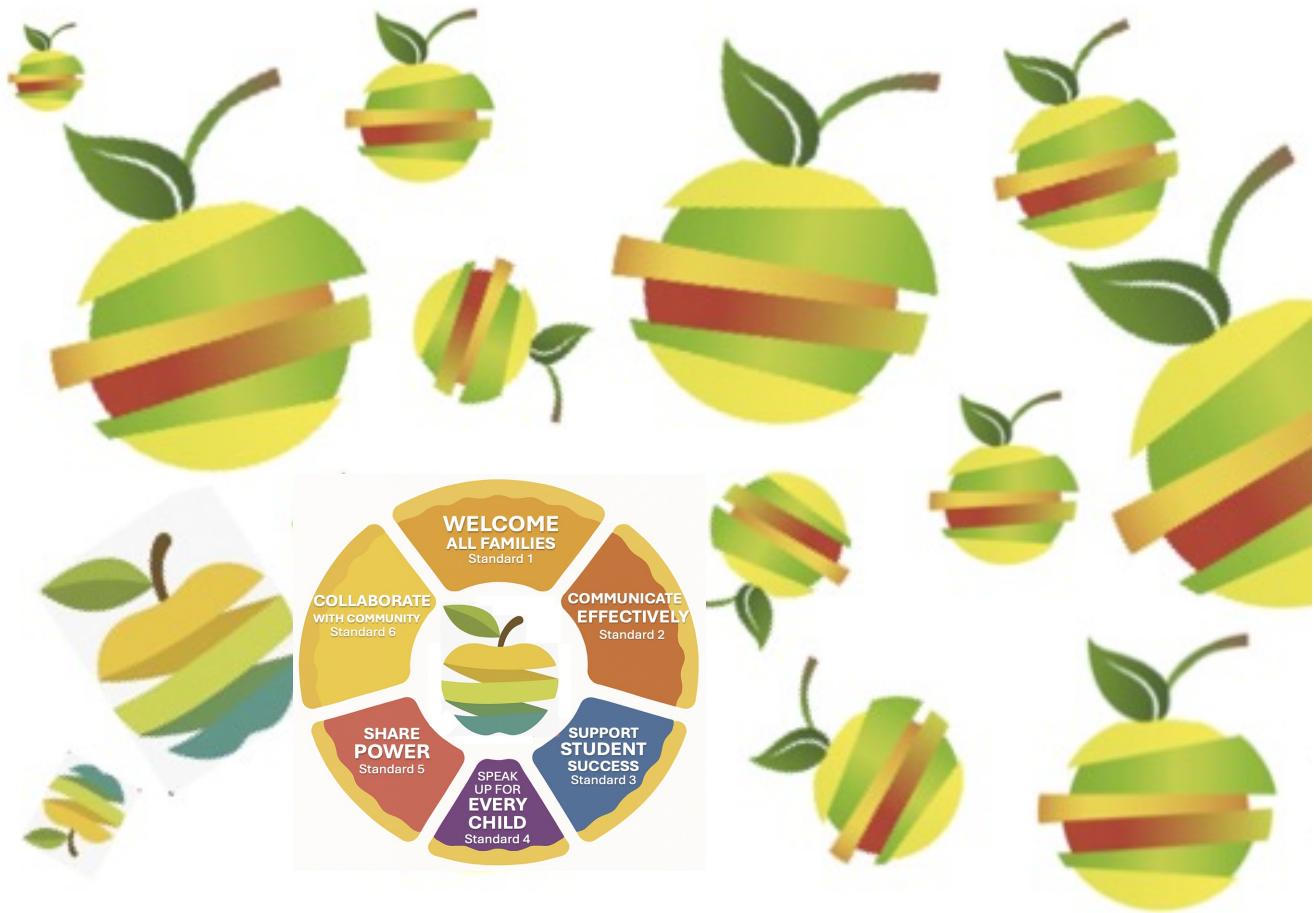


# Project Appleseed

the national campaign for public school improvement



## Professional Development & Partnership Pathways

## Professional Development & Partnership Pathways

Turning Family Engagement Into Schoolwide Momentum

START • BUILD • IMPLEMENT • SCALE

A practical pathway from getting started with the [Family Engagement Toolbox](#) to building sustained school and district implementation.

Project Appleseed [professional development](#) helps educators, families, and community partners build stronger relationships, improve communication, and turn family engagement into a lasting part of school improvement.



**The Six Slices of Family Engagement**

### Toolbox Launch Pathway

Start with the tools. Build confidence. Begin implementation.

The [Toolbox Launch Pathway](#) is the entry point for schools seeking focused professional development paired with a [Lifetime Family Engagement Toolbox](#) and led by [Kevin Walker](#), Founder and President of Project Appleseed.. Designed for school teams, educators, and parent liaisons, it combines practical training with ready-to-use, research-backed resources that help schools engage families, strengthen volunteer participation, and build the relationships and practices that support measurable improvements in student outcomes.

| OPTION                            | INVESTMENT     | INCLUDED                                                                                                                                                                                                                                        |
|-----------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1-Hour Toolbox Launch</b>      | <b>\$1,250</b> | 1-hour Family Engagement Toolbox Training + 1 Lifetime Toolbox (\$1,250 value); Six Slices introduction; guided tour of core tools; practical implementation ideas.                                                                             |
| <b>2-Hour Toolbox Launch Plus</b> | <b>\$1,750</b> | 2-hour Family Engagement Toolbox Training + 1 Lifetime Toolbox (\$1,250 value); deeper resource walkthrough; Six Slices planning; <a href="#">Pledge</a> and <a href="#">Report Card</a> implementation; initial school implementation roadmap. |

**Best for:** New principals, parent liaisons, staff meetings, and schools launching or reactivating their Family Engagement Toolbox.

# Essential Partner Pathway

Build a common foundation for schoolwide family engagement.

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**One-Day Workshop\*** Single School: **\$3,500** | District: **\$4,750** | Virtual: **\$2,750**

A focused, interactive professional development experience led by [Kevin Walker](#), for schools ready to establish a shared understanding of high-impact family engagement and move toward coordinated action. Participants gain evidence-based, practical strategies, tools, and insights they can put into action immediately.

## Participants will:

- Understand why [high-impact](#) parent and family engagement is essential to student success.
- Address [barriers](#) and align family engagement efforts with district priorities.
- Explore the connection between [Title I](#) family engagement and positive student outcomes.
- Identify core strategies, resources, and structures that support effective engagement.
- Learn how to sustain parent engagement with a Family Engagement Strategy Mapper & Action Plan

## Includes:

- **One Lifetime Family Engagement Toolbox (\$1,250 value)**
- The workshop schedule is generally 8:30 a.m.–2:30 p.m., including a one-hour lunch.
- A condensed half-day schedule is available for 3–4 hour time slots.
- One virtual follow-up session, if needed

**Best for:** A single Title I school, new principals or leadership teams, and schools launching or strengthening family engagement initiatives. **Typical team size:** up to 75. (\*Includes travel costs).

# Growth Partner Pathway

Move from professional learning to a coordinated implementation plan.

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**Two-Day Planning Workshop\*** Single School: **\$5,250** | District: **\$6,250** | Virtual: **\$4,250**

The **Growth Partner pathway**, led by [Kevin Walker](#), adds dedicated planning time so school or district teams can translate professional learning into a sustainable family engagement strategy. Participants work with Kevin to develop practical goals, identify priorities, and create an actionable roadmap for implementation.

## Key workshop objