

REIMAGINING EDUCATION DURING COVID-19 and BEYOND

Communicating with Parents and Families in a Virtual World

2020 Fall Virtual Instructional Leadership Conference
October 6-7, 2020

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Session Logistics

- **Handouts:** Session handouts are available for download in the handouts section on your screen and at www.gadoe.org/sdeevents
- **Questions:** Use the question box to type questions or comments throughout the presentation
- **Feedback:** We ask all participants complete the pop-up feedback survey after the close of the session
- **Recording:** A link to the session recording and certificate of attendance will be emailed in 24-hours
- **On Demand:** All sessions will be available on-demand following the conference on the [SDE Events and Conference webpage](#)

Goals for today's session:

1

Provide examples of how to actively engage families of all students.

2

Identify methods to provide families with academic information to help support student learning.

3

Provide strategies to consistently and effectively communicate with families.

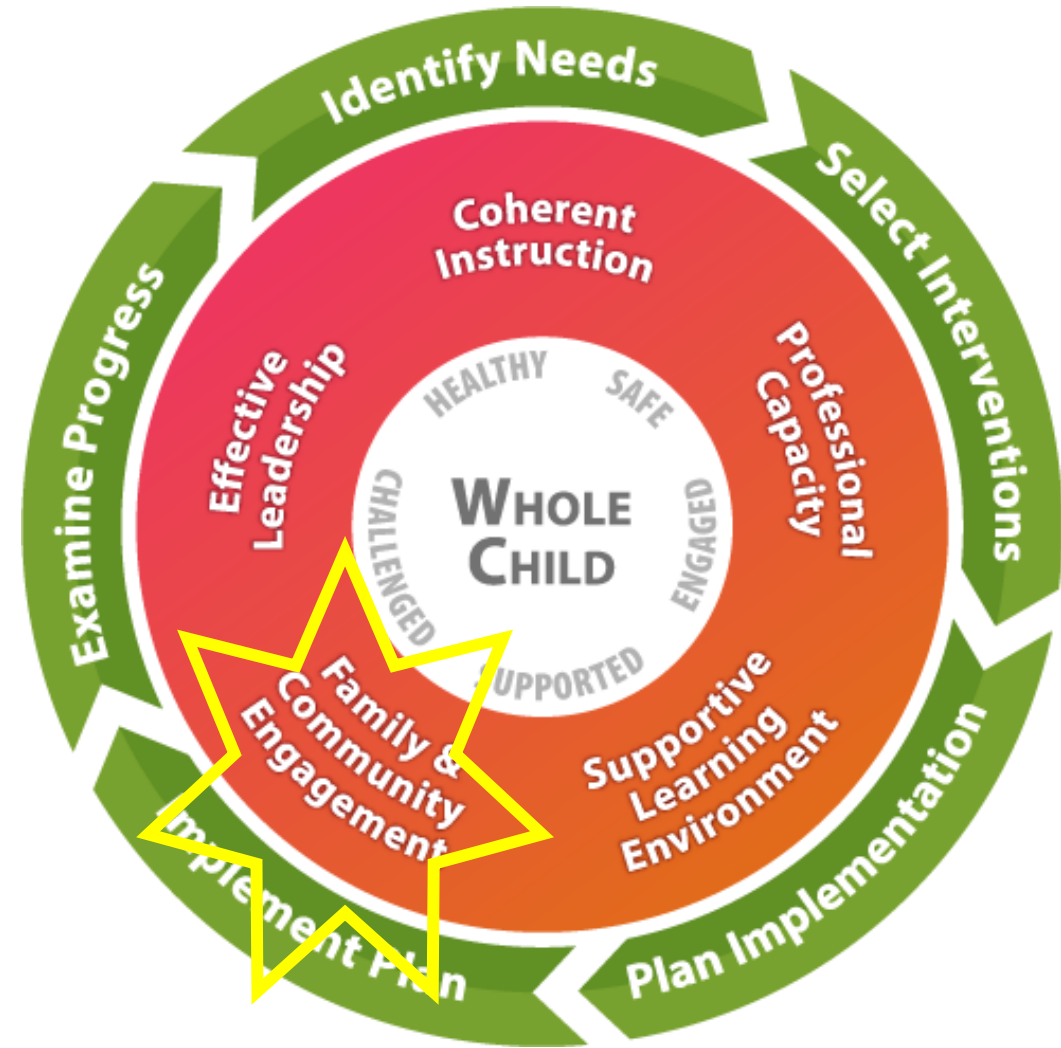
4

Discuss awareness of mental health and wellness of students



Family-School Partnership Program

Georgia's Systems of Continuous Improvement



<http://www.gadoe.org/School-Improvement/Federal-Programs/Pages/default.aspx>

National Standards for Family-School Partnerships



Georgia
PTA[®]
everychild.onevoice.[®]

Standard 2—Communicating Effectively
Families and school staff engage in regular, two-way, meaningful communication about student learning.

