

# Family Engagement:

## Building Powerful Partnerships Focused on Student Success!

### September 13, 2024



New York State  
**COMMUNITY SCHOOLS**  
Technical Assistance Centers

Central/Western Region,  
Binghamton University



New York State  
**EDUCATION DEPARTMENT**

Knowledge > Skill > Opportunity

*The Central Western Community Schools Technical Assistance Center trainings are opportunities for open dialogue and thought-sharing among Community Schools colleagues. The views expressed by speakers or other third parties in NYS CSTAC webinars, events and/or conferences are those of the speaker or third-party and not, necessarily, of the CSTAC or the New York State Education Department.*

# NYSED Community Schools Technical Assistance Centers

Providing guidance and training  
to new and established  
Community Schools.

- Central/Western
- Eastern
- NYC

[www.nyscommunityschools.org](http://www.nyscommunityschools.org)



New York State  
**COMMUNITY SCHOOLS**  
Technical Assistance Centers

**Central/Western CS TAC:**  
*Housed at Binghamton University  
Community Schools*



**Casey Pulz**  
Director

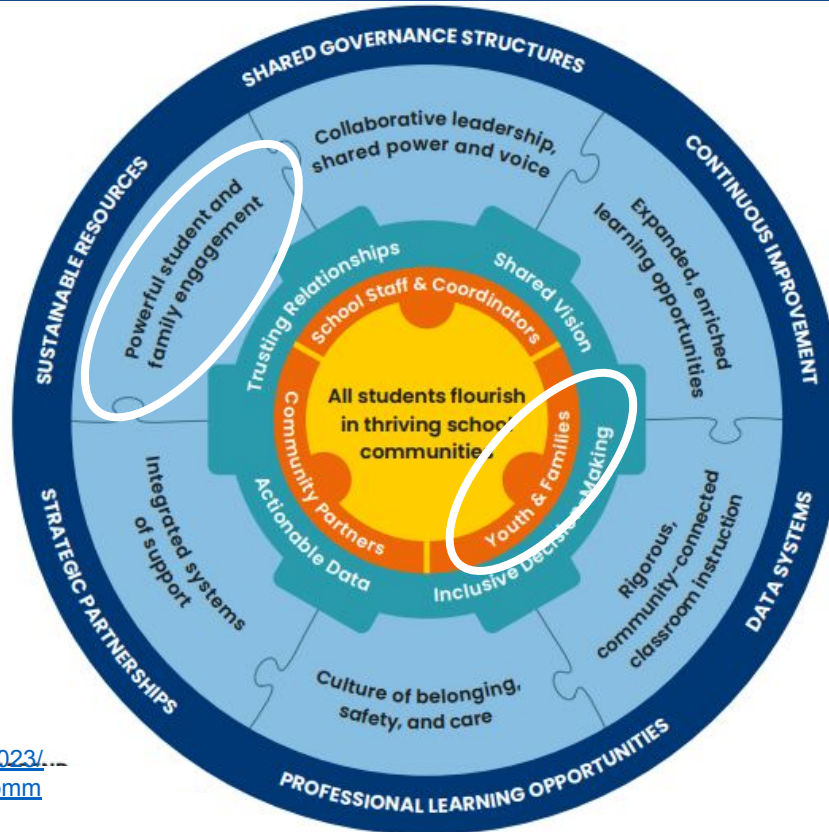


**Stacy Robitaille**  
Assistant Director

# Family and Community Engagement

## LEGEND

- Why we do this work
- Who drives this work
- Enabling conditions
- Key practices
- Supportive infrastructure



# What To Expect Today:

- ❖ Reflect on your own assumptions and mindset around family engagement practices
- ❖ Involvement vs Engagement?
- ❖ Introduce models associated with family engagement
- ❖ Explore strategies that can be integrated to strengthen engagement and build trusting relationships
- ❖ Gain insight from a CSC from Windsor CSD

