5 Steps to Productive Parent Engagement

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CASTLE LEARNING®
The Parent Engagement Challenge

The lack of educational participation by parents is one of the largest problems for all school districts.

WHY?

- The family structure
- Two working parents who are too busy!
- Lack of interest and/or understanding
- And many more!
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When parents are active in their child’s education...

Numerous studies show:

- Academic achievement goes up
- Attendance improves
- Work is completed on time
- Social skills and behavior improve
- Students adapt better to school
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Opinion......

A lot of parents really want to be active in their child’s education. Unfortunately many parents do not know how to be involved.
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The How......

Let's discuss 5 steps which may help engage parents in their child’s education.
STEP 1 - THE PARENT PARTICIPATION PLAN

Develop a Parent Participation Plan for the district:

- Consider levels (ES, MS, HS)
- Consider demographics
- Consider technology
- Consider staff & scheduling
STEP 1 - THE PARENT PARTICIPATION PLAN

Some key parts of the plan...

- Level of parent involvement
- Parent communication
- School contacts for parents
- Open houses & family nights
- Use of technology
- PTA/PTO
- Local businesses
STEP 2 - EDUCATE THE PARENTS

Offer parent involvement workshops (onsite/online)

Some Best Practices:

- Welcoming climate
- Clear expectations & communications
- How to be involved
- Why be involved
STEP 3 - USE TECHNOLOGY

Communications & Training

- District website
- Email campaigns
- Webinars
- Distance learning lab
- Social media
- Text messaging
STEP 4 - INVOLVE LOCAL BUSINESSES/VENDORS

Reach out....

- Local Employers
- Partners in Education
- Sponsor for Open House
- Tech Night
Please....do not stop trying to involve parents in their child’s education. They are a critical piece of the academic puzzle and need to be on-board at all levels.

Tweak the plan if needed but do not throw it out!
QUESTIONS

What's the plan?
QUESTIONS

Thank You

What’s the plan?