



Communication Is Key

COMMUNICATION is critical to maintaining and advancing an effective parent and family engagement program.

The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

Sydney J. Harris

Parent & Family Engagement



The Elementary Secondary Education Act (ESEA) describes parent and family engagement as the participation of parents in regular, two-way, meaningful communication involving student academic learning and other school activities, including...

Parent & Family Engagement

- ❖ That parents play an integral role in assisting their child's learning;
- ❖ That parents are encouraged to be actively involved in their child's education at school;



Parent & Family Engagement

- ❖ That parents are full partners in their child's education and are included, as appropriate, in decision-making and on advisory committees to assist in the education of their child.

U. S. Department of Education, Title I, Part A



Communication Is Key

The single biggest problem in communication is the illusion that it has taken place.

George Bernard Shaw

Two monologues do not make a dialogue.

Jeff Daly

Language and Format

REMEMBER! All information regarding student interpretive, descriptive, and diagnostic reports, plans, policy, compact, newsletter, parent meetings, and other required correspondence should be given in an understandable and uniform format, and to the extent practicable, in a language the parents can understand. P L 114-95 Section 1116 (b)(1) and (e)(5)



The Parent and Family Engagement Policy

Public Law (P.L.) 114-95, Section 1116 (a)

District Policy

Participation and Inclusion

- LEAs MUST...



- **Conduct outreach** to all parents and family members and implement programs, activities, and procedures for the involvement of parents and families. P L 114-95 Section 1116 (a)(1)

Conversation

- LEAs SHALL...

- Plan and implement programs, activities, and procedures with **meaningful consultation** with parents of participating children. P L 114-95 Section 1116 (a)(1)

Work Together

- LEAs SHALL...

- Develop jointly with, agree on with, and distribute to, parents and families of participating children a written parent and family engagement policy that shall be incorporated into the LEA's plan developed under section 1112 and establishes the expectations and **objectives** for parent and family engagement. P L 114-95 Section 1116 (a)(2)



Be Smart

- Expectations and objectives...
 - S – pecific, strategic
 - M – easurable
 - A – ttainable, achievable, action-oriented
 - R – ealistic, relevant
 - T – ime frame, timely, tracked

Involve Parents in Planning

- The policy SHALL describe how the LEA WILL...
 - Involve parents and family members in jointly developing the LEA plan under Section 1112. P L 114-95 Section 1116 (a)(2)(A)

Build Capacity

- The policy SHALL describe how the LEA WILL...
 - Provide the coordination, technical assistance, and other necessary support to assist and **build the capacity of all participating schools** within the LEA in planning and implementing effective parent and family engagement activities to improve student academic achievement and school performance... (continued to next slide)



Seek Expertise

- LEAs MAY choose to consult with employers, business leaders, and philanthropic organizations or individuals with expertise in effectively engaging parents and family members in education as a resource for building the capacity of the school, in particular the school staff. P L 114-95 Section 1116 (a)(2)(B)



Coordinate Services

- The policy SHALL describe how the LEA WILL...
- Coordinate and integrate parent and family engagement strategies, to the extent feasible and appropriate, with other relevant Federal, State, and local laws and programs. P L 114-95 Section 1116 (a)(2)(C)

Evaluation

- The policy SHALL describe how the LEA WILL...
- Conduct, with meaningful involvement of parents and family members,
- Conduct an evaluation of the content and effectiveness of the parent and family engagement policy in improving the academic quality of schools, including... (continued on next slide)

Evaluation

- The evaluation SHALL identify:
 - Barriers to greater participation by parents in activities (with particular attention to parents who are economically disadvantaged, disabled, have limited English proficiency, have limited literacy, or of any racial or ethnic minority background)
 - The needs of parents and family members to assist with the learning of their children, including engaging with school personnel and teachers
 - Strategies to support successful school and family interactions. P L 114-95 Section 1116 (a)(2)(D)



Evidence-Based Strategies

- The policy SHALL describe how the LEA WILL...
 - Use the findings of the evaluation to design **evidence-based** strategies for more effective parental involvement, and
 - To revise if necessary, the parent and family engagement policy. P L 114-95