# Connection Before Content

by John Whalen & Denise Holliday

**WHICH SCHOOL CLUB IS CALLING YOUR NAME?**

- 1** PHOTOGRAPHY CLUB
- 2** ROBOTICS
- 3** FILM STUDIES
- 4** INTRAMURAL SPORTS
- 5** CULTURE CLUB
- 6** CHESS CLUB

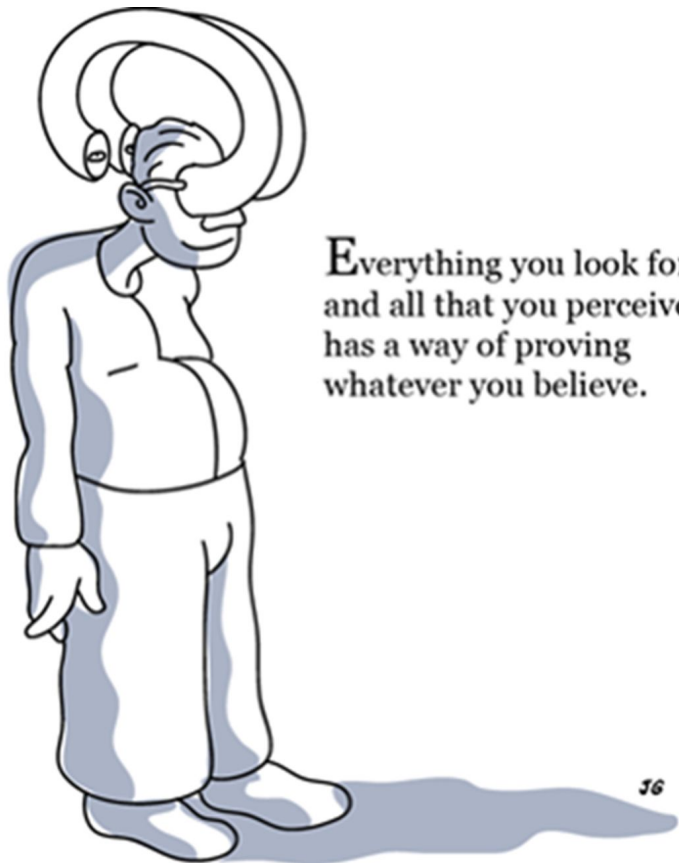
edtomorrow

[edtomorrow-Sign up for the First Five](#)

# What is happening?



What do you  
see in this  
picture?



Everything you look for  
and all that you perceive  
has a way of proving  
whatever you believe.

What are some of the  
assumptions you might make  
about this situation?

Who are the people in the  
picture?

What are some of the questions  
you might be asking?

**What You Think Matters!**

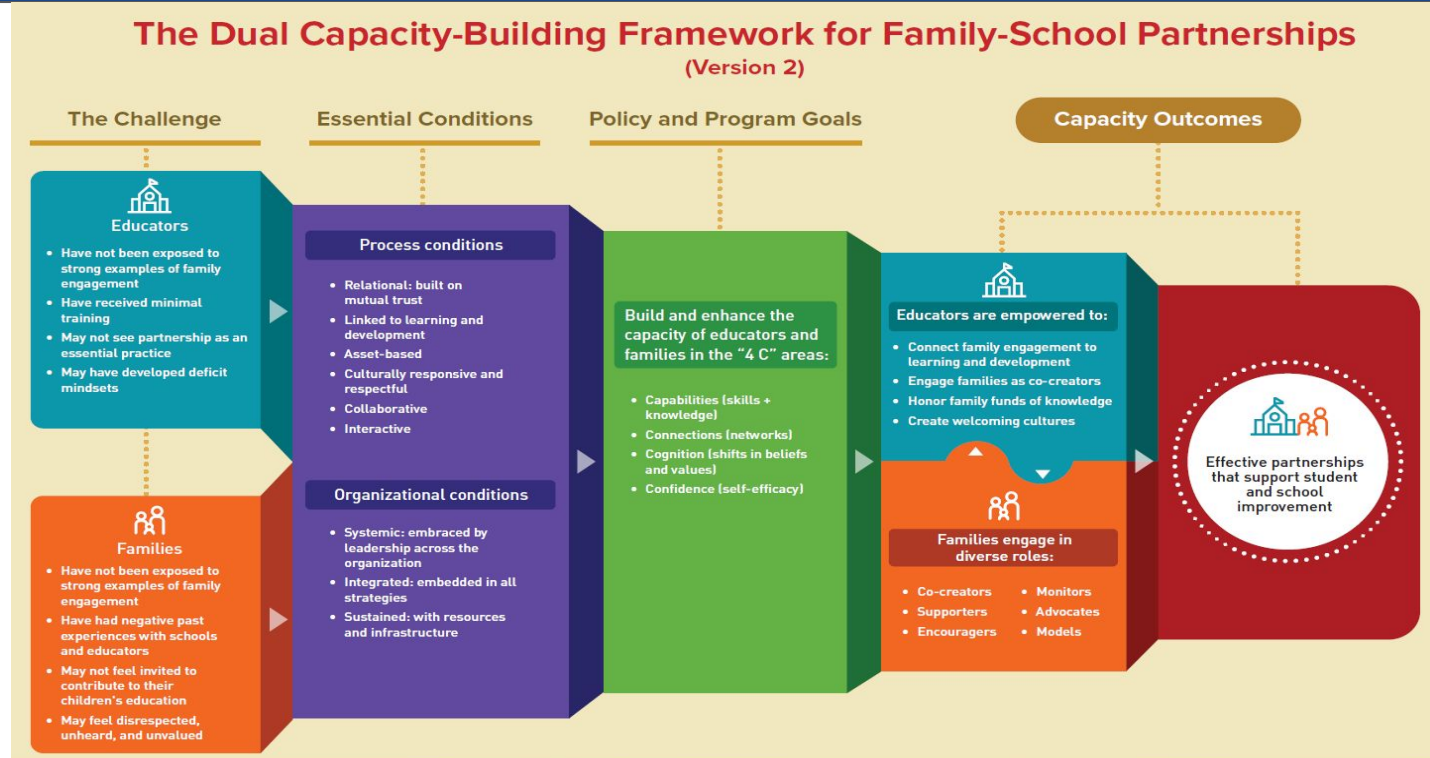
# What is Family Engagement?

