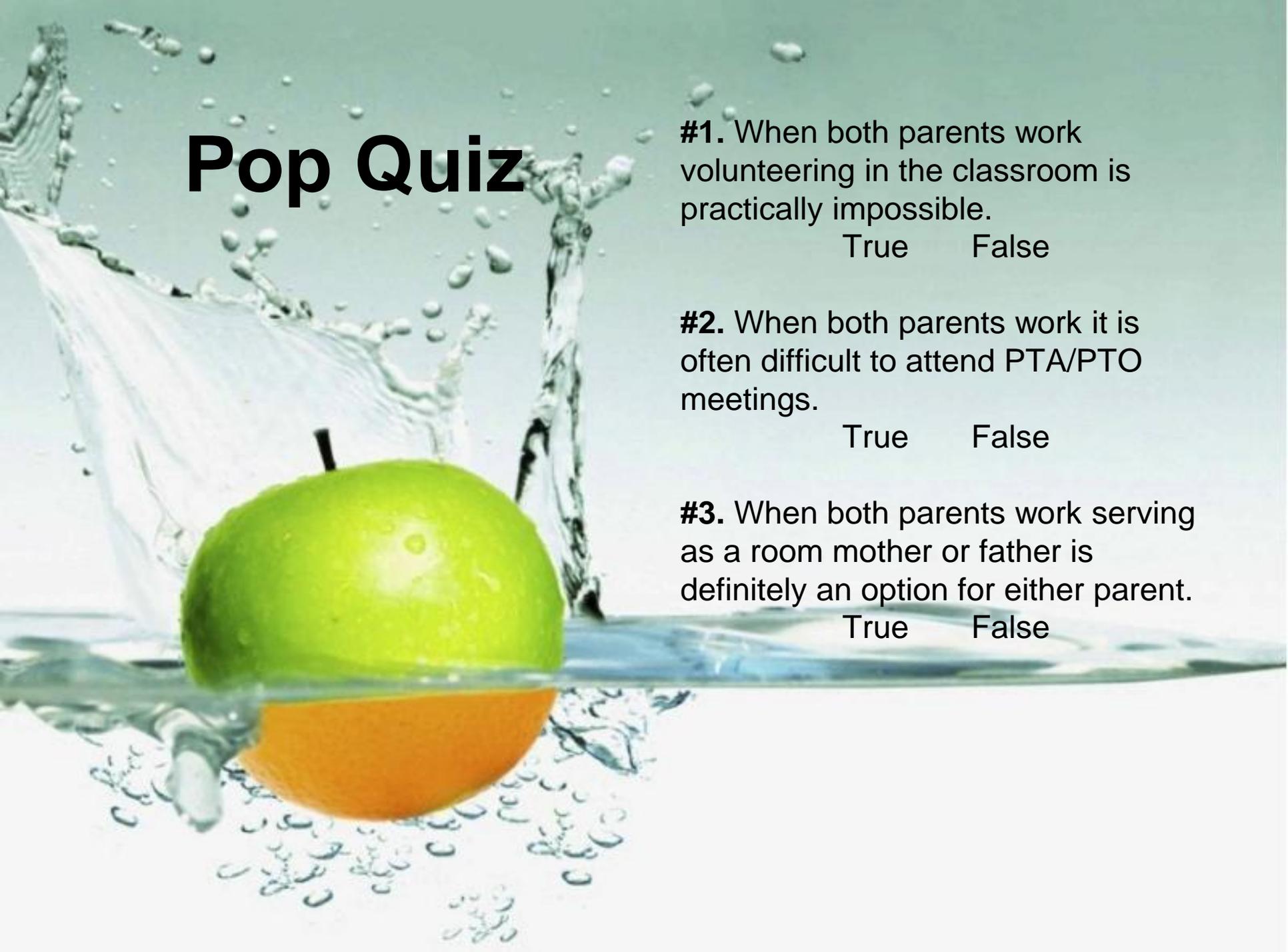
\$24.14 per hour

National Value of Volunteer Time

Independent Sector says the value of volunteer time is \$24.14 and is based on the hourly earnings of all payrolls by the Bureau of Labor Statistics.

According to the Financial Accounting Standards Board (FASB), the value of volunteer services can also be used on financial statements -- including statements for internal and external purposes, grant proposals, and annual reports -- only if a volunteer is performing a specialized skill for a nonprofit.

Pop Quiz



#1. When both parents work volunteering in the classroom is practically impossible.

True False

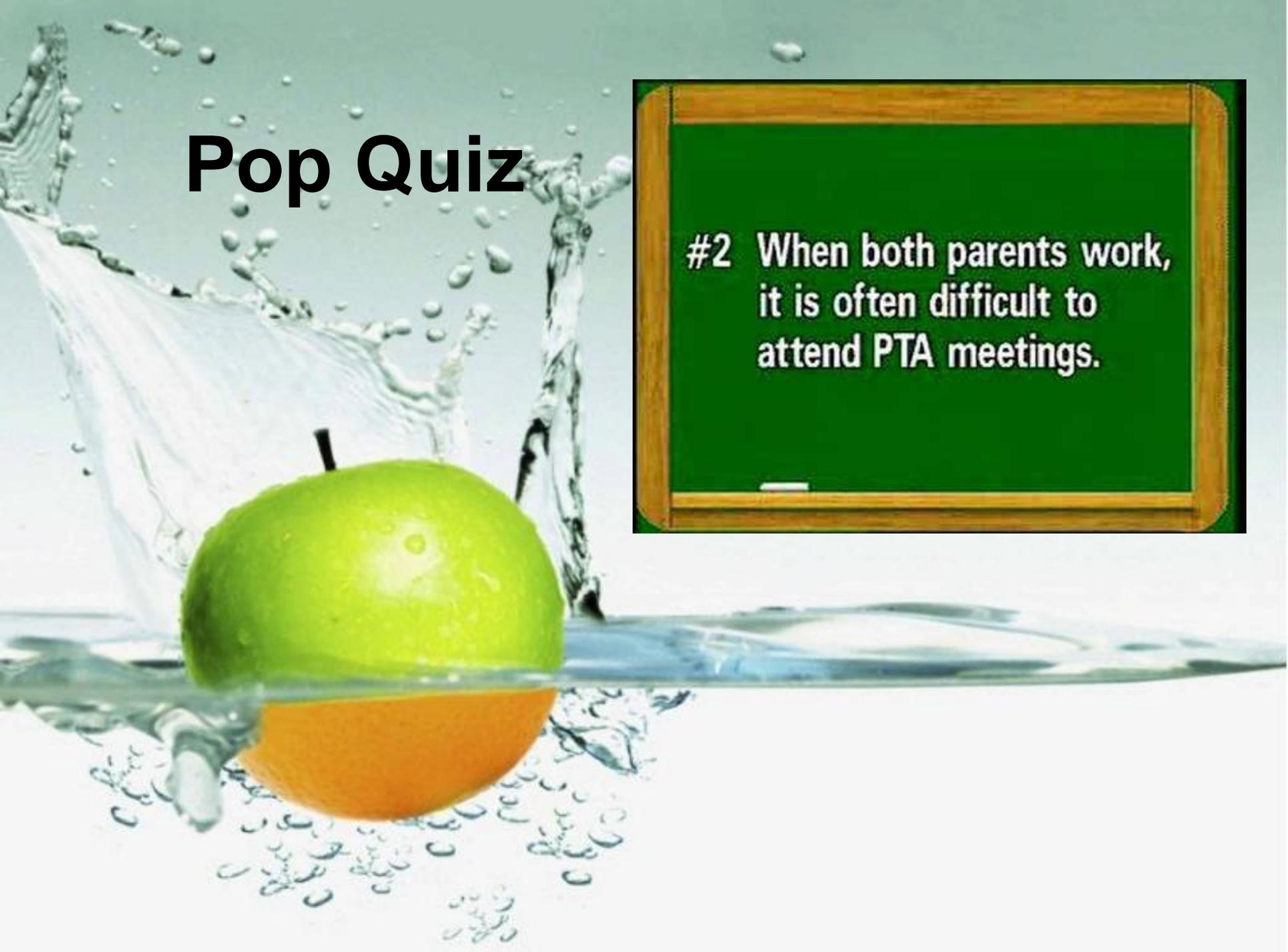
#2. When both parents work it is often difficult to attend PTA/PTO meetings.

True False

#3. When both parents work serving as a room mother or father is definitely an option for either parent.

