



PARENT ENGAGEMENT MONTH 2015 SCHOOL VIDEO SUBMISSION GUIDELINES

HOW DO YOU ENGAGE PARENTS IN THEIR CHILDREN'S LEARNING?

The Georgia Department of Education's (GaDOE) Parent Engagement Program welcomes all Title I schools to submit a video invitation for parents to play a role in supporting their children's academic achievement. Tell us how YOU engage parents to take advantage of the opportunities available at your school!

1. Videos must be submitted no later than 4:00 p.m., December 1, 2015. Videos submitted after the deadline will not be posted online or be eligible for scoring.
2. Videos must be uploaded to a video hosting service (YouTube, Vimeo, Google Video, etc.) and submitted at <http://tinyurl.com/pxxwb7u>.
3. A selection committee of three GaDOE staff will review each submission based on the scoring rubric. Scores from the committee will be combined with a maximum possible score of 45. (See scoring rubric.)
4. Videos receiving a combined score of less than 15 points will not be posted online.
5. Videos must be clearly visible and audible to viewers. Videos that cannot be clearly seen or heard for more than 30 seconds of combined time, or that score less than 4 combined points for clarity, will not be posted online.
6. Videos must be no longer than two (2) minutes in length. Videos that exceed 2 two minutes will not be posted online or be eligible for scoring.
7. Videos must invite parents to participate in opportunities for engagement at the school.
8. Videos must highlight at least one opportunity that will impact student achievement in school.
9. Videos must highlight at least one idea from the "You Can Play a Role" list. (See list.)
10. Videos should be creative and capture the attention of the audience.
11. Videos will receive points for involving multiple school staff members or students.
12. Videos will receive up to three (3) bonus points based on the number of likes earned on The Parent Engagement Program's Facebook and Twitter pages at 4 p.m. on December 11, 2015.
13. Videos will receive up to three (3) bonus points based on the number of views on The Parent Engagement Program's Facebook and Twitter pages at 4 p.m. on December 11, 2015.
14. Up to three school videos will be selected. The winning schools will be notified by January 6, 2016 and invited to co-present a breakout workshop session at the [Georgia Family Engagement Conference](#) either on February 5 or 6, 2016 in Athens, GA. (Travel expenses will be the responsibility of the winning schools.)
15. These winning schools (up to three schools) will be visited by State Superintendent Richard Woods starting in February 2016 to recognize the school's academically-focused parent engagement practices.
16. Videos must be the original work of the person/school submitting the video. Each participant grants the Georgia Department of Education (GaDOE) the right to take and publish images and/or video taken of participants in the video, as well as names and likeness, for use in print, online, and video-based education materials, as well as any other publications. Participants authorize the GaDOE to copyright, use, and publish the same in print and/or electronically. Participants further acknowledge that no financial compensation will be provided of any type associated with the production of these videos or participation in company marketing materials or other GaDOE publications. Participants acknowledge and agree that publication of said video confers no rights of ownership or royalties whatsoever. Upon submission of a video, all contest participants agree to be bound by these official rules.
17. The contest deadline may be extended by the GaDOE.

You Can PLAY A ROLE

IN YOUR CHILD'S SUCCESS IN SCHOOL.
Get the facts...get connected...GET INVOLVED!

1. VOLUNTEER AT SCHOOL

Schools often send home lists of various ways that parents can volunteer. If they don't, let your child's teachers, principal, or counselors know your special skills and ask what you can do to help.

2. SHOW YOUR CHILD THAT YOU CARE

Have a conversation with your child about school and homework regularly. Ask specific questions that inform you about your child's day. Know what classes your child is taking, who your child's friends are, and other essential information.

3. KEEP IN TOUCH WITH THE SCHOOL

Get to know your child's teachers, principal, counselors and school's parent involvement coordinator. Make it a point to stay in contact with them throughout the school year.

4. EXPRESS HIGH EDUCATIONAL EXPECTATIONS

Encourage your child to take challenging courses and monitor your child's academic performance (homework, grades, and test scores) throughout the year. Emphasize effort and achievement.

5. ATTEND SCHOOL MEETINGS, FUNCTIONS, AND EVENTS

Make time to attend parent-teacher conferences, parent fairs, curriculum nights, award ceremonies and other school events. Your attendance and support matters to your child.

6. SEEK OUT INFORMATION

Request a meeting with your child's teacher regarding any aspect of your child's education. If you have other questions, ask the school by calling or sending a note so they can link you with the appropriate person who can respond to your needs.