“**Family engagement is a shared responsibility** in which schools and other community agencies and organizations are committed to reaching out to **engage families in meaningful ways** and in which families are committed to **actively supporting their children’s learning and development,**” and continues across a child’s life and learning settings. Reference [National Association for Family, School and Community Engagement, NAFSCE](#)



# Dr. Karen Mapp

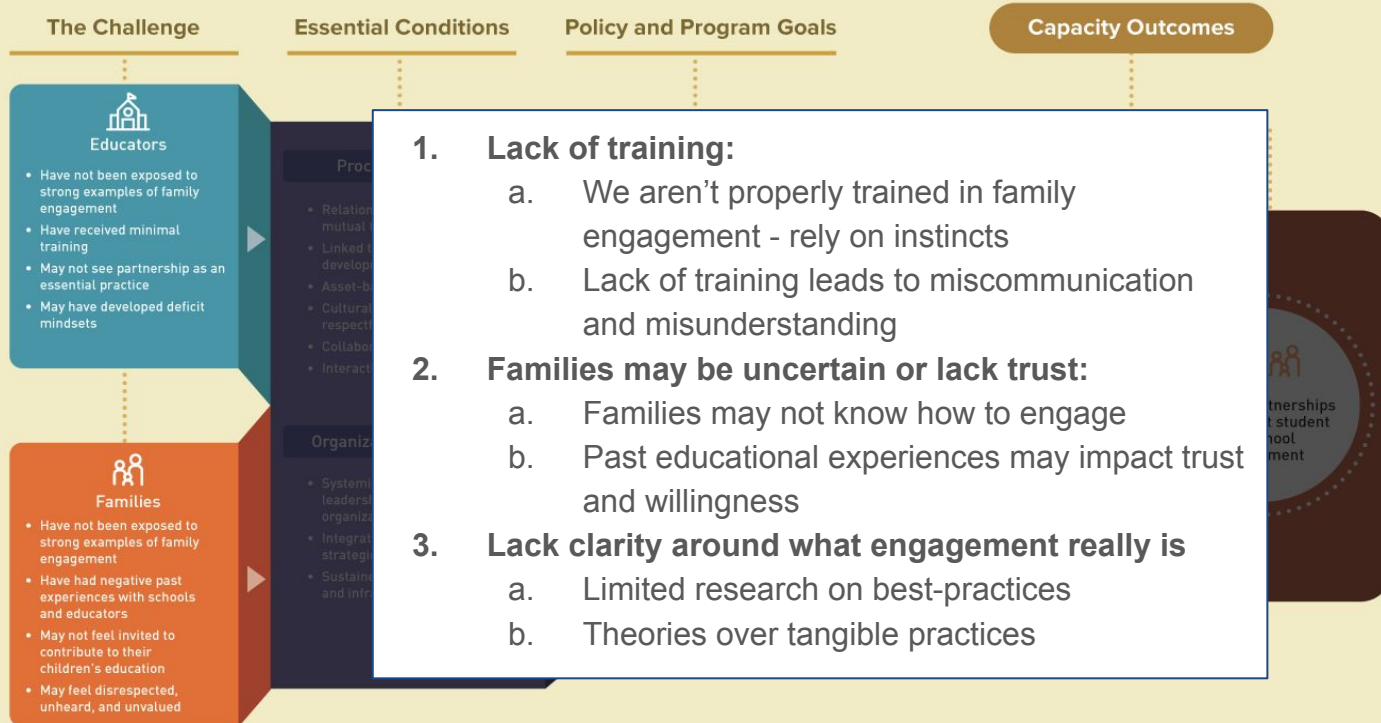
It is about building capacity on both sides of the relationship.