Goal 1: Sharing Information Between School and Families: Does the school keep all families informed about important issues and events and make it easy for families to communicate with teachers?

- ❖ Using multiple communication paths.
- ❖ Surveying families to identify issues and concerns.
- ❖ Having access to the principal.
- ❖ Providing information on current issues.
- ❖ Facilitating connections among families.

<http://www.pta.org/programs/content.cfm?ItemNumber=3126>

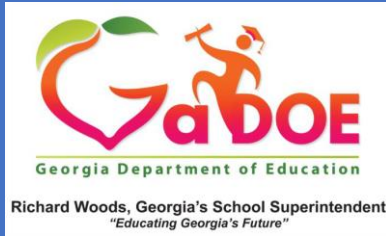


Federal Definition of Parent Involvement

- The participation of parents in **regular, two-way, and meaningful communication** involving student academic learning and other school activities, including ensuring—
- 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;
- 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; and
- That other activities are carried out, such as those described in section

Title I-A, Section 1116 Every Student Succeeds Act (ESSA)

- **(1) IN GENERAL** – A local educational agency may receive funds under this part only if such agency conducts outreach to all parents and family members and implements programs, activities, and procedures for the involvement of parents and family members in programs assisted under this part consistent with this section. Such programs, activities, and procedures shall be planned and implemented with meaningful consultation with parents of participating children.



Family Engagement

- The definition of parental involvement can be found in Section 8101(39) of the ESSA and states:
- The term parental involvement means the participation of parents in regular, two-way, and meaningful communication involving student academic learning and other school activities, including and ensuring that:
- Parents play an integral role in assisting their child's learning.
- Parents are encouraged to be actively involved in their child's education at school.
- Parents are full partners in their child's education and are included, when appropriate, in decision-making as well as being a part of the advisory committees to assist in the education of their child.
- Other activities are carried out, such as those described in Section 1116.

Title I-A, Section
1116
Every Student
Succeeds Act
(ESSA), General
School
Requirements

- Annual Title I Meeting
- School Parent and Family Engagement Plan
- School-Parent Compact
- Building Parent Capacity (The “Shalls”)
- Building School Staff Capacity

- (Input and Distribution)

- See the Georgia Department of Education – Family-School Partnership page at <http://partnerships.gadoe.org> for more information.

Virtual Compliance

- [FAQ About School Closures 2020](#)
- Flexibility (FY20 Family Engagement Documents)
- Stakeholder Input (Family Engagement Policies / Plans; School Compacts; Use of 1% Set Aside; Building School Staff Capacity)
- Annual Title I Meetings
- Academic Parent-Teacher Team Meetings
- Building Parent Capacity
- Building School Staff Capacity




Involvement vs. Engagement



“The distinction between engagement and involvement seems to be grounded in the act of mutual benefit. The word engagement is further defined as contact by fitting together; the meshing of gears.”

What is the
purpose of
Family
Engagement?



Please type in the
Question box



What does research tell us about engaged families?



Beyond the Bake Sale

“The evidence is consistent, positive, and convincing: families have a major influence on their children’s achievement. When schools, families, and community groups work together to support learning children tend to do better in school, stay in school longer, and like school more.”

Summary of Key Findings from: *A New Wave of Evidence: The Impact of School, Family and Community Connections of Student Achievement.*

Henderson, A. et al (2007) *Beyond the Bake Sale, The Essential Guide to Family-School Partnerships.* The NY Press



“

This research consistently confirms that family engagement is one of the most powerful predictors of children's development, educational attainment, and success in school and life.