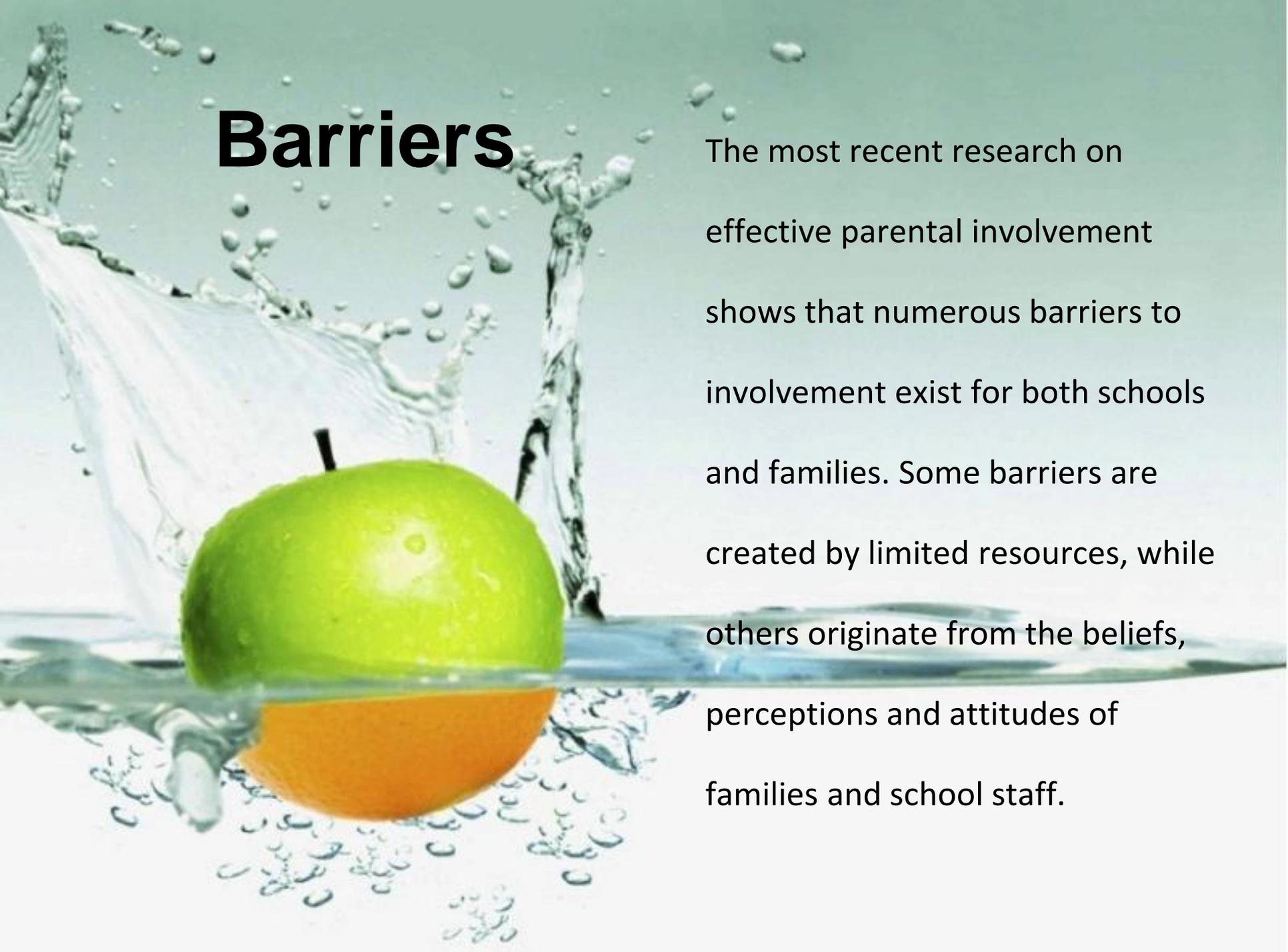
True False

Pop Quiz

A green apple with an orange bottom half is shown splashing in water. The water is splashing upwards and outwards, creating a dynamic scene. The apple is positioned in the lower-left quadrant of the image.

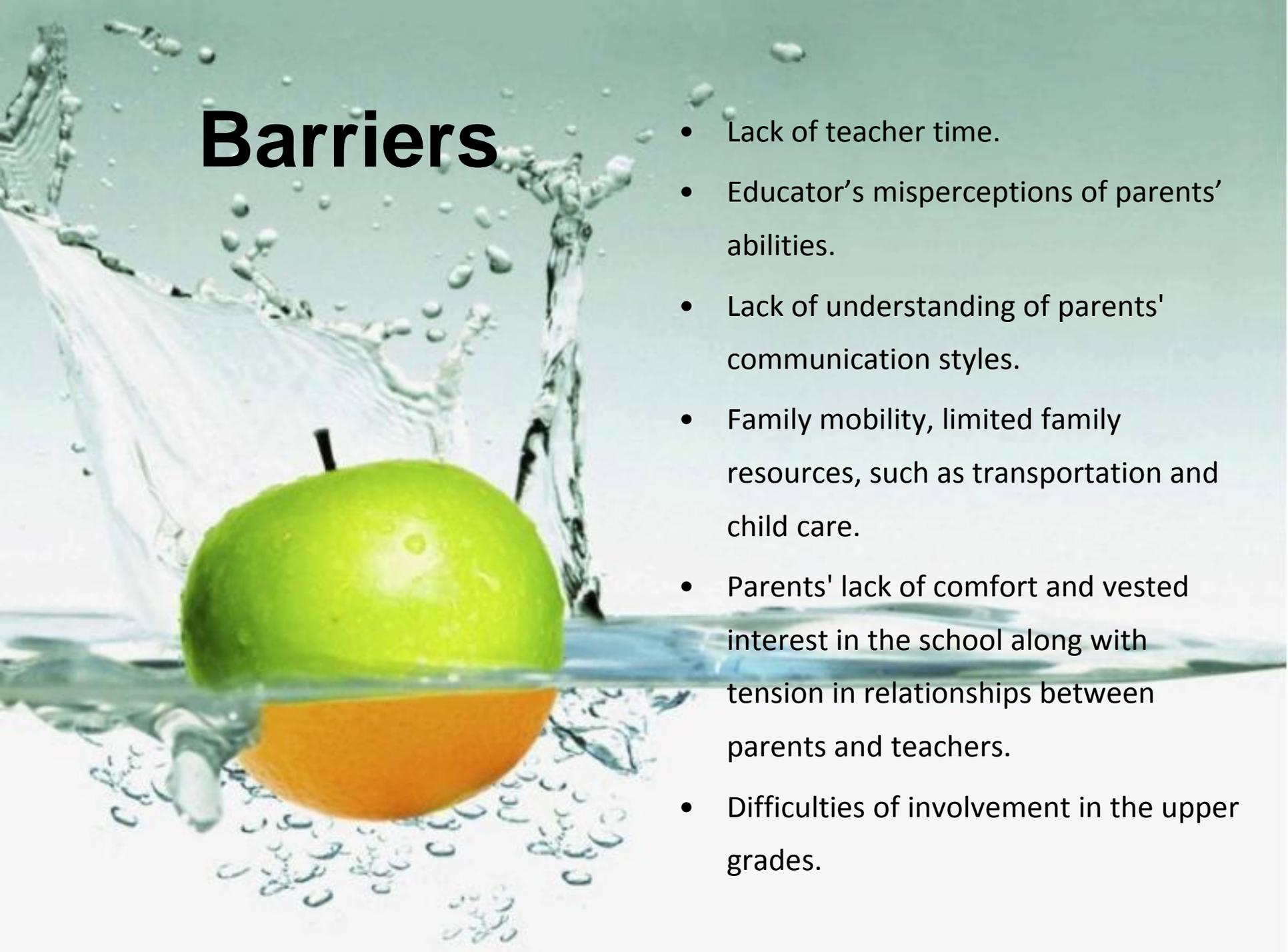
#2 When both parents work,
it is often difficult to
attend PTA meetings.

Barriers

A vibrant green and orange fruit, possibly a lime or a small orange, is shown splashing in clear water. The fruit is partially submerged, with the green part above the water and the orange part below. The water is splashing upwards and outwards, creating a dynamic and energetic scene. The background is a light, neutral color, making the fruit and water the central focus.