[Dual-Capacity Framework](#)

# What Gets In The Way?

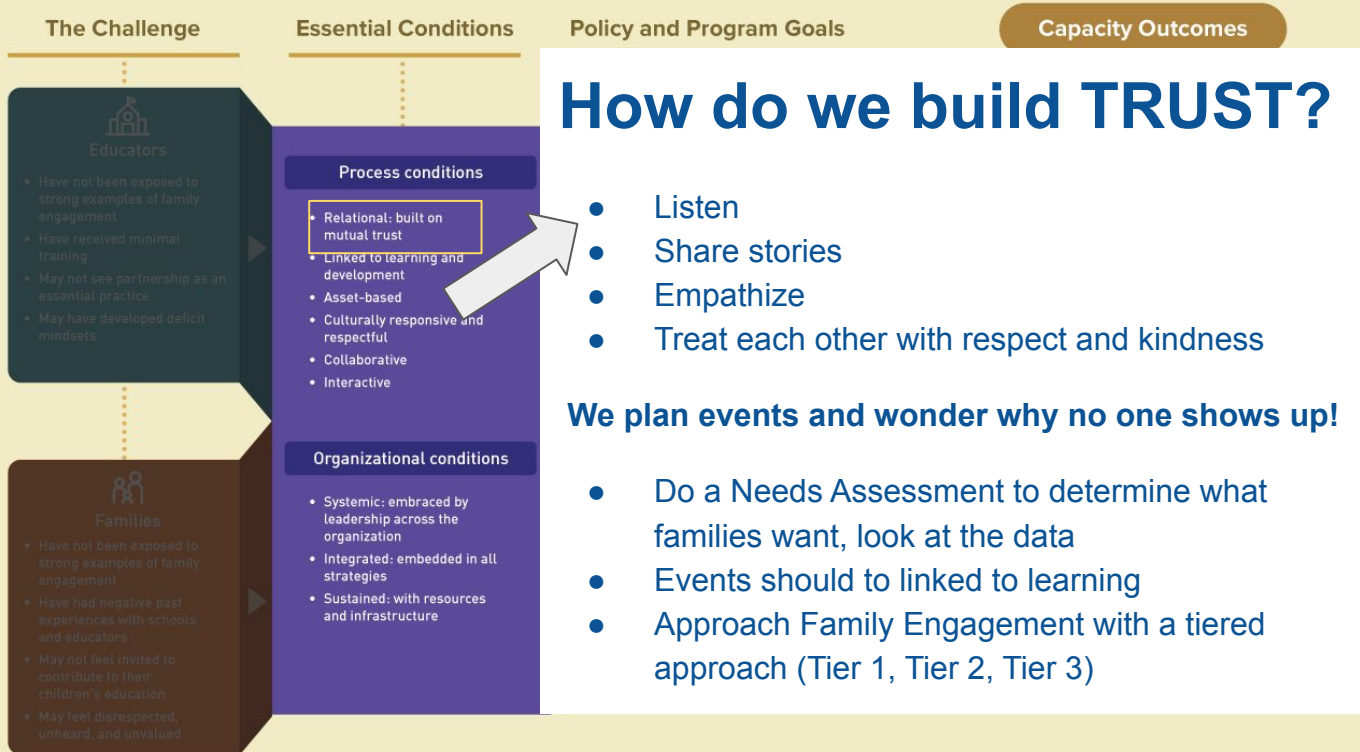
## The Dual Capacity-Building Framework for Family-School Partnerships (Version 2)



