

5 Steps to Productive Parent Engagement



Karen Bronson

Director of Professional Development



Scott Fischer

President



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!



The Parent Engagement Challenge

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



The Parent Engagement Challenge

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.



The Parent Engagement Challenge

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



What's
the
plan?

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



What's
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plan?

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



What's
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plan?

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



STEP 5 - DON'T GIVE UP!

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

