

Engaging Your Community for Student Success



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THERE IS NO WRONG WAY TO PTA



Mission:

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

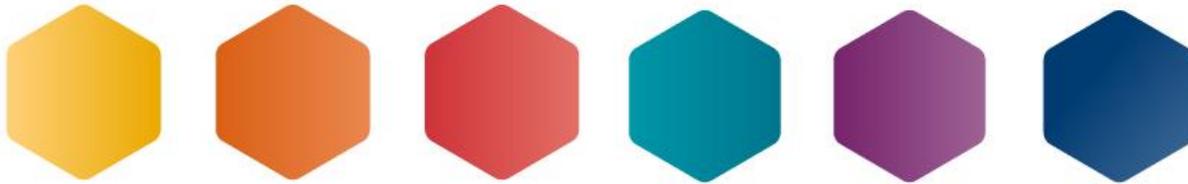
Learning Objectives

Through the lens of the National PTA Standards for Family-School Partnerships, we will:

- Learn about the research that links effective family engagement to student success
- Discover how the National Standards for Family-School Partnerships can help you strengthen family and community engagement
- Explore National PTA's new tools to support family-school partnerships in your community



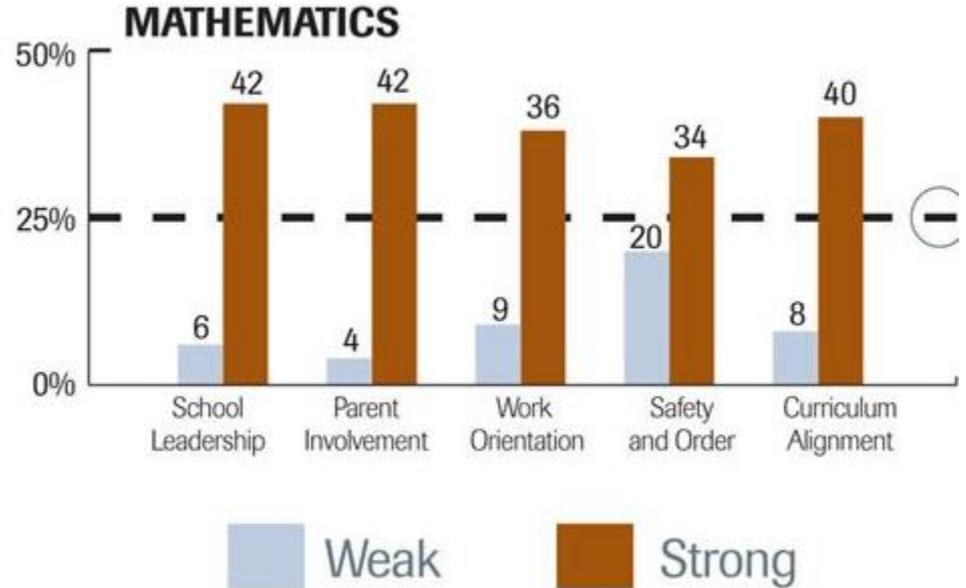
The Research





Family Engagement Matters

- Just as important as a high quality principal and a rigorous curriculum
- Struggling schools are more likely to “beat the odds” when they excel at family engagement.





3 Facts about Family Engagement

- **Research Shows That Children Learn Anywhere, Anytime.** Children achieve more in school when their families engage.
- **Family Engagement is Crucial At All Ages.** Your involvement in your child's education and school always matters but *how* you engage changes as your child grows up.
- **Everyone Benefits When Families Are Engaged in the Educational Process.** Research shows that when families advocate for school improvements, all children receive a better education.

Learn more in our Family Engagement Matters [research brief](#)



3 Goals for Standards Update

- Incorporate research & best practices from the past decade into updated Standards, goals, and indicators
- Center the perspectives of families, particularly from under-represented communities and identities, in update
- Maximize the usefulness of the Standards for education system and PTA leaders

National Standards for Family-School Partnerships



Treat families as valued partners in their child's education and facilitate a sense of belonging in the school community.

- **Build a Sense of Belonging**
- **Create an Inclusive Environment**

**WELCOME
ALL FAMILIES**

STANDARD 1

Engage in proactive, timely, and two-way communication so that all families can easily understand and contribute to their child's educational experience.

- **Exchange Information Between Schools & Families**
- **Facilitate Parent-Teacher Communication**

**COMMUNICATE
EFFECTIVELY**

STANDARD 2

Build the capacity of families and educators to continuously collaborate to support students' academic, social, and emotional learning.

- **Team Up for Student Success**
- **Support Learning by Engaging Families**

**SUPPORT
STUDENT
SUCCESS**

STANDARD 3

Affirm family and student expertise and advocacy so that all students are treated fairly and have access to relationships and opportunities that will support their success.

- **Help Families Navigate the School System**
- **Address inequitable outcomes and access**

**SPEAK UP
FOR EVERY
CHILD**

STANDARD 4

Partner with families in decisions that affect children and families. Together, as a team, inform, influence, and create policies, practices, and programs.