”

**Joining Together to
Create a Bold Vision for
Next Generation
Family Engagement**
**Engaging Families to
Transform Education**



The Carnegie Foundation

Family Engagement Playbook



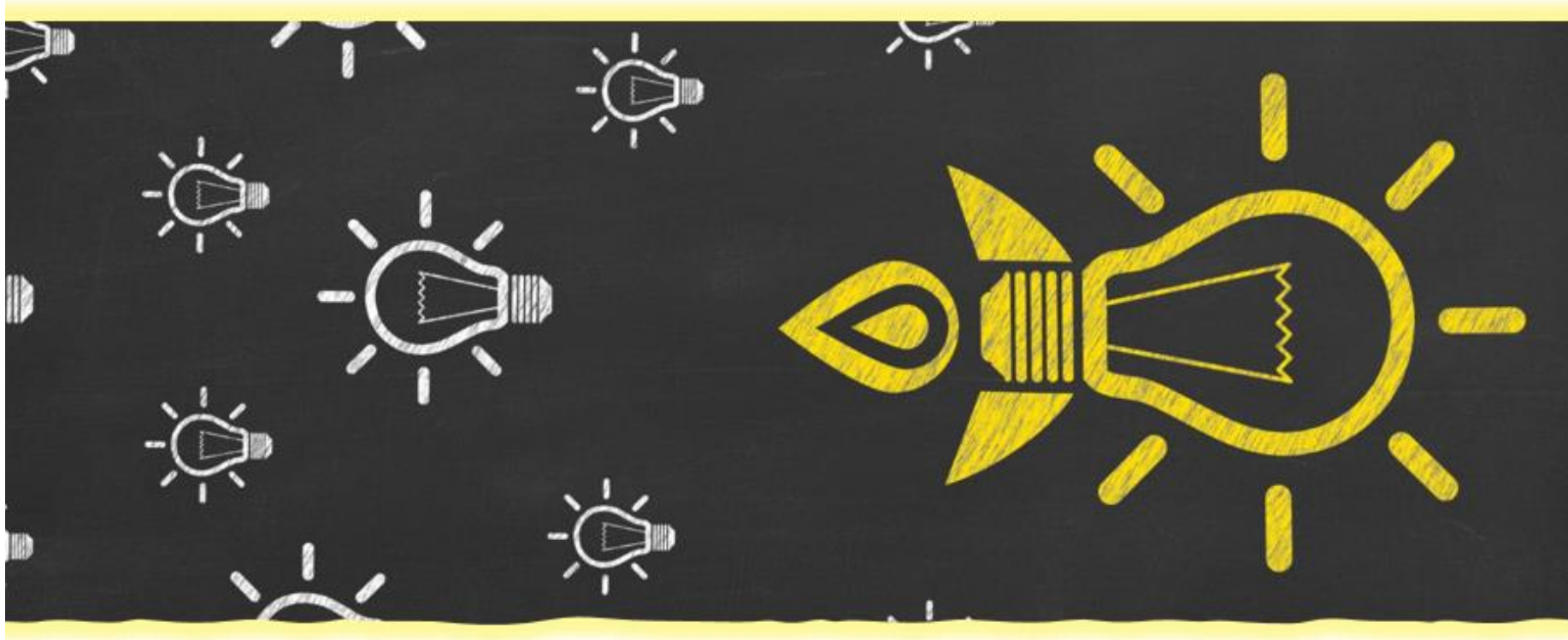
“When relationships with educators are characterized by mutual respect, trust, **open communication**, and inclusion in decision making, families are more likely to feel confident about their roles as advocates and to become more engaged in their children’s learning.”

[EXPLORE PLAYBOOK](#)

What Parents Want

In a recent study, *What Parents Really Want: Strategies for Family-School Communication*, the National PTA found that one thing parents want is more **intentional** relationship building – positive interactions with educators through a **variety of communication** means.

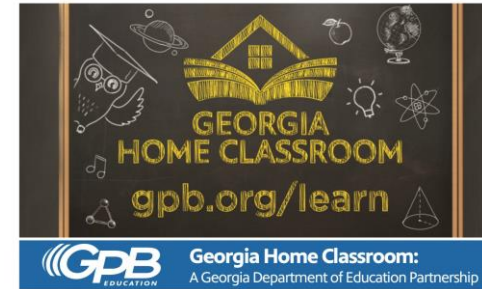
<http://onevoice.pta.org/what-parents-really-want-strategies-for-family-school-communication/>



Resources for your Families

Academic Learning Resources

Georgia Home Classroom



Georgia Public Broadcasting



PBS Learning Media Discovery Education



Academic Learning Resources



Scholastic



Google, Teach from Home



Georgia Aquarium

Varsity Tutor



Video Feature for Virtual Expeditions: Reaching Your Families and Communities for Student Success

<https://youtu.be/zvxX1eQ2PQM>

Let's Take
Minute to
Reflect!!!





