



December PIC Spotlight
Dr. Barbara Jones-Franklin
Title I Director
Twiggs County Public Schools

In an effort to increase parent participation in reviewing the Twiggs County Comprehensive Local Education Agency (LEA) Improvement Plan (CLIP) and the district parental involvement policy, Dr. Barbara Jones-Franklin, Director of Title I, pulled out all the stops to rally the small rural community.

Dr. Jones-Franklin engaged local businesses, universities, and community stakeholders to provide incentives to draw parents to an informative event. Donors provided a spaghetti dinner for families while Mercer University and Fort Valley State University donated tickets to their respective football games and Communities In Schools donated two televisions. Local radio station manager, Gentleman George from Blazin 92.3 FM donated tickets to the “Battle of the Bands” showcase and sent radio personality, DJ Blak Jak to speak to parents on the importance of engaging in their children’s education. Private donors provided product baskets from Bath & Body Works, gift cards, book bags filled with school supplies, and the schools offered themed promotional items and spirit wear. Finally, she solicited the award-winning Twiggs County High School Marching Cobra Band to lead a spirit rally in the school atrium just prior to the start of the event.

With the entire community on board, Dr. Jones-Franklin knew attendance was only half of the challenge. She also had to provide a simplified overview of the complex 20-page document and garner critical feedback. Prior to the meeting, she trained school staff and parent volunteers on how to break down the document into smaller components so parents could easily understand it. She then empowered these trained participants to lead small groups in review and revision activities.

In the end, her efforts attracted over 100 families, a tremendous response for a district with three schools and a student population of approximately 830. Of the event, Barbara says, “I just wanted parents to feel good about themselves and feel like they were a part of something great.” She continued, “It was a memorable night. Parents were excited and gave great feedback.”