7. BE AN ACTIVE PART OF DECISION MAKING COMMITTEES

Participate in parent or school leadership organizations. Ask your school about the Parent Teacher Association or Parent Teacher Organization, school council, parent advisory committee or other parent organizations and then join one.

8. MAKE SCHOOL IMPORTANT

Talk positively about school with your child. Send your child prepared for school each day with pens, pencils, notebooks, and homework completed. Make school a priority by ensuring they are at school every day and arrive on time.

9. BE SEEN AT SCHOOL

Arrange a visit to your child's classroom, have lunch with your child at school, or visit the Parent Center. Your presence matters and shows the school that you are invested in your child's education.

10. BE INFORMED AND RESPONSIVE

Ask, collect, read, and respond, if needed, to all information (school policies, field trip information, student hand book, etc.) that is sent from your child's school or teacher. If you need to receive information in a language other than English, call or visit the school.

11. VISIT YOUR SCHOOL'S WEBSITE

Access all kinds of information, including homework assignments, class schedules, lesson plans, test dates, and grades on your child's school website. If you don't know your school's website, ask your child's teacher or the school.

12. PARTICIPATE IN WORKSHOPS THAT ARE OFFERED

Look for great opportunities to meet other parents at school through workshops that cover topics such as child development, school standards, and other shared parent concerns. If workshops are not offered regularly, help plan one or suggest ideas to your school counselors or parent involvement coordinator.

13. PROVIDE A RICH LEARNING ENVIRONMENT AT HOME

Make time for meaningful dinner conversations, trips, games, reading time, family sports, and daily routines. Activities like these will contribute to your child's academic achievement at school.

14. DROP IN ON AFTER SCHOOL OR EXTRACURRICULAR ACTIVITIES

Pick your child up from after-school activities or stop by a few minutes early to watch your child in action, if you are unavailable during the school day. It is also important to know your child's after school teacher, instructor, or coach.

15. INVITE THE COMMUNITY TO PARTNER WITH THE SCHOOL

Encourage local businesses, churches, clubs, or civic organizations that you are involved with to volunteer or financially support the school. Have community partners provide schools and families with information about services and resources they provide that support student learning such as mentoring, tutoring, and service learning activities.

School Video Scoring Rubric

School Name: _____ District Name: _____

Link to “Play a Role”: The featured idea in the video is one of the 15 Play a Role ideas. Idea Number: _____

Deadline: The video was submitted by 4 p.m. on December 1, 2015.

Length: The video meets the two minute time limit. Length: _____

Categories	3 points	2 points	1 point	0 points	Score
Visual/Auditory Clarity	100% of video can be clearly seen and heard	75% of video can be clearly seen and heard	50% of video can be clearly seen and heard	Less than 50% of video can be clearly seen and heard	
Impact on Student Learning	At least one of the featured opportunities could have a significantly positive impact on student learning	At least one of the featured opportunities could have a positive impact on student learning	At least one of the featured opportunities could have a somewhat positive impact on student learning	None of the featured opportunities would impact student learning	
Invitation	The video invites parents to Play a Role in the school in more than two ways	The video invites parents to Play a Role in the school in two ways	The video invites parents to Play a Role in the school in one way	The video does not invite parents to Play a Role in the school	
Creativity	The video is very creative and significantly captures the attention of the audience	The video is creative and captures the attention of the audience	The video is somewhat creative and mildly captures the attention of the audience	The video is not creative and does not capture the attention of the audience	
School Involvement	The video features more than five members of the school staff and/or students	The video features four to five members of the school staff and/or students	The video features two to three members of the school staff and/or students	The video includes one member of the school staff or a student	
				Score for Posting Video Link Online	

Bonus Points	3 points	2 points	1 point	0 points	Score
Social Media Followers at 4 p.m. pm December 11th	The video has over 100 likes	The video has between 51 and 100 likes	The video has between 1 and 50 likes	The video has 0 likes	
Social Media Viewers at 4 p.m. on December 11th	The video has over 100 viewings	The video has between 51 and 100 viewings	The video has between 1 and 50 viewings	The video has 0 viewings	
				Total Score	
<p data-bbox="69 737 241 773">Comments:</p> <p data-bbox="69 997 405 1032">GaDOE Judge's Name:</p> <p data-bbox="69 1110 157 1146">Date:</p>					