Family Resources from GPB



GaDOE Family-School Partnership Deep Dive Learning with GPB and NASA!

Start-6:50 Stop-34:11 - <https://www.youtube.com/watch?v=wcb9B35xAU4&t=1698s>

Just Released!



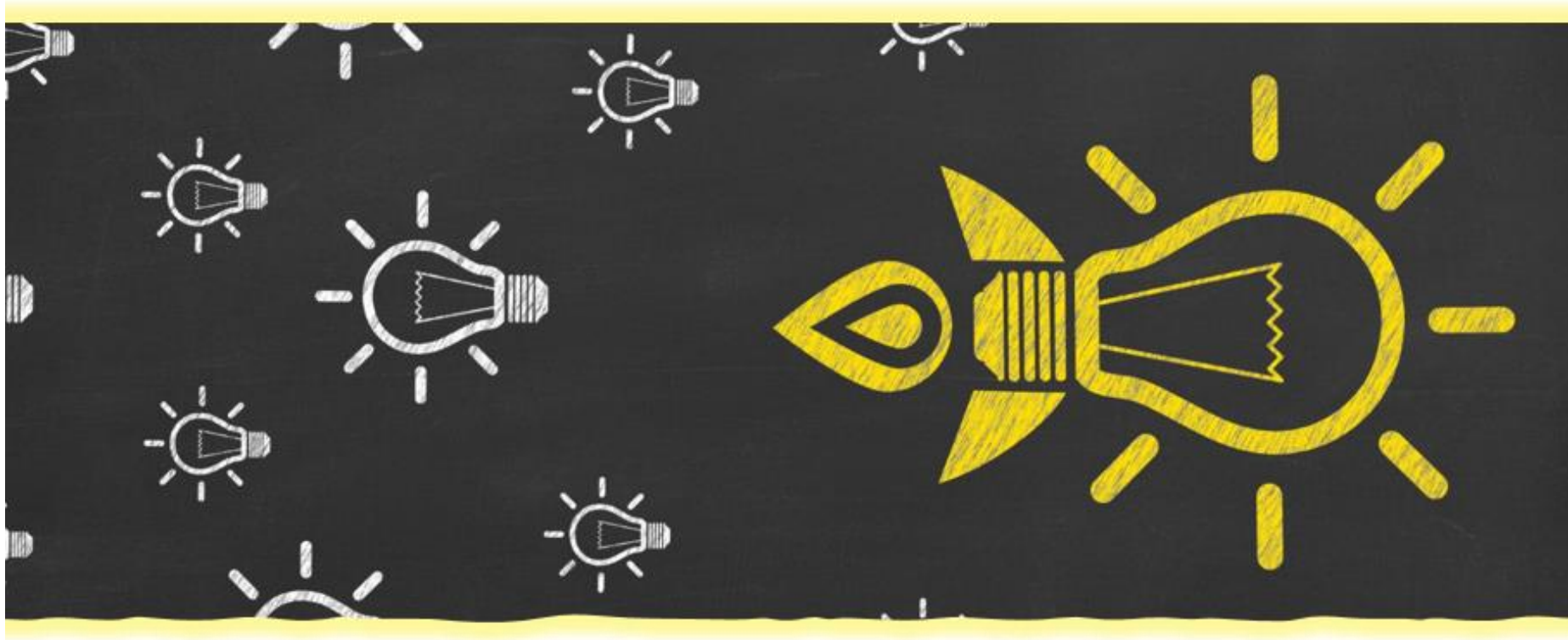
Listen to GPB on  amazon alexa [LEARN MORE ▶](#)



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Let's Learn GA!