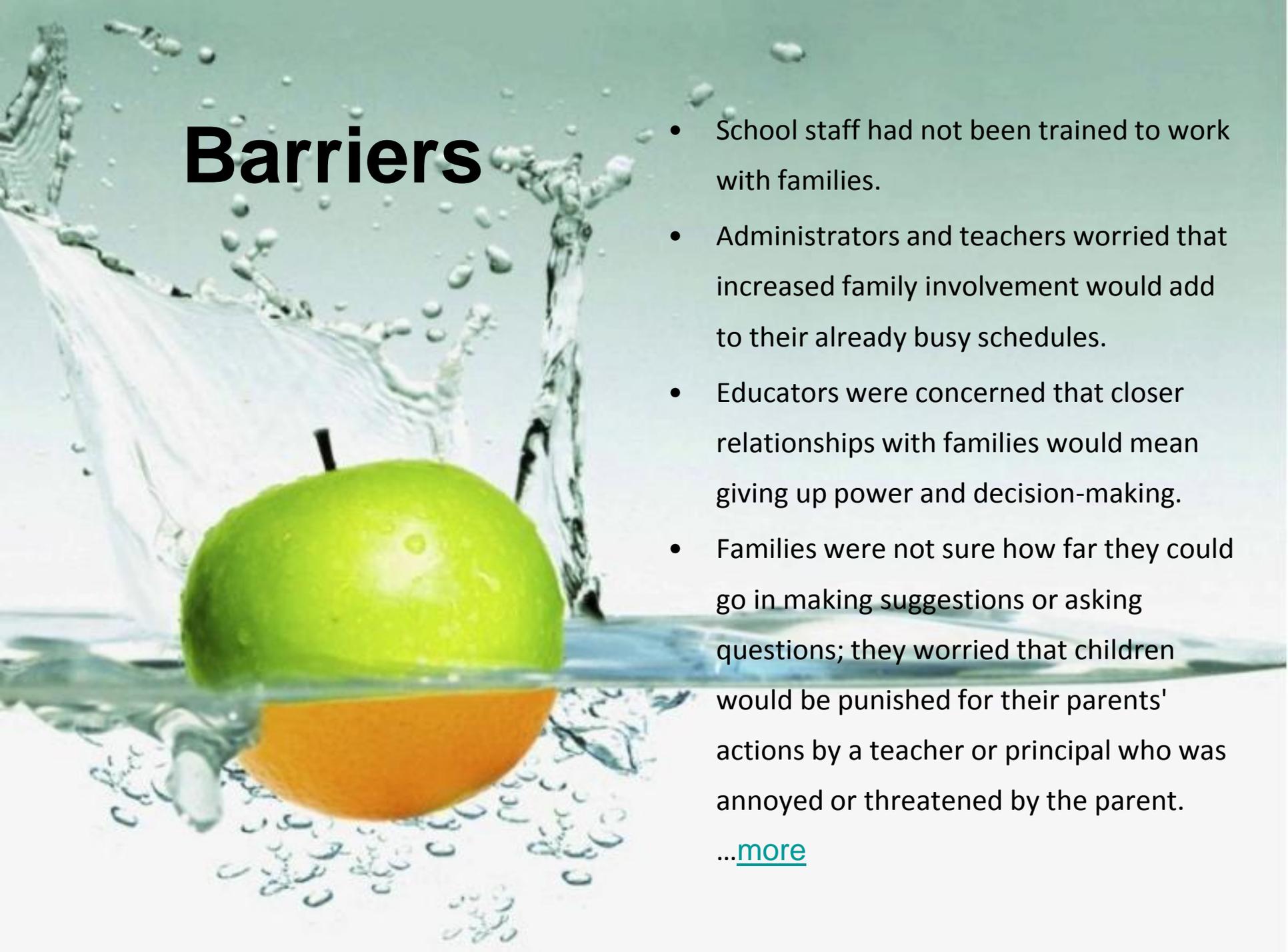
The most recent research on effective parental involvement shows that numerous barriers to involvement exist for both schools and families. Some barriers are created by limited resources, while others originate from the beliefs, perceptions and attitudes of families and school staff.

Barriers

A vibrant green and orange fruit, possibly a lime or orange, is shown splashing in clear water. The fruit is partially submerged, with the green part above the surface and the orange part below. The water is splashing upwards and outwards, creating a dynamic and energetic scene. The background is a light, neutral color, making the fruit and water the central focus.

- Lack of teacher time.
- Educator's misperceptions of parents' abilities.
- Lack of understanding of parents' communication styles.
- Family mobility, limited family resources, such as transportation and child care.
- Parents' lack of comfort and vested interest in the school along with tension in relationships between parents and teachers.
- Difficulties of involvement in the upper grades.

Barriers

A photograph of a green apple splashing into water. The apple is partially submerged, with its lower half underwater and its upper half above the surface. A large, dynamic splash of water is visible behind the apple, with many water droplets in the air. The background is a light, neutral color.

- School staff had not been trained to work with families.
- Administrators and teachers worried that increased family involvement would add to their already busy schedules.
- Educators were concerned that closer relationships with families would mean giving up power and decision-making.
- Families were not sure how far they could go in making suggestions or asking questions; they worried that children would be punished for their parents' actions by a teacher or principal who was annoyed or threatened by the parent.

...[more](#)



Title I ESSA: Family Engagement
Who do we engage?

National, state and local

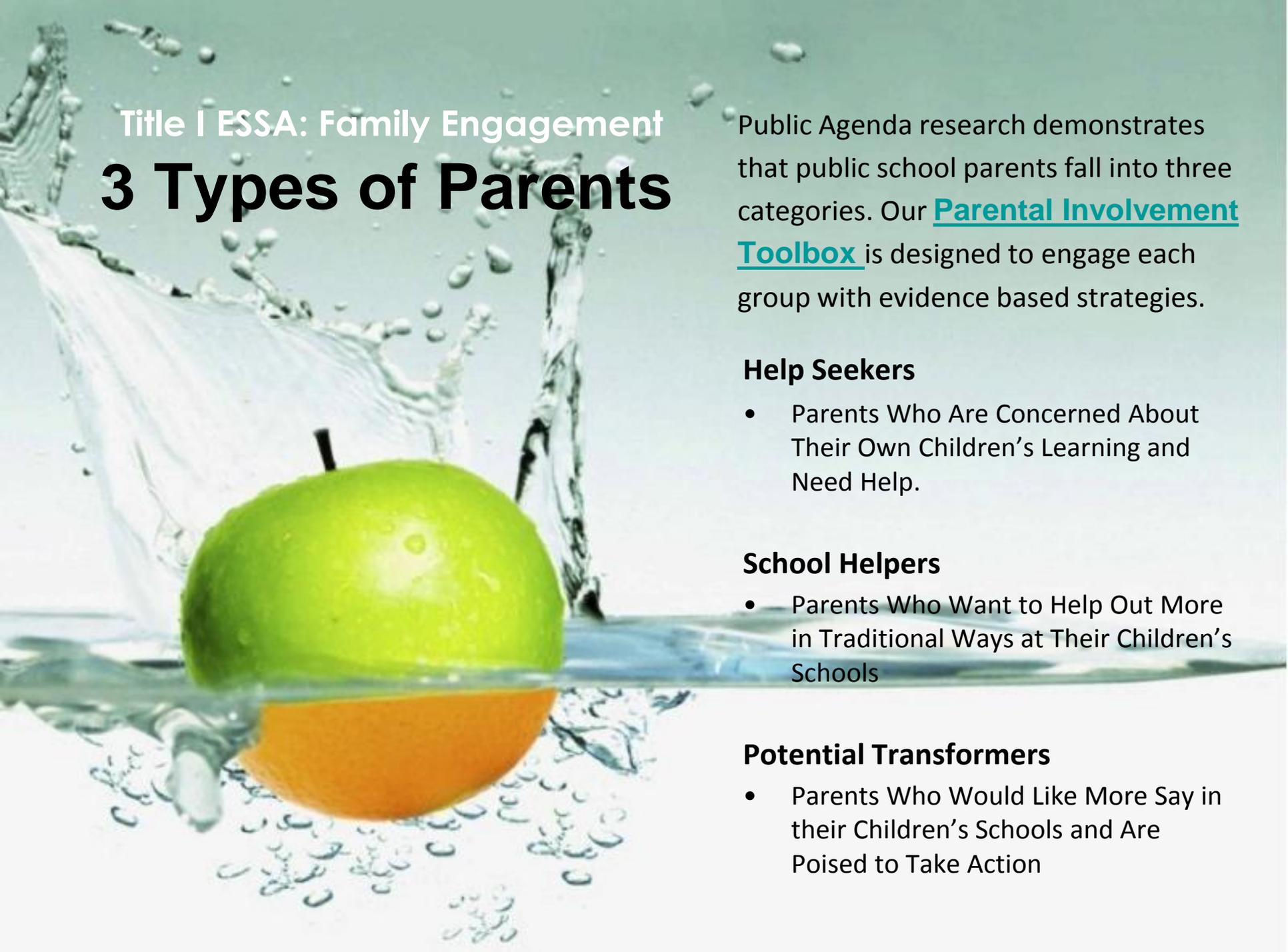
- Governor
- State legislature
- State board of education
- Superintendents
- Teachers
- Principals
- Other school leaders
- Charter school leaders
- Specialized instructional support personnel
- Paraprofessionals
- Administrators,
- Parents, grandparents and caring adults



Title I ESSA: Family Engagement
Who do you engage?

Families and the Community

- Parents, grandparents and caring adults
- Early Childhood Educators
- Teachers
- Support Staff
- School-based parent coordinator
- Afterschool program staff
- Parent leaders
- Non-profit staff
- Government Agency staff
- University Faculty
- Consultants



Title I ESSA: Family Engagement

3 Types of Parents

Public Agenda research demonstrates that public school parents fall into three categories. Our [Parental Involvement Toolbox](#) is designed to engage each group with evidence based strategies.

