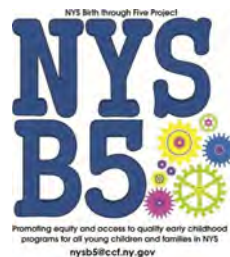




A SEVEN PART LEADERSHIP SERIES FOR PARENTS
AND CAREGIVERS OF YOUNG CHILDREN

Family Engagement

Session 2



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Session Goals

- Define family engagement
- Reflect on the differences between family engagement and family involvement
- Identify strengths and challenges related to family engagement
- Link the benefits of family voice and engagement within their your own setting(s)
- Develop knowledge and practices on increasing and navigating family engagement in your community

Is there a difference?

What do you feel is the difference between *family involvement* versus *family engagement*?

There is a difference!

Involvement	Engagement
Family <i>involvement</i> is <u>“doing to”</u> .	Family <i>engagement</i> is <u>“doing with.”</u>
<i>Passive information with limited opportunities of learning through automated calls and sending documents</i>	<i>Ongoing, authentic conversations with multiple opportunities of learning and growth</i>

Let's talk family engagement.

Family engagement are the various ways a child's adult caretaker (e.g., biological parents, foster parents, siblings, grandparents, etc.) effectively supports learning and healthy development.

Source: Dr Karen Mapp, Harvard Graduate School of Education - [Dual Capacity Framework](#) for Family-School Partnerships

Let's talk family engagement.

Family engagement is a both a process and a shared responsibility where:

- Local entities and/or systems are committed towards a positive, goal-oriented relationships with families; and
- Families are committed to actively support their child and use their voice to improve outcomes

Reflect

What are some strengths and challenges related to family engagement?

Respect people from
where they are – not
where you want them.
**This will show your
value of inclusiveness
and equity.**

Elevate the conversation

How do we define “family voice” and “family power”? Why does it matter for both voice and power to be included in the process of engagement?

Let's define family voice.

Family voice is “**the participation of parents in *regular, two-way, and meaningful communication* involving **your child’s learning, health and development.** Families are full partners in the child’s education and community and are included, as appropriate, in decision-making.”**

Source: Possip (2020), “[Including Family Power and Family Voice into Family Engagement](#)”

Partnership = Meaningful Communication

Effective partnerships between the teacher and families utilize
two-way communication.



Partnership = Meaningful Communication

- Focus on building trusting, goal-oriented relationships and **two-way communications** among teachers, families, and community members;
- Recognize, respect, and address **families' needs**, as well as **bridge class and cultural differences**; and
- Embrace a **philosophy of partnership** where power and responsibility are shared and where families are effective advocates for their children

Is there a difference?

What do you think is the difference between one way and two way communication?

What's the difference?

One-Way Communication	Two-Way Communication
Delivering a message from sender to receiver/s to inform, educate or reinforce	Message sender and receiver's interact to discuss, gain understanding, gauge, reinforce or change perceptions, generate ideas and solutions

Activity: One Way or Two Way?

- You will receive a list of commonly used tools for communication.
- Some tools are best suited for one-to-one communication, others for small group and still others for mass communication.
- Check whether each of the tools of communication as either one-way or two-way communication.

Communication Tool	One Way	Two Way	Both
Surveys		✓	
Announcements	✓		
Social media			✓
Brochures	✓		
Bulletins	✓		
Newsletters (print and email)			✓
E-mail		✓	
Phone Calls		✓	
Flyers	✓		
Open houses		✓	
Meetings		✓	

Parent conferences		✓	
Memos	✓		
Phone conferencing		✓	
Web forums/applications		✓	
Projects	✓		
Seminars	✓		
Video chat		✓	
Home visits		✓	
Workshops		✓	
Web Forums			✓
Audio/Video Conferencing		✓	
Public Art & Events	✓		

Let's define family power.

Families “who are **(1) informed and (2) organized so that they can (3) exercise their power.** Empowered parents, with the support and partnership of systems, can then deploy a broad set of strategies to set the agenda, achieve that change, and then sustain that change for their children, their schools, and ultimately their communities.”

Source: Cortez, A. & Yordanos, E. (2017).

[Notes From the Field](#): If You Want Great Schools, First Work With Parents to Create 'Actionable Demand'

Connecting The Dots

There is “the reality that different school communities need different things. There can be different ratios of engagement, voice, and power for each school, but there should be elements of all three somewhere in your partnership with families.”

Source:

[https://www.the74million.org/article/notes-from-the-field-if-you-want-great-schools-first-work-with-parents-to-crea
te-actionable-demand/](https://www.the74million.org/article/notes-from-the-field-if-you-want-great-schools-first-work-with-parents-to-create-actionable-demand/)

Key Takeaways

- Family involvement is “doing to” and family engagement is “doing with”. Collaboration is key.
- Partnerships require a good, positive and goal-oriented relationship. Respect people where they are.
- Use two-way communication to ensure your voice, input and decisions are honored.
- Stay the course in building engagement by maintaining your vision and goals of family engagement.



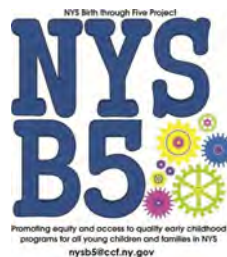
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Please complete the survey by
taking a picture of the QR code or
click the link below the video.



SCAN ME



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