Virtual Communications



Engaging Families Using Social Media

- Outreach
- Time-Sensitive Information
- Build Relationships
- Share Good News
- Serve as a Source for Online Learning for Parents

Outreach

FREE Resource:



Content:

- Newsletters
- Parent Tips
- Event Information
- New Articles
- Photos
- Videos



<https://mailchimp.com/>



Time-Sensitive Information

Content:

- Emergency Concerns
- Weather Related Closings/Delays
- Change in events dates/times
- Reminders (Picture Day, Money Due)



FREE Resource:



Build Relationships

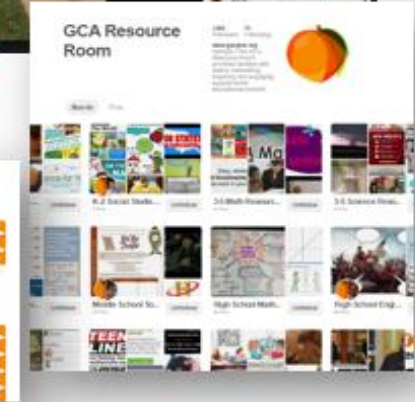


Content:

- Connect parents to each other
- Provide parents response/discussion opportunities
- Create specific groups for parents (class, groups, clubs, sports)



FREE Resources:



Share Good News

Content:

- Direct parents to good news produced by television, newspapers and/or various media outlets
- Spotlight parents/volunteers
- Spotlight staff members and students

FREE Resource:



Serve as a Source for Online Learning for Parents

FREE Resources:

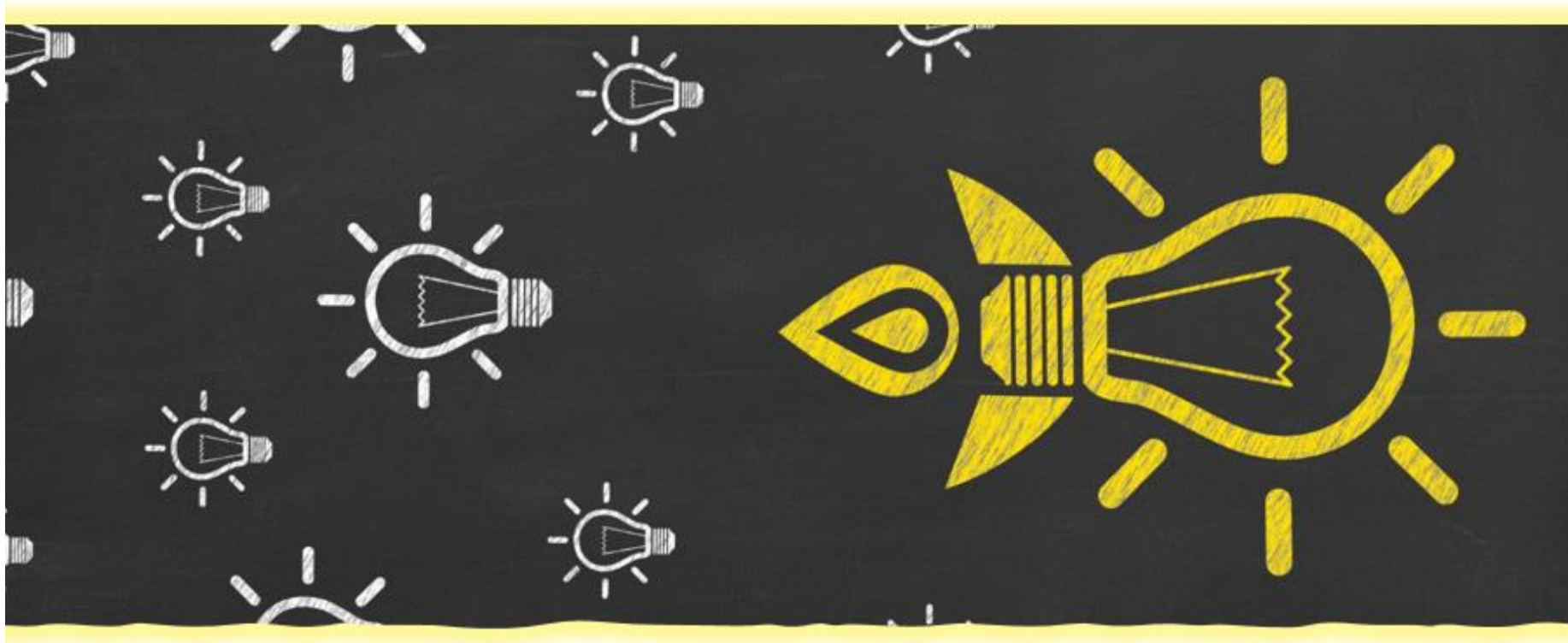
Content:

- Engage parents in learning skills that boost student success
- Provide online informational classes
- Post videos (teacher demonstration of skills being taught)
- Create discussion groups between parents and teachers



Let's Take
Minute to
Share!!!