Help Seekers

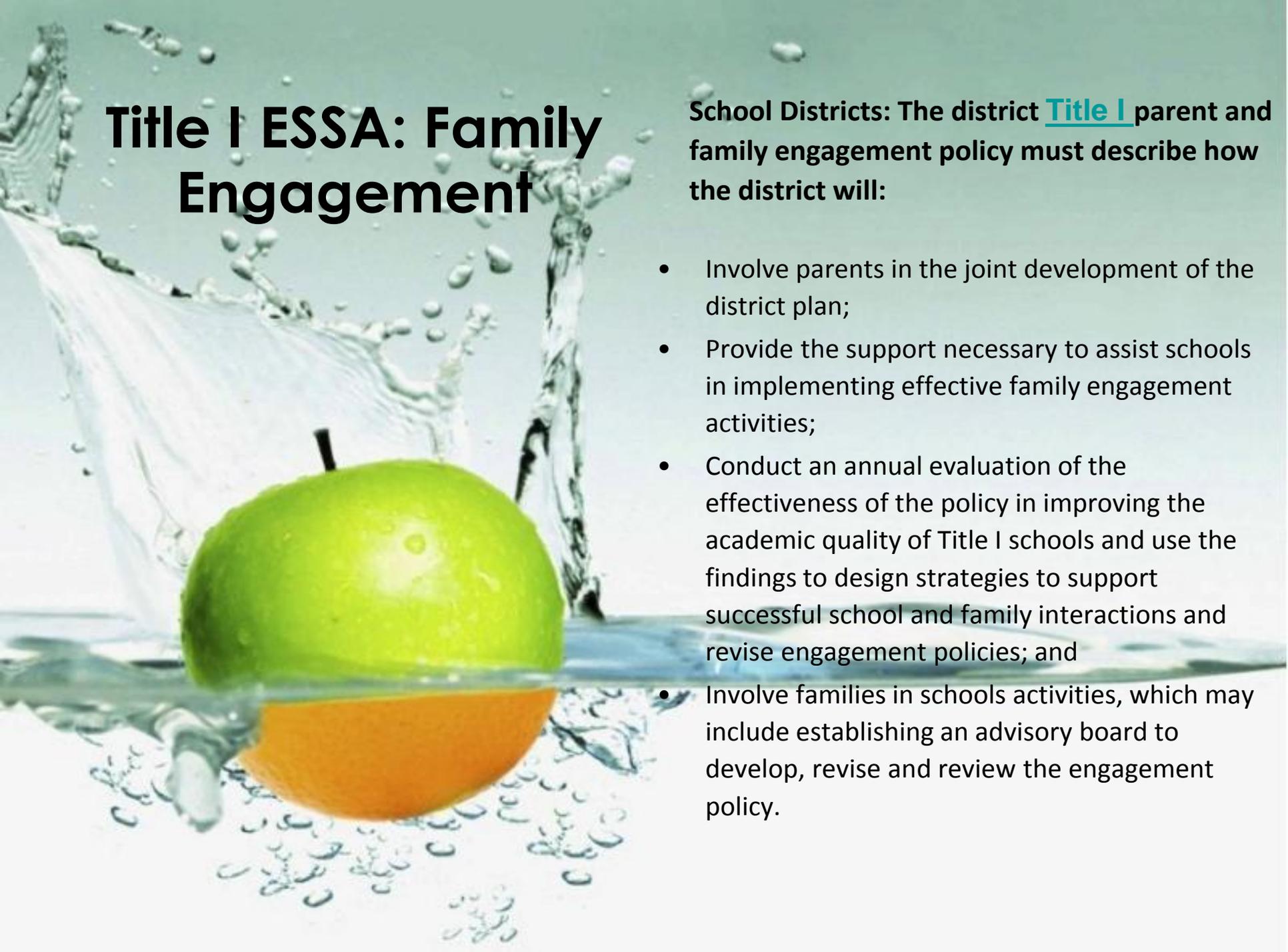
- Parents Who Are Concerned About Their Own Children's Learning and Need Help.

School Helpers

- Parents Who Want to Help Out More in Traditional Ways at Their Children's Schools

Potential Transformers

- Parents Who Would Like More Say in their Children's Schools and Are Poised to Take Action

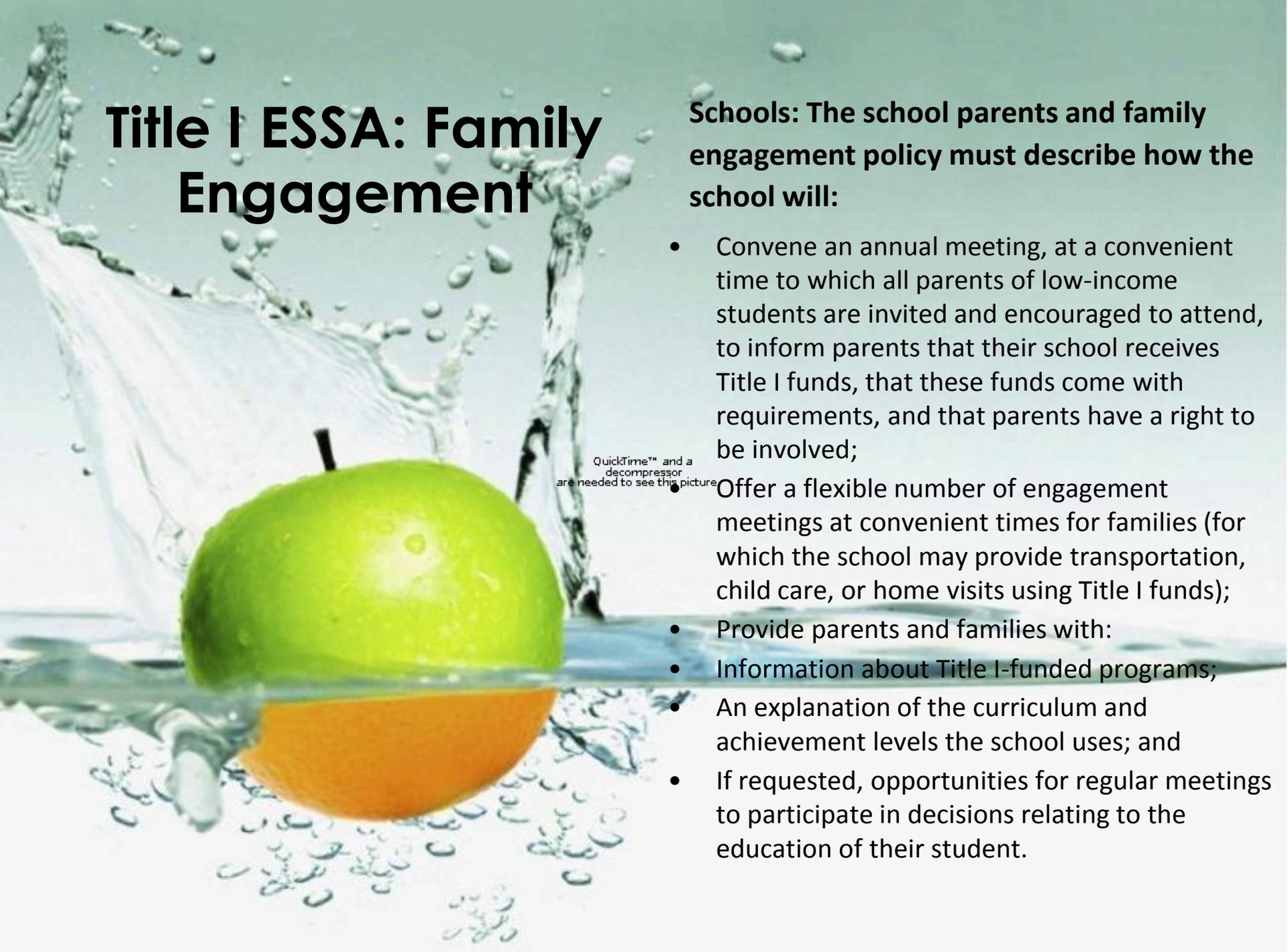
A vibrant green and orange fruit, possibly a kiwifruit, is shown splashing in clear water. The fruit is partially submerged, with water droplets and splashes surrounding it, creating a dynamic and fresh visual. The background is a light, neutral color, emphasizing the fruit and the water.

Title I ESSA: Family Engagement

School Districts: The district [Title I](#) parent and family engagement policy must describe how the district will:

- Involve parents in the joint development of the district plan;
- Provide the support necessary to assist schools in implementing effective family engagement activities;
- Conduct an annual evaluation of the effectiveness of the policy in improving the academic quality of Title I schools and use the findings to design strategies to support successful school and family interactions and revise engagement policies; and
- Involve families in schools activities, which may include establishing an advisory board to develop, revise and review the engagement policy.

Title I ESSA: Family Engagement

A vibrant green and orange fruit, possibly a lime or orange, is shown splashing in clear water. The fruit is partially submerged, with water droplets and splashes around it. The background is a light, bright green color.

Schools: The school parents and family engagement policy must describe how the school will:

- Convene an annual meeting, at a convenient time to which all parents of low-income students are invited and encouraged to attend, to inform parents that their school receives Title I funds, that these funds come with requirements, and that parents have a right to be involved;
- Offer a flexible number of engagement meetings at convenient times for families (for which the school may provide transportation, child care, or home visits using Title I funds);
- Provide parents and families with:
- Information about Title I-funded programs;
- An explanation of the curriculum and achievement levels the school uses; and
- If requested, opportunities for regular meetings to participate in decisions relating to the education of their student.