**Why Are Families Not  
Attending My Events?**

# Build Trust First

## The Dual Capacity-Building Framework for Family-School Partnerships (Version 2)



# Family Interactions versus Family Engagement

## Compliance:

- Complete paperwork needed to enroll children
- Attend meetings as needed
- Respond to requests

## Involvement:

- Participate in school activities such as PTA, booster clubs, etc.
- Support school events such as open houses, curriculum nights, concerts

## Engagement:

- Collaborate with school
- Intentional practices and planning that include family voice
- Considers ALL families for inclusive practices

# The Importance of Engagement

Family **engagement** differs from family **involvement**, which focuses on the activities at home or school that families partake

Reference-[An Investigation of teacher's attitudes towards-parental-involvement](#)

Instead, **family engagement involves shared responsibility and leadership** which **appreciates and leverages the important role of a family in their child's life.**

# Involvement vs Engagement

## Involvement

- Ideas and energy come from institution with emphasis on supporting children by supporting institutional goals
- Programs, priorities, and schedules defined by institution and meet needs of the institution
- One-way information process from institution to families

**Involvement is when you are invited to the party.**

## Engagement

- Ideas and energy are generated in partnership with families building reciprocal relationships to support children
- Families are included in decisions around programs, priorities, and schedules
- Processes are developed to promote two-way communication and authentic engagement

**Engagement is when you are a part of planning the party!**

**The Story We Are Told is  
What We Believe!**



# Reframing the Story

1. How many of you would consider yourself artistic?
2. How many would say they are masters of drawing?

## **SQUIGGLE-**

You have 30 seconds to draw 4 squiggles on a paper

## **BIRD-**

- Now transform them into BIRDS
- You can only add-
  - Beak
  - Eyes
  - Tail
  - Feet

# The Mutual Benefits of Family Engagement Practices

Expanded learning programs act as a ***bridge between families and schools***

- Allows for communication between teachers and families
- Wraparound services give parents the tools they need to support their child's success.
- Strong family Engagement will improve attendance and the overall quality of the program

Reference: Afterschool Alliance

[https://www.afterschoolalliance.org/documents/Deeper\\_Dive\\_into\\_Afterschool.pdf](https://www.afterschoolalliance.org/documents/Deeper_Dive_into_Afterschool.pdf)

Reference:

[21C Toolkit- Meaningful Family Engagement Strategies for Expanded Learning Programs](#)

# Effective Strategies for Family Engagement

## **Tip # 1: Establish trust and build authentic relationships- WE are ALL Human**

Parents and families need to feel valued, included, and connected within a program culture through authentic relationships.

Consider ways to promote a sense of inclusion and belonging

\*Examples- Share program values with families and the importance of a successful parent partnership

# Effective Strategies for Family Engagement

## Tip # 2: Identify and understand family needs

Prioritize collecting feedback and acknowledging parent perspectives to help families feel respected and part of the community, while providing staff with valuable insight about community concerns.

\*Example- Conduct a Needs Assessment to understand what parents need.

[21C Toolkit- Meaningful Family Engagement Strategies for Expanded Learning Programs](#)

# Effective Strategies for Family Engagement

## **Tip # 3: Provide opportunities for empowerment and leadership**

Recognizing and empowering families as leaders in the program is a critical component of family engagement.

\*Examples- invite family members to share their skills, include families in the planning of events

# Effective Strategies for Family Engagement

## **Tip # 4: Develop meaningful and equitable opportunities for engagement**

Consider providing a range of offerings and experiences that reinforce an inclusive program culture

\*Examples- create spaces where staff can get to know families, translate all materials into the families language.