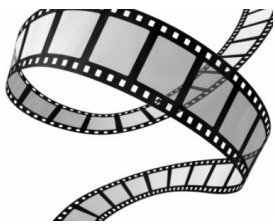
Mental Health and Wellness for the Whole Child

Mental Health and Wellness



Ashley Harris

Director of Whole Child Supports and Strategic Partnerships
Georgia Department of Education



Virtual Expeditions: Engaging Families in the New Normal, pt. I

<https://www.youtube.com/watch?v=YJ02H87d-Pk>

Start-1:26:13 Stop-1:37

GaDOE Resources



www.facebook.com/GaDOEPartnerships



@GaDOEPartners
www.twitter.com/GaDOEPartners

A YouTube video player interface. The video title is "4 PILLARS OF FAMILY AND COMMUNITY ENGAGEMENT". A large play button is centered over the video. Below the video is a red "SUBSCRIBE TO OUR CHANNEL" button with the URL bit.ly/gadoeparentsyoutube. The GaDOE logo is in the bottom right corner. At the bottom of the player, there is a caption: "Richard Woods, Georgia's School Superintendent | Georgia Department of Education | Educating Georgia's Future".

bit.ly/gadoeparentsyoutube



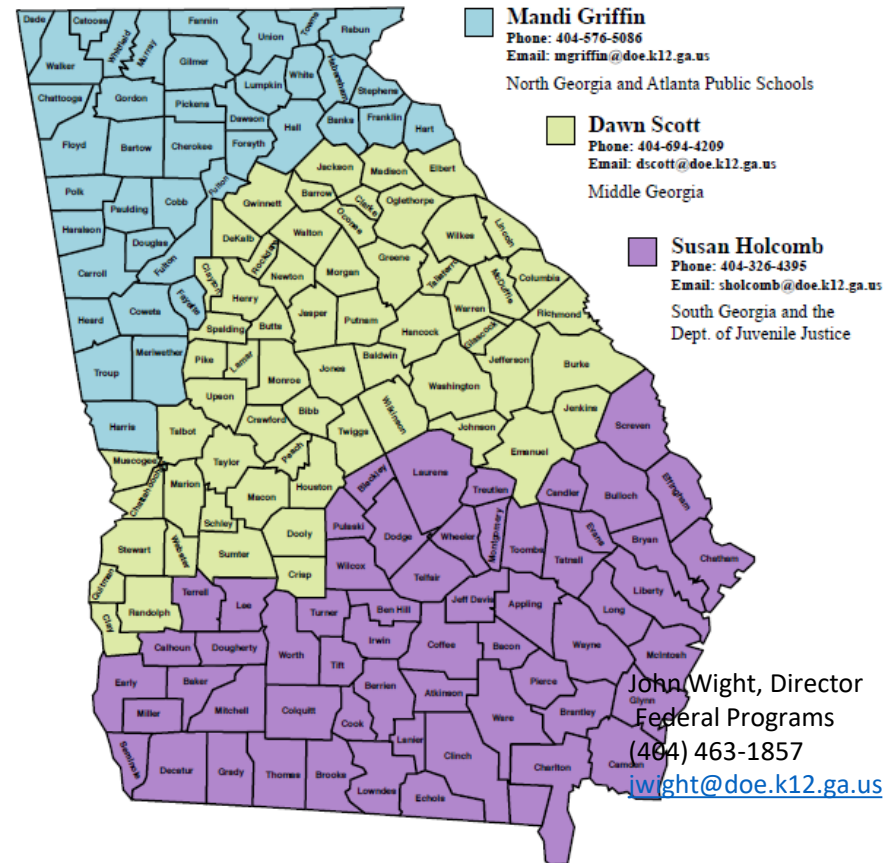
Questions?

- For questions about family engagement activities, contact your *Family Engagement Specialist*.
- For questions about using Title I funds for family engagement activities, coordinate with your Title I Director to contact your *Title I Area Specialist*.

<http://www.gadoe.org/support>



Family-School Partnership Program Family Engagement Specialists FY20 Service Area Map



This service area map corresponds to the Title I, Part A FY20 Service Area Map and may be subject to change.