Title I ESSA: Family Engagement

The Same:

Title I schools must develop:

- FE Policy – meetings, program review, info on curriculum and testing, parent comments.
- School-Parent Compact: Shared responsibility for student learning, dual capacity for involvement;

New:

- Ensure regular two-way, meaningful communication between family members and school staff.
- 90% of Title I family engagement funds go directly to the school

Source: National Association for Family School Engagement



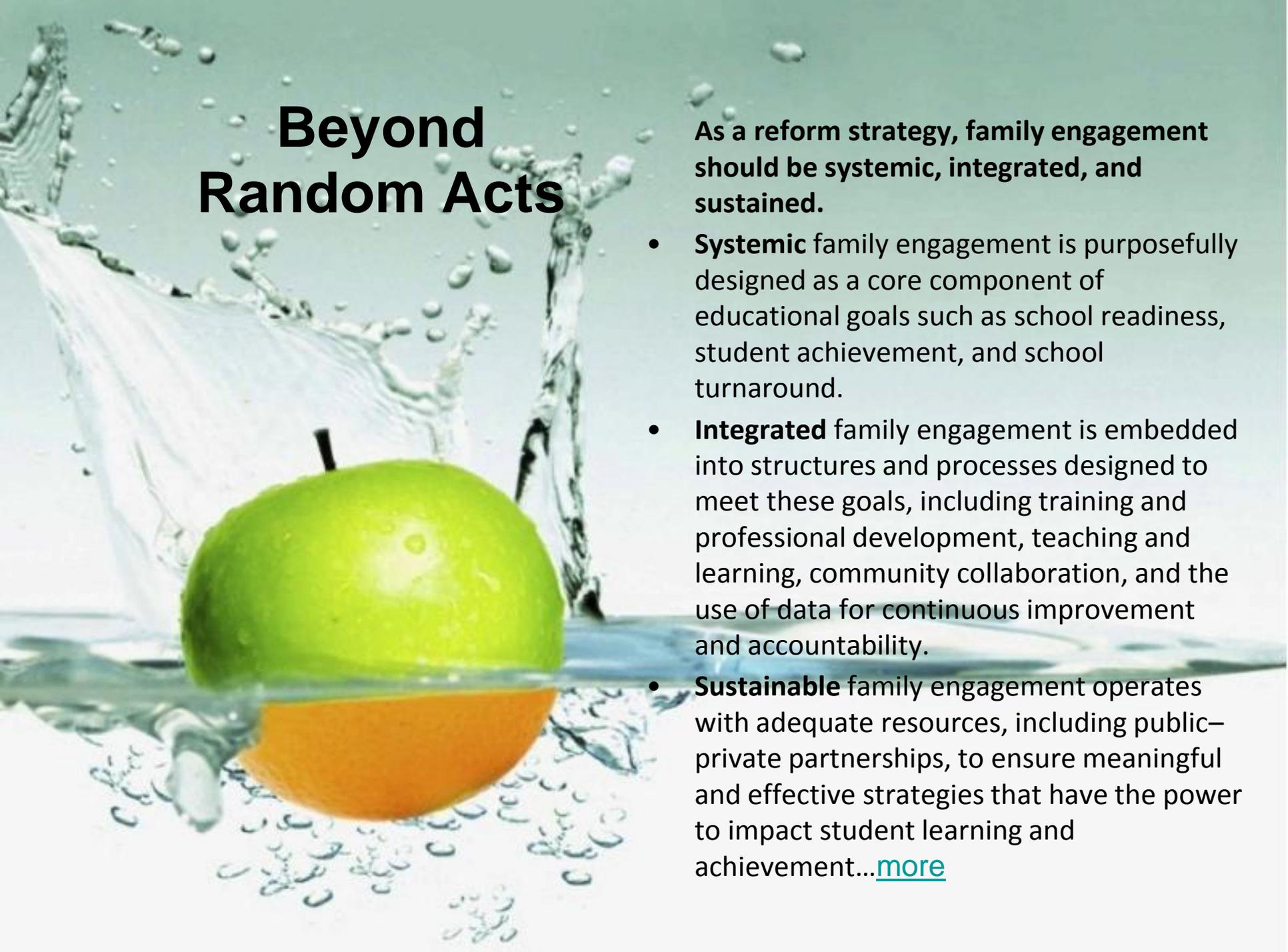
Title I ESSA: Family Engagement

Core Principles:

- Family engagement is an essential strategy to improve student learning.
- Parents and families are not “the problem” but essential partners
- Both educators and families need support to collaborate
- Close parent-teacher communication and collaboration is what improves student learning

Source: National Association for Family School Engagement

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Beyond Random Acts

As a reform strategy, family engagement should be systemic, integrated, and sustained.

- **Systemic** family engagement is purposefully designed as a core component of educational goals such as school readiness, student achievement, and school turnaround.
- **Integrated** family engagement is embedded into structures and processes designed to meet these goals, including training and professional development, teaching and learning, community collaboration, and the use of data for continuous improvement and accountability.
- **Sustainable** family engagement operates with adequate resources, including public-private partnerships, to ensure meaningful and effective strategies that have the power to impact student learning and achievement...[more](#)

Anne Henderson

Senior Consultant, National Association for
Family, School and Community Engagement

Dr. Karen Mapp

Harvard Graduate School of Education
Senior Lecturer on Education





Parenting



Learning @ Home



**Collaborating with
Community**



Volunteering



Communicating



Decision Making

Six Slices of Family Involvement™



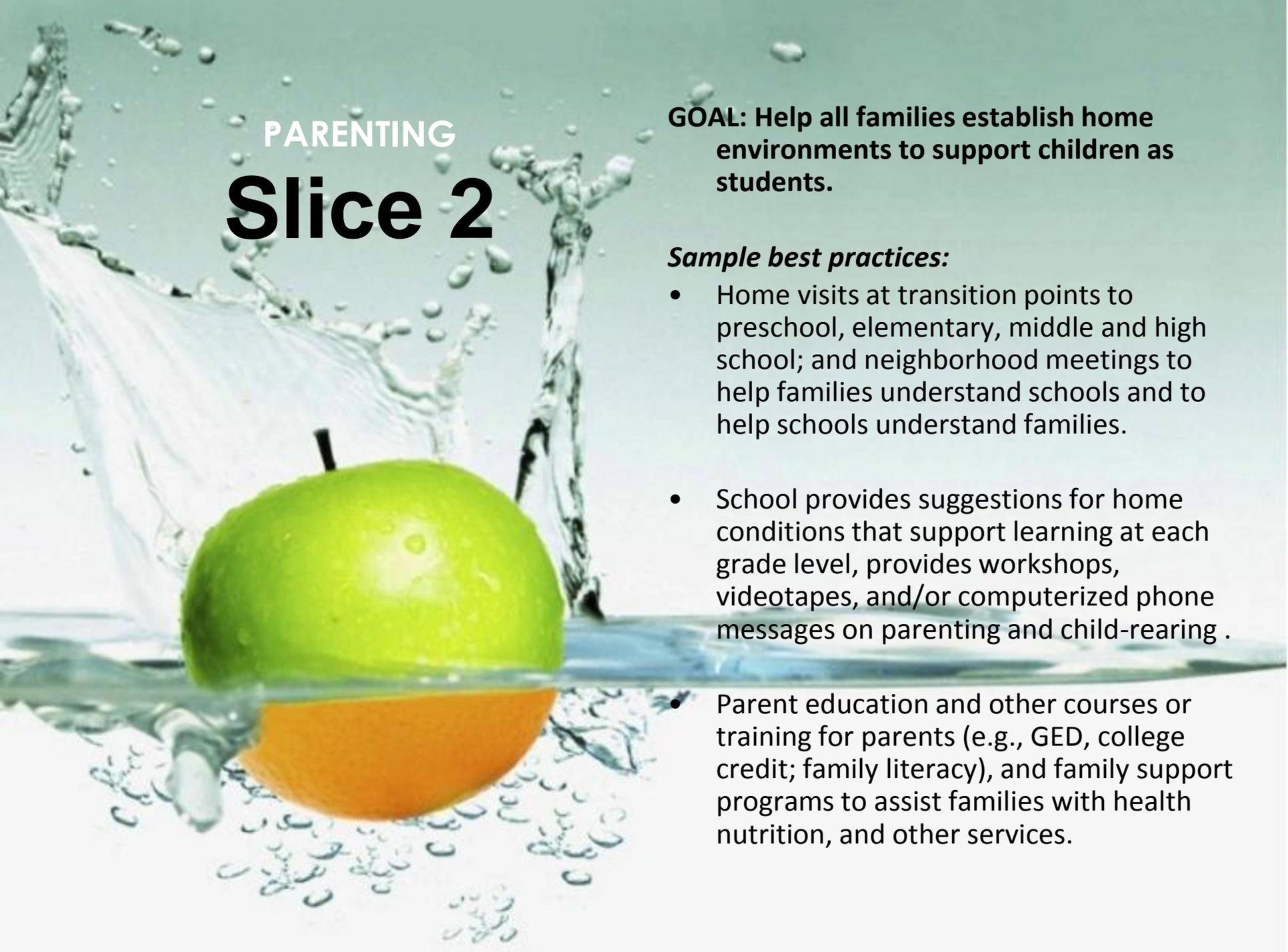
VOLUNTEERING

Slice 1

GOAL: Recruit and organize parent help

Sample best practices:

- Distribute Project Appleseed's learning compact known as the [Parental Involvement Pledge](#) to recruit and organize parent volunteers.
- Distribute Project Appleseed's [Parental Involvement Report Card](#). The Report Card is intended to help parents evaluate their contributions to their child's success at school .
- Use the Pledge to identify all available talents, times, and locations of volunteers.
- Establish a parent room or center for volunteer work, meetings, and resources for families.