[21C Toolkit- Meaningful Family Engagement Strategies for Expanded Learning Programs](#)

# Effective Strategies for Family Engagement

## **Tip # 5: Provide relevant adult learning opportunities**

Offer opportunities to build upon their current experiences and learn new skills

\*Examples- ask families what adult learning opportunities would be most beneficial

[21C Toolkit- Meaningful Family Engagement Strategies for Expanded Learning Programs](#)

# So How Do I Do This?

- **Beginning conversations - Ask inviting questions:**
  - What do you need from me this year?
  - What can I do to support your child this year?
  - What will get in the way of success this year?
- **Home visits/Welcome Calls**
  - Invite families to be a part of the process before there is a problem
  - Your child will be with me this year and I want us to be a team
- **Think about ways in which home can support the students Extended Learning Time experience and connect the support to school**
  - Clearly outline what is needed
- **Learn from others experiences.....collaborate on what works!**



# Windsor CSD Family Engagement

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Emily Friends, Community Schools  
Coordinator



Windsor Central School District – Home of the Black Knights



# Windsor Demographics & Considerations

- 110 square miles, covering Kirkwood, Windsor, Colesville, & Sanford, New York
- ~1600 students district-wide, around 100-120 students per grade level
- 54% below the federal poverty threshold
- 91% white
- 15% students with disabilities
- 94.6% graduation rate (2023-2024)

Data from NYSED.gov & windsor-csd.org, 2022-2023

Windsor Central School District – Home of the Black Knights



# Family Involvement versus Family Engagement

## Involvement

- School leads with its mouth
- Telling caregivers how to contribute after goals & actions are chosen
- Small % of families involved in leadership opportunities
- **Goal is to serve families**

## Engagement

- School leads with its ears
- Listens to caregivers before measures are taken
- Families are consistently involved in leadership opportunities
- **Goal is to gain partners**



Windsor Community  
Schools 3rd Annual

# TRUNK OR TREAT

Games, treats, and family fun!  
Rain or shine event!

WHEN:  
MONDAY OCTOBER 30  
START TIME 6:00PM

WHERE:  
WINDSOR HIGH  
SCHOOL, FRONT  
PARKING LOOP

REGISTER YOUR TRUNK!  
\*REGISTER BY 10/20\*



RSVP TO THIS EVENT!  
\*RSVP BY 10/20\*



\*Any questions?\*

Call Katelyn Lapan 607-201-6339  
or Emily Friends 607-788-1454

## In Windsor, We Win Together

THURSDAY, MAY 9TH  
5:30-7:30PM. Feel free to join us at any point!  
WINDSOR HIGH SCHOOL

Join us to celebrate the strength, resources, and support that help our community thrive. Because in Windsor, we know...it takes a village! Bring your friends and family to enjoy an evening of carnival games, free food, prizes and community connection.

RSVP here:

<https://forms.gle/AJLX6UvzybrYUz28>



Registration:



Windsor High School

### BINGO NIGHT!!!

### POST-PROM FUNDRAISER

Thursday, February 22nd

Start time: 6pm

Windsor HS Dining Hall

\$10 for your first board, \$5 for additional boards  
Concession Stand available

If you have any questions, please call or email Emily  
Friends at 607-788-1454. [efriends@windsor-csd.org](mailto:efriends@windsor-csd.org)

SUPPORTED BY VISIONS FEDERAL CREDIT UNION AND  
WINDSOR COMMUNITY SCHOOLS

Windsor Central School District – Home of the Black Knights



# Funding for Events

- PTA donations
- Title I funds
- Visions Cares Grant
- BU support



## Title I Parent and Family Engagement:

- Parent liaison or coordinator
- Family engagement consultants
- Stipends for staff to plan for or participate in Title I activities outside contract hours
- Costs for activities including materials, transportation, childcare, and light refreshments

<https://www.nysed.gov/essa/title-i-part-allowable-and-unallowable-expenditures>



# Communication & Collaboration With Families

## Ways that we glow...

- Flyers on social media & sent home via School Messenger, email listservs
- We Win Together - news coverage
- Family members of students are on our team (Trauma Team)



# Communication & Collaboration, continued

## Ways we plan to grow...

- Caregiver Focus Groups led by staff member
- Caregiver voice added to every team
- Aging population:
  - Of the 4 towns we serve, 23.5% of the population is over 60 years old
  - Last year, 43% of our budget voting population was over 60 years old
- Yes first, details later...