Questions are the path to learning

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<http://partnerships.gadoe.org>



@GaDOEPartners

YouTube bit.ly/gadoeparentsyoutube



[GaDOEPartnerships](https://www.facebook.com/GaDOEPartnerships)

Session Feedback

The Georgia Department of Education believes in continuous improvement and would appreciate your feedback to ensure the presentations we provide are of the highest quality and meet the needs of the specific audience.

Please take a moment after the session ends to complete the pop-up feedback survey.

Share your conference highlights now!

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www.gadoe.org



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@Gaimprovement



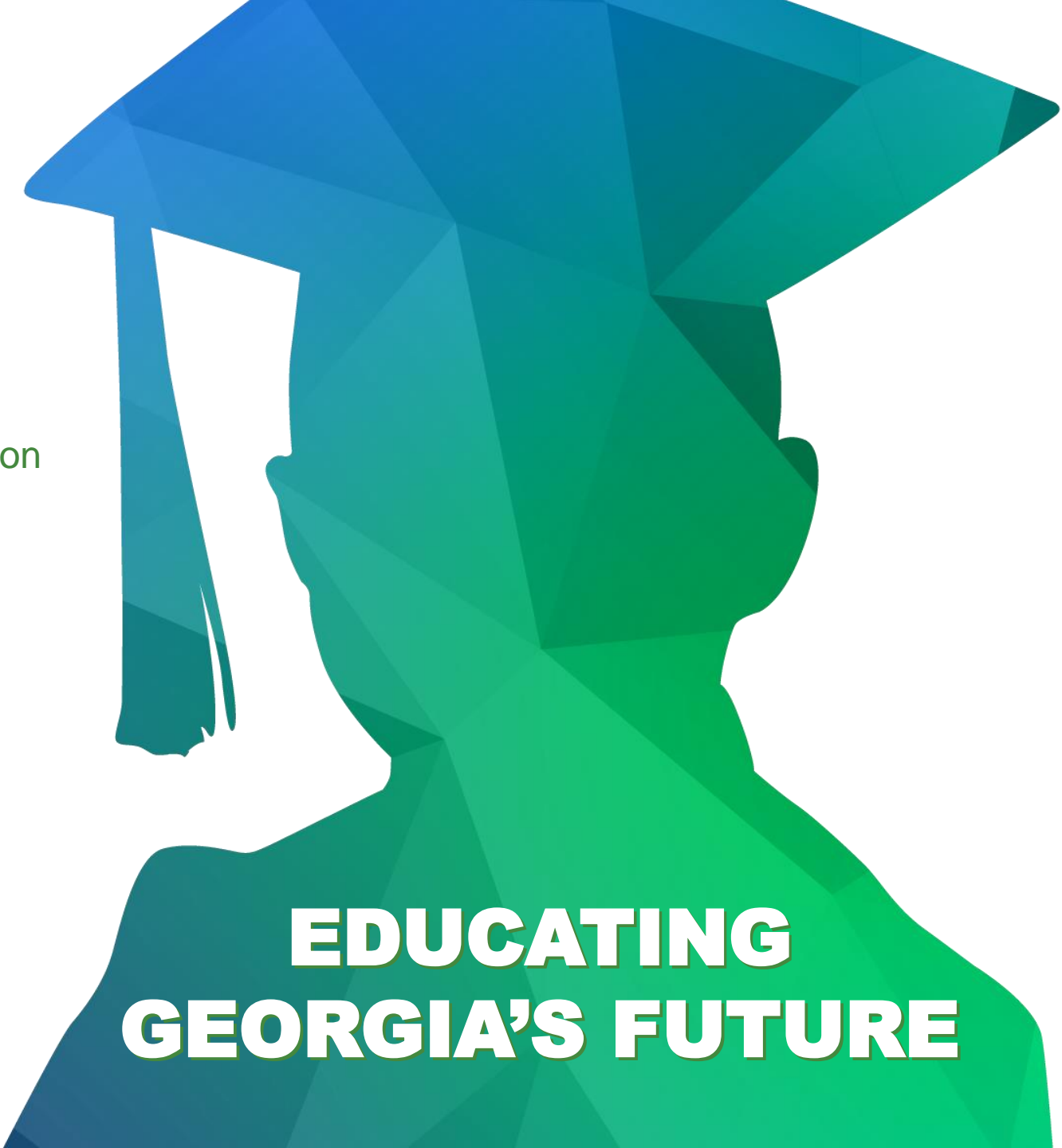
youtube.com/c/GeorgiaDepartmentofEducation

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