PARENTING

Slice 2

GOAL: Help all families establish home environments to support children as students.

Sample best practices:

- Home visits at transition points to preschool, elementary, middle and high school; and neighborhood meetings to help families understand schools and to help schools understand families.
- School provides suggestions for home conditions that support learning at each grade level, provides workshops, videotapes, and/or computerized phone messages on parenting and child-rearing .
- Parent education and other courses or training for parents (e.g., GED, college credit; family literacy), and family support programs to assist families with health nutrition, and other services.

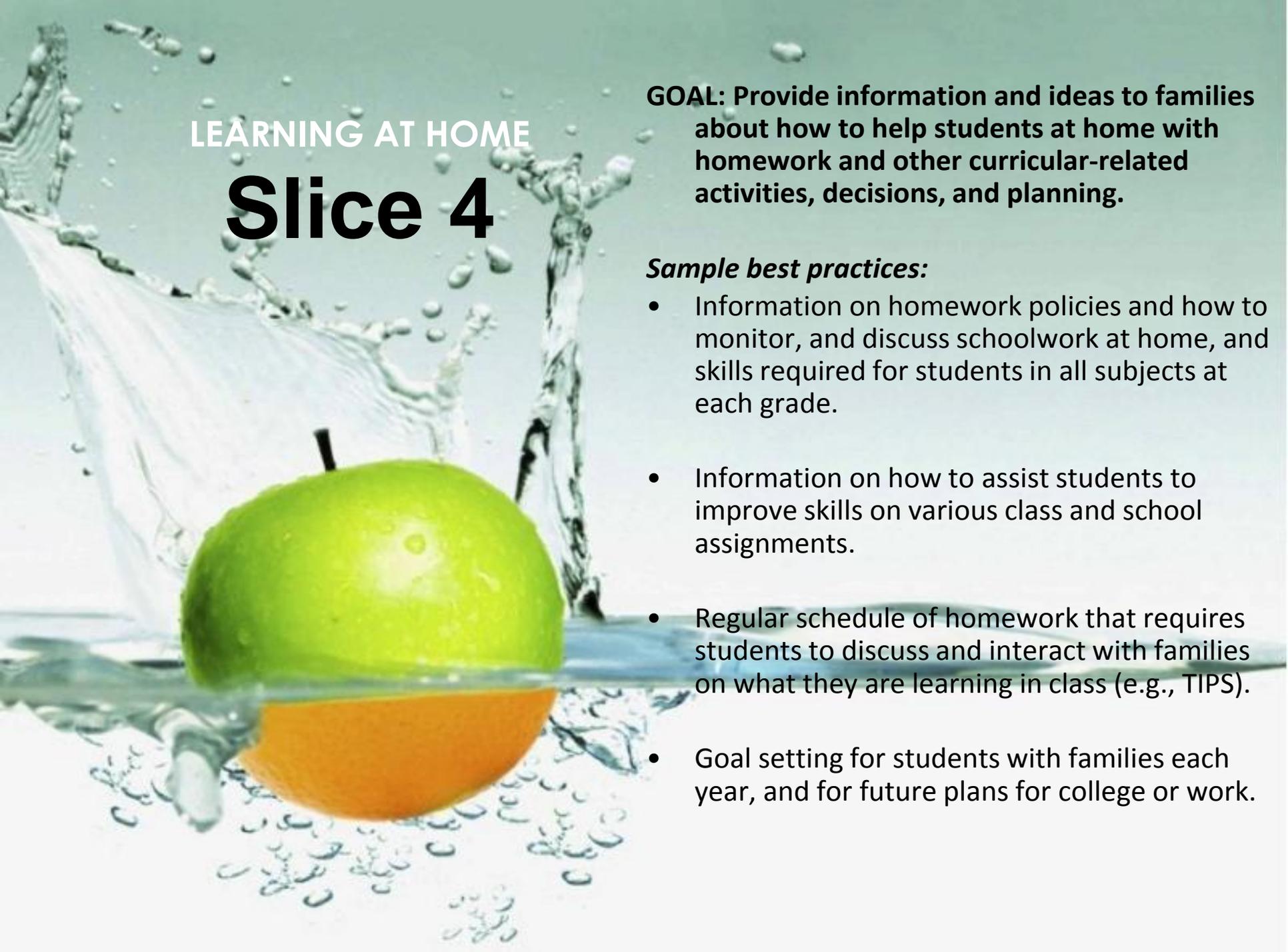
A vibrant green and orange fruit, possibly a lime or orange, is shown splashing in clear water. The water is captured in mid-air, creating a dynamic splash around the fruit. The background is a light, neutral color.

COMMUNICATING Slice 3

GOAL: Design more effective forms of school-to-home and home-to-school communications with all families each year about school programs and their children's progress.

Sample best practices

- Parent and student pick-up of report card, with conferences with every parent at least twice a year, with follow-ups as needed.
- Weekly or monthly folders of student work are sent home and reviewed, parental comments returned to teacher. Regular schedule of useful notices, memos, phone calls, newsletters, and other communications.
- Clear information on all school policies, programs reforms, and transitions. Clear information on choosing schools, or courses, programs, and activities within schools.

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LEARNING AT HOME

Slice 4

GOAL: Provide information and ideas to families about how to help students at home with homework and other curricular-related activities, decisions, and planning.

Sample best practices:

- Information on homework policies and how to monitor, and discuss schoolwork at home, and skills required for students in all subjects at each grade.
- Information on how to assist students to improve skills on various class and school assignments.
- Regular schedule of homework that requires students to discuss and interact with families on what they are learning in class (e.g., TIPS).
- Goal setting for students with families each year, and for future plans for college or work.

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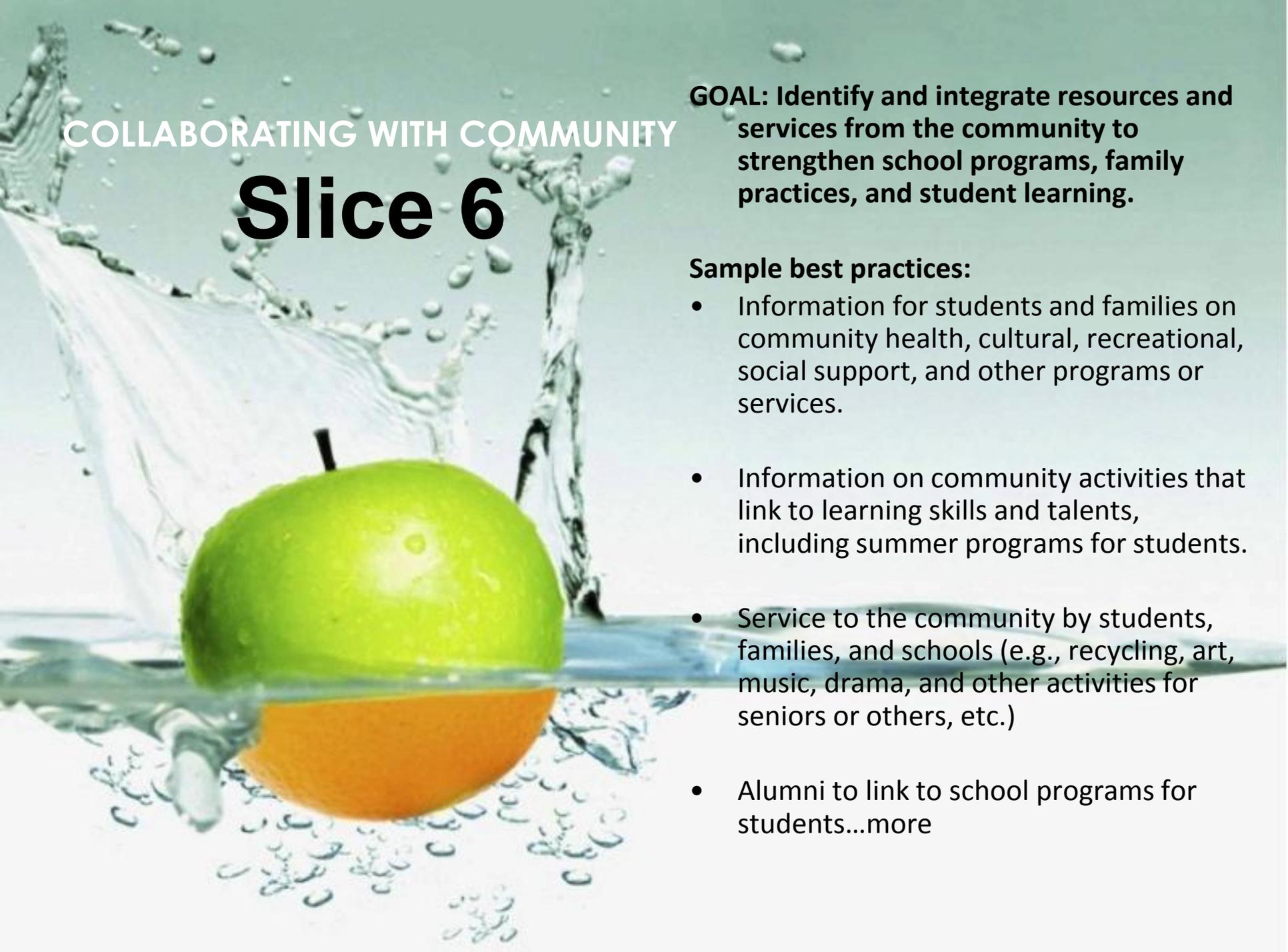
DECISION MAKING

Slice 5

GOAL: Include parents in school decisions, developing parent leaders and representatives.

Sample best practices:

- Active PTA/PTO or other parent organizations, school advisory councils for parent leadership and participation.
- District level councils and committees for family and community involvement.
- Independent advocacy groups to work for school improvements and to provide networks to link all families with parent representatives.
- Information on school or local elections for school representatives.

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COLLABORATING WITH COMMUNITY

Slice 6

GOAL: Identify and integrate resources and services from the community to strengthen school programs, family practices, and student learning.

Sample best practices:

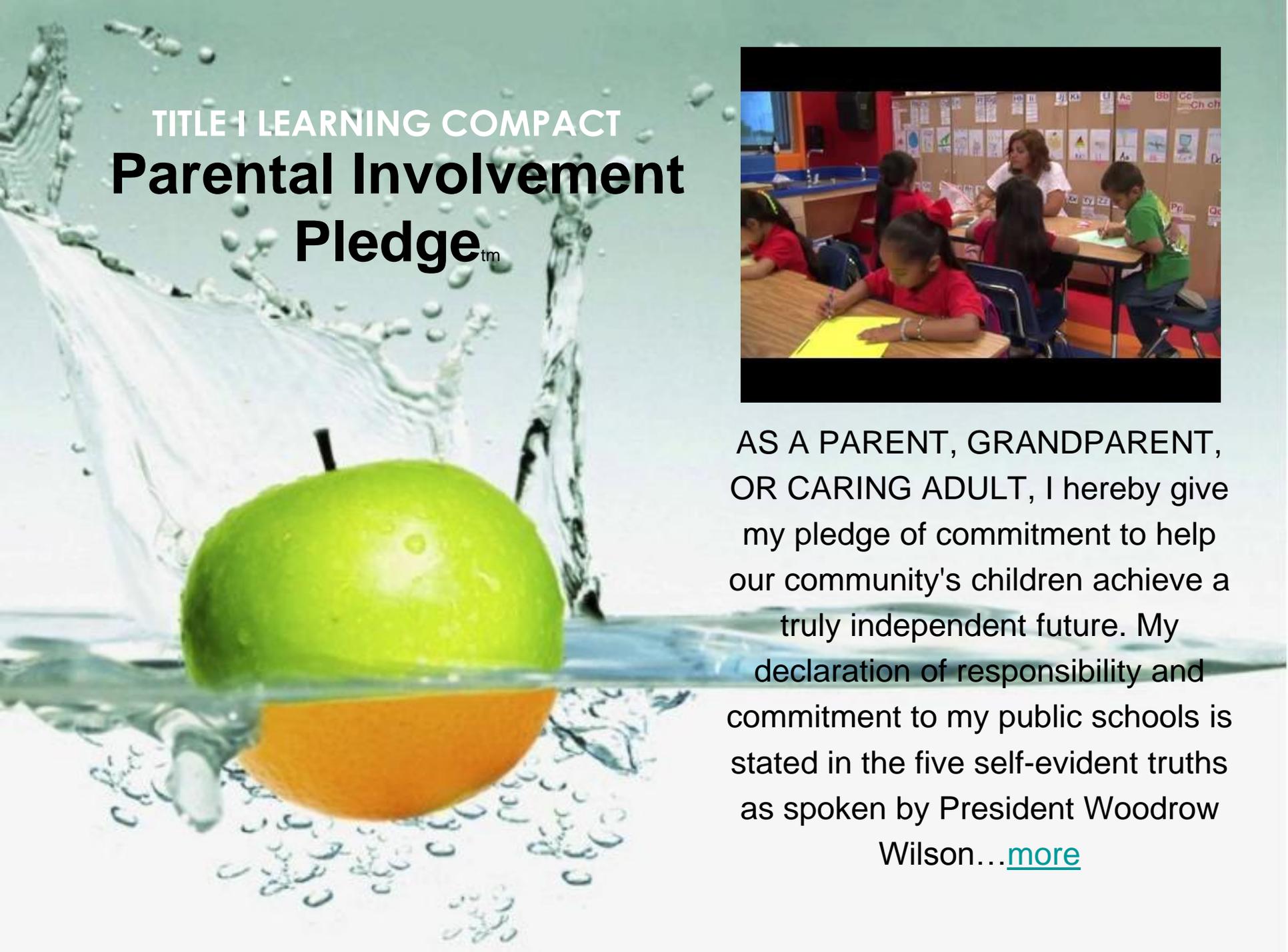
- Information for students and families on community health, cultural, recreational, social support, and other programs or services.
- Information on community activities that link to learning skills and talents, including summer programs for students.
- Service to the community by students, families, and schools (e.g., recycling, art, music, drama, and other activities for seniors or others, etc.)
- Alumni to link to school programs for students...more



PARENTAL INVOLVEMENT

Toolboxtm

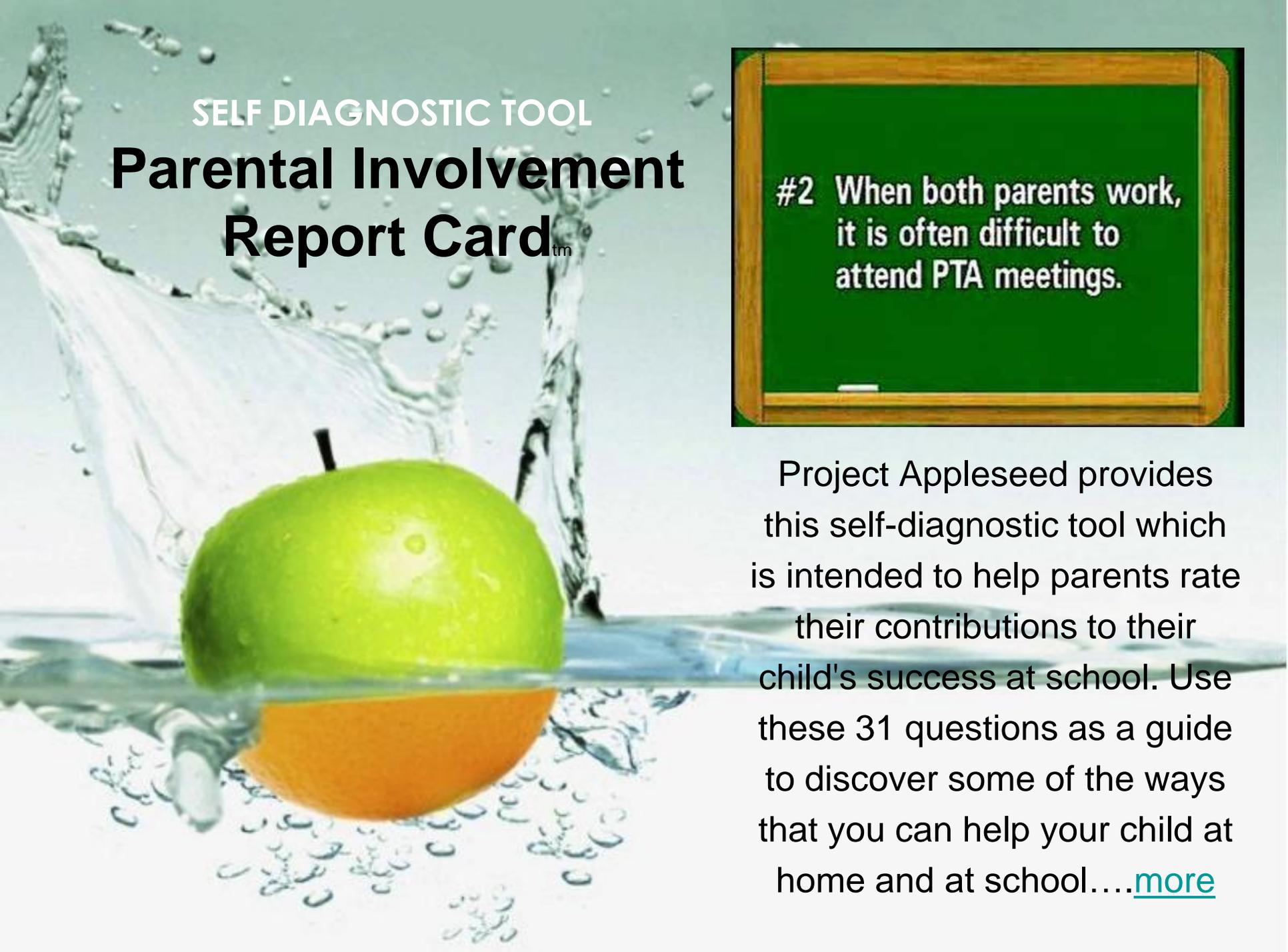
Project Appleseed's [Parental Involvement Toolbox](#) is our program designed for educators and parent leaders who strive to supersize and mobilize family engagement to improve student outcomes. Schools organize parent responsibility with an effective model that is [research-based](#) is our program designed for educators and parent leaders who strive to supersize and mobilize family engagement to improve student outcomes. Schools organize parent responsibility with an effective model that is research-based, meets district and state mandates, [Title I](#) and best practices. Each Toolbox's [Parental Involvement Pledge](#) [Parental Involvement Pledge](#) and [Parental Involvement Report Card](#) is customized and branded with each school's logo's for distribution to every student and family.