- **Strengthen Family's Voice in Decision-making**
- **Build Families' Connections**

**SHARE
POWER**

STANDARD 5

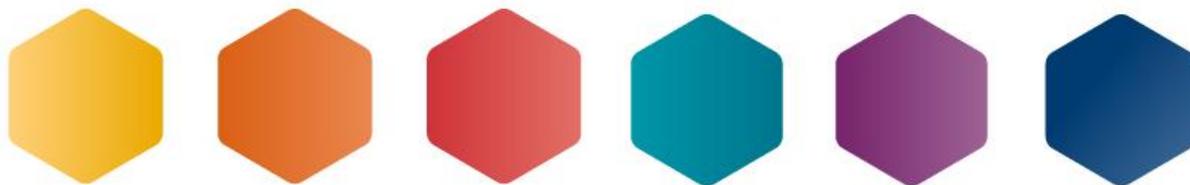
Collaborate with community organizations and members to connect students and families to expanded learning opportunities, community services, and civic participation

- **Build a Strong Foundation for Community Partnerships**
- **Connect the School with Community Partners**

**COLLABORATE
WITH COMMUNITY**

STANDARD 6

Reflecting on Your Practices



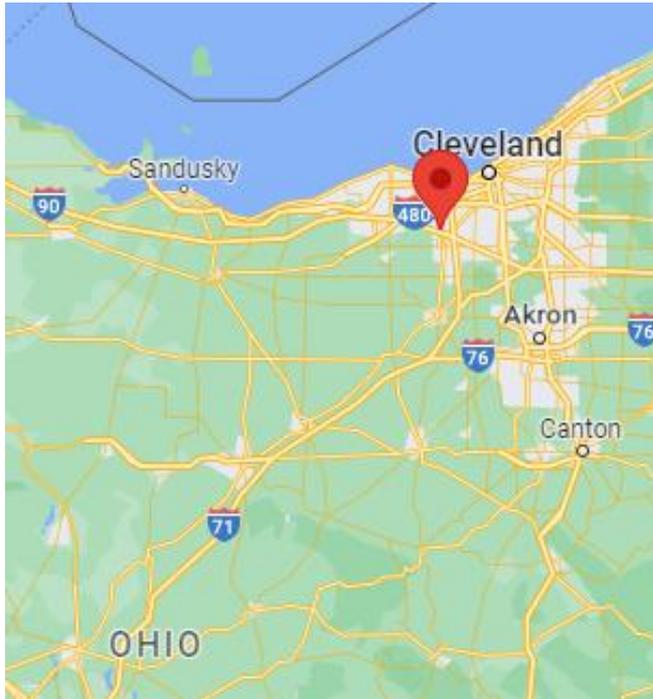


Board Operations

- How do you ensure your meetings and documents are accessible to all constituents?
- How do you ensure all constituents have the opportunity to provide public comment or engage with the Board?
- How do you ensure that advisory and governing bodies are representative of the demographics of your community?
- What options are there for the community to communicate with the Board?



Spotlight: Berea County School District



- Created a district-level position to oversee Family Engagement work
- Made Meetings Easier to Access



Spotlight: Austin Independent School District



- Elevated student voice on Board committees
- Provided Board committee applications in Spanish



Notes on Board Operations

- Publish Board meeting dates and agenda
- Broadcast meetings on-line, YouTube live
- Sign up process for public comments, open to all constituents
- Provide language and ASL interpreters for public comments
- Create an ombudsman position to liaison with the public



The Board's Influence on the District

- How does the Board engage stakeholders in policy decisions and ensure a diversity of perspectives are included?
- Does your school board have existing policies that address family engagement?
- Where in your district offices does family engagement work happen?



Spotlight: Fairfax County School District



- Adopted a school board policy that incorporates the National Standards for Family-School Partnerships



Notes on Board's Influence

- Explain purpose of survey input and workgroups and how information will be used for decision making
- Stay connected with community to know issues and concerns
- Work with community in building advocacy at county and state level issues (ex. funding, legislation)



The Board Building Community

- How does the Board build trust with stakeholders and community?
- How do your Board members connect with constituents and school district stakeholders?
- How does your Board intentionally connect with communities of people of color and lower income communities?
- How do you collaborate with community organizations and agencies?



Notes on Building Community

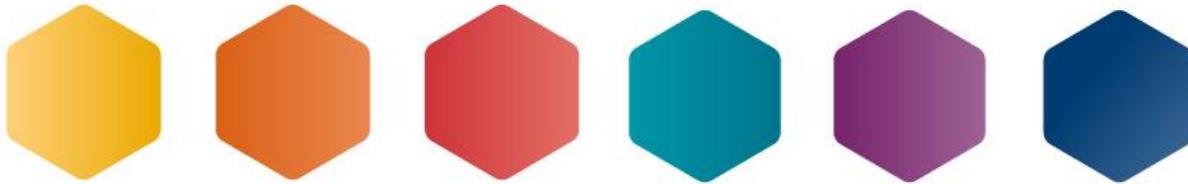
- Provide simple, clear and concise information about decisions
- Provide more touchpoints with community
- Meet community members in publicly accessible locations for more casual conversations – public library, recreation center
- Address controversial or derogatory comments that may come from public comment to reaffirm Board values and respect of students and stakeholders
- Get in front of controversial issues with communication



In Your District

- What are your district's strengths and weaknesses when it comes to family-school partnerships?
- What is one tool or strategy that you can start using this school year to advance family-school partnerships in your district?
- What community partners can you collaborate with to advance family-school partnerships in your district?

Tools You Can Use to Create Change





Resources from National PTA

- National Standards for Family-School Partnerships – <http://pta.org/standards>
- Essential Tech for Family-School Partnerships <http://pta.org/familyschooltech>
- Diversity, Equity, and Inclusion Resources <http://pta.org/DEI>
- Notes from the Backpack: A PTA Podcast <http://notesfromthebackpack.com>



Join us!

Raising the Bar on Family-School Partnerships Virtual Townhall

For Education & PTA leaders, general public

November 17th, 2022 @ 7 pm EST





National Standards *for* _____
FAMILY-SCHOOL PARTNERSHIPS