Emily Friends

[efriends@windsor-csd.org](mailto:efriends@windsor-csd.org)

607-788-1454





# Roundtable Discussions: Family and Community Engagement

*Self-Assess: On a scale of 1-5, how would you rate your district's Family and Community Engagement approach?*

1

My district is not implementing any Family and Community Engagement strategies

2

My district involves families, but does not yet engage families

3

My district is interested in improving our family and community engagement strategies

4

My district has just started engaging families and community members

5

My district does a fantastic job of engaging families and community members

Going into our roundtable discussions:

- **Make space** for those who are still learning about family and community engagement strategies
- If your district/program has implemented effective strategies, be sure to **share your best practices, lessons learned, and expertise!**

[REFLECTION DOCUMENT- "GLOW and GROW"](#)- from 21Century Toolkit

# Family and Community Engagement

- What interesting practice did you learn from someone else?
- What new ideas do you have?
- What do you need to make that happen?
- What are some challenges you might face?
- How can we use what we learned today to move this work forward in our region?

# Reflection

- What is 1 action step I'm taking away from today's discussion?
- How can we keep this conversation going and collaborate with our team/colleagues?

# Keep It Going!

- Keep it simple and authentic!!!
- Let families know you care and want their child to succeed.
- Believe that families know their child best and they also want them to succeed.
- Use your own personal life to build connections (as you are comfortable) - we are all human with hopes, fears, and uncertainties :-)
- Don't take things personally - "hurt people, hurt people" - know that interactions may be reactionary
- Be persistent - you don't win trust by one interaction. You may have many years of bad experiences to overcome!

# 21st CCLC Evaluation Survey



<https://measurement.welcomesyourfeedback.com/s/cwrosf24?u=635123>

# MENU OF SERVICES

Team Up with the C/W CS TAC to Strengthen  
Your Community School Efforts

Made possible by:

## Building capacity to support new, existing, and aspiring Community Schools

### 1:1 Individualized Support and Facilitated Learning

Example topics and areas of support:



#### Community Schools 101

Framework and where to start



#### Family & Community Engagement

Best practices and key strategies



#### Needs Assessment

Guidance, tools, and implementation support



#### Sustainability & Leadership

Models and partnerships



#### Coordinator/Director Training

Onboarding and leadership skills



#### School Attendance

Community School approach and strategies

Looking to explore other topics? Just ask!

### Join a Regional Community!

In-person/Virtual Professional Development and Communities of Practice



#### REGIONAL ROUNDTABLES

Request a facilitated  
conversation within your  
community



#### PROFESSIONAL DEVELOPMENT

Visit our website for  
in-person and virtual  
statewide learning  
opportunities

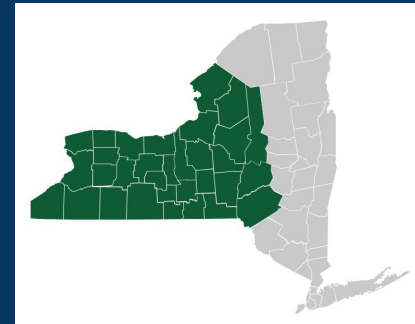


#### COMMUNITIES OF PRACTICE

Join a virtual  
learning community, or  
ask to be connected with  
other districts

### What Are Community Schools?

The Community School strategy transforms a school into a place where **educators, local community members, families, and students work together to strengthen conditions for student learning and healthy development.** As partners, they organize in- and out-of-school resources, supports, and opportunities so that young people thrive.



# Upcoming Events

Sept. 24

Community School  
Coordinator Virtual  
Coffee Hour: Powerful  
Student and Family  
Engagement

Sept. 25

Deepening Hearts &  
Minds Through a  
Community School  
Orientation: Develop  
Your Action Plan

Oct. 2

Family Engagement  
COP, Session 1: Trust in  
Learning Communities -  
Beyond the Intangibles

Oct. 4 *\*in-person*

Community School  
Coordinator  
Onboarding: Strategies  
for Success

Oct. 16

Community Schools  
101 - Enabling  
Conditions

Oct. 24

Community School  
Coordinator Virtual  
Coffee Hour:  
Collaborative  
Leadership

Visit our website to register  
and view more events  
[nyscommunityschools.org](https://nyscommunityschools.org)



# Contact

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 [nyscommunityschools.org](http://nyscommunityschools.org)