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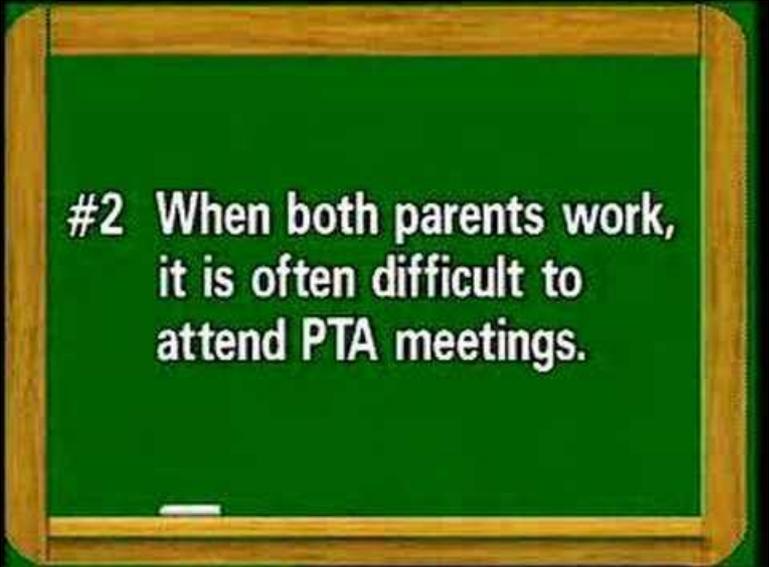
TITLE I LEARNING COMPACT Parental Involvement Pledge™



AS A PARENT, GRANDPARENT,
OR CARING ADULT, I hereby give
my pledge of commitment to help
our community's children achieve a
truly independent future. My
declaration of responsibility and
commitment to my public schools is
stated in the five self-evident truths
as spoken by President Woodrow
Wilson...[more](#)



SELF DIAGNOSTIC TOOL
**Parental Involvement
Report Card™**



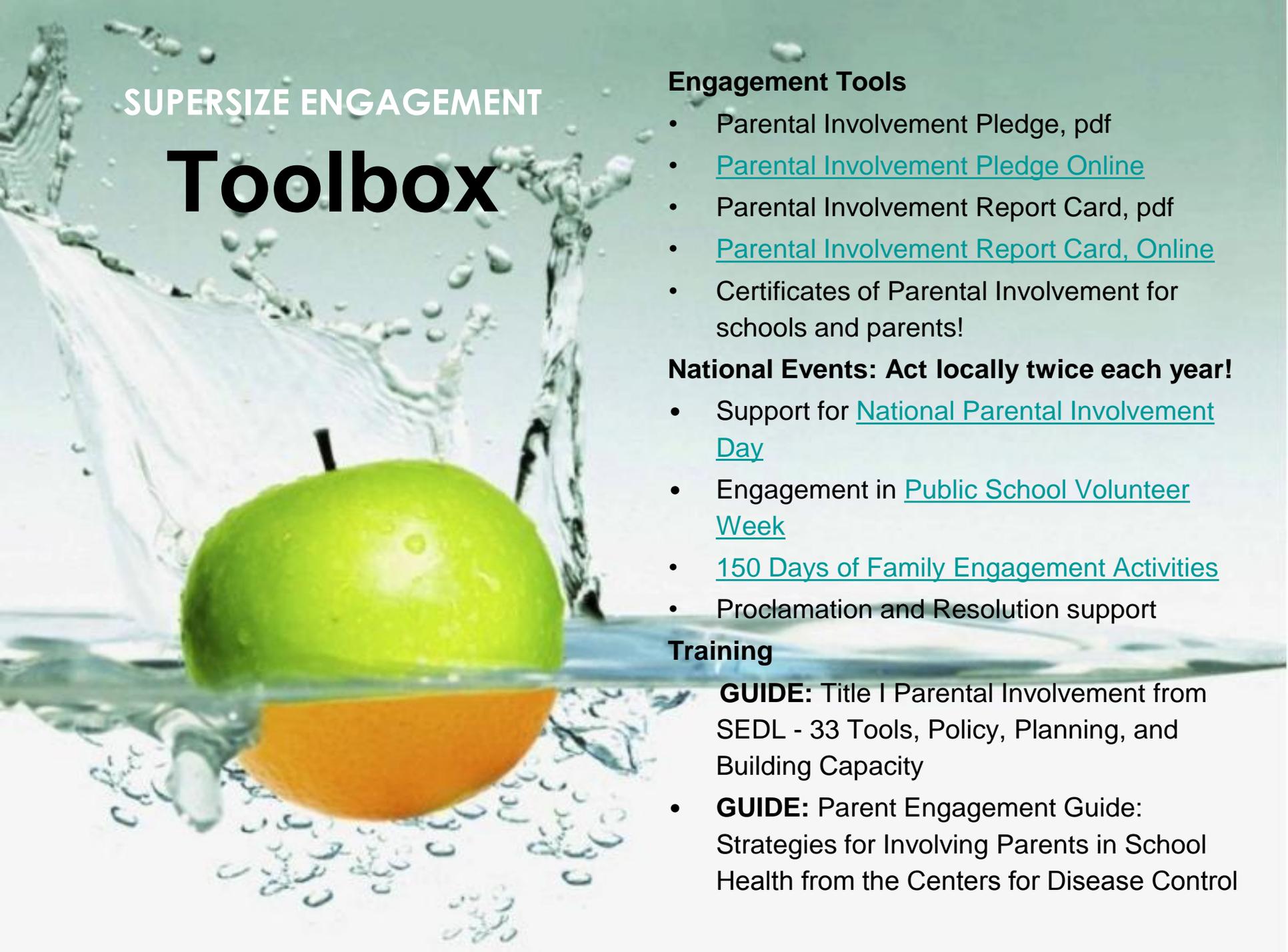
#2 When both parents work,
it is often difficult to
attend PTA meetings.

Project Appleseed provides this self-diagnostic tool which is intended to help parents rate their contributions to their child's success at school. Use these 31 questions as a guide to discover some of the ways that you can help your child at home and at school....[more](#)

WELCOME TO THE HOME OF
National Parental Involvement Day™
Public School Volunteer Week™



During the past two decades, Project Appleseed has provided families and schools throughout the country with two widely celebrated events – [**National Parental Involvement Day and Public School Volunteer Week**](#). These are the celebrations in which schools recruit, engage, count and recognize the services of America’s dedicated school volunteers. Over ten million family members participate in our celebrations at over 18,000 schools in all 50 states each school year.



SUPERSIZE ENGAGEMENT

Toolbox

Engagement Tools

- Parental Involvement Pledge, pdf
- [Parental Involvement Pledge Online](#)
- Parental Involvement Report Card, pdf
- [Parental Involvement Report Card, Online](#)
- Certificates of Parental Involvement for schools and parents!

National Events: Act locally twice each year!

- Support for [National Parental Involvement Day](#)
- Engagement in [Public School Volunteer Week](#)
- [150 Days of Family Engagement Activities](#)
- Proclamation and Resolution support

Training

- **GUIDE:** Title I Parental Involvement from SEDL - 33 Tools, Policy, Planning, and Building Capacity
- **GUIDE:** Parent Engagement Guide: Strategies for Involving Parents in School Health from the Centers for Disease Control



Project Appleseed

the national campaign for public school improvement

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A 501 (c) (3)-Tax Exempt Organization

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