Parent Advisory Board

- The policy SHALL describe how the LEA WILL...
 - Involve parents in the activities of the schools, which MAY include establishing a parent advisory board comprised of a sufficient number and representative group of parents or family members served by the LEA to adequately represent the needs of the population served by the LEA for the purposes of developing, revising, and reviewing the parent and family engagement policy. P L 114-95 Section 1116 (a)(2)(F)



Communication Is Key

The basic building block of good communications is the feeling that every human being is unique and of value.
Unknown

Communication must be HOT. That's
Honest, Open, and Two-way.
Dan Oswald

Public Law (P.L.) 114-95, Section 1116 (b & c)

School Policy

Work Together

- The school SHALL...
 - Develop jointly with, agree on with, and distribute to, parents and families of participating children a written parent and family engagement policy; and
 - Describe the means for carrying out the parent and family engagement program and strategies; and
 - Make the policy available to the community, and
 - Update the policy periodically to meet the changing needs of parents and the school. P L 114-95 Section 1116 (b)(1)

Annual Meeting

- The school SHALL...
 - Convene an annual meeting,
 - At a convenient time,
 - To which all parents of participating children shall be invited and encouraged to attend,
 - To inform parents of the school's participation under Title I Part A and explain the requirements of Title I Part A and the right of parents to be involved. P L 114-95 Section 1116 (c)(1)

Flexible Meetings

- The school SHALL...
 - Offer a flexible number of meetings,
 - Such as meetings in the morning or evening,
 - And may provide, with funds under Title I Part A, transportation, child care, or home visits, as such services relate to parental involvement. P L 114-95 Section 1116 (c)(2)

Planning, Review and Improvement

- The school SHALL...
 - Involve parents, in an organized, ongoing, and timely way, in the planning, review, and improvement of:
 - School parent and family engagement policy,
 - And the joint development of the schoolwide program plan (included in DIP). P L 114-95 Section 1116 (c)(3)

Timely Information

- The school SHALL...
 - Provide parents of participating children,
 - Timely information about programs; (continued on next slide)

School Curriculum

- The school SHALL...
 - Provide parents of participating children,
 - A description and explanation of the curriculum in use at the school,
 - The forms of academic assessment used to measure student progress, and
 - The achievement levels of the challenging State academic standards; (continued on next slide)

Regular Meetings

- The school SHALL...
 - Provide to parents of participating children,
 - If requested by parents, opportunities for regular meetings to formulate suggestions and to participate, as appropriate, in decisions relating to the education of their children, and respond to any suggestions as soon as practicably possible. P L 114-95 Section 1116 (c)(4)(A & B & C)

Parent Comments

- The school SHALL...
- Submit any parent comments on the schoolwide plan, if it is not satisfactory to the parents of participating children, when the school makes the plan available to the LEA. P L 114-95 Section (c)(5)

Communication Is Key

The art of communication is the language of leadership.
James Humes

The words a leader speaks are important, of course. But how they're delivered can make all the difference, especially in tough times.
John Baldoni

Communication Is Key

Listen with curiosity. Speak with honesty. Act with integrity. The greatest problem with communication is we don't listen to understand. We listen to reply. When we listen with curiosity, we don't listen with the intent to reply. We listen for what's behind the words.

Roy T Bennett, The Light in the Heart

Parental Involvement Policy - SASA
Answers to Policy Questions Related to the
Approval of Parental Involvement Policies

Merely because the Title I statute uses the word "policy" in the context of parent involvement does not determine whether a district's parent involvement "policy" must be reviewed by a local school board. Whether such a "policy" must be reviewed as a local decision. Section 1118(a)(2) of Title I describes what a Title I parent involvement policy must include. If these are not the types of matters that a school board would normally review, the mere fact that the statute uses the word "policy" should not be determinate. It must be in writing, however, and must be agreed to by parents of participating children. Further, a district must be able to implement its "policies" through whatever review process the district requires.

Communication Is Key

**I know that you believe you understand
what you think I said, but I am not sure
you realize that what you heard is not
what I meant.**

Robert McCloskey

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Title I Statewide School Support and Family and
Community Engagement Initiative
At Region 16 Education Service Center
Funded by Texas Education Agency



Go to www.esc16.net and click on
the Title I Statewide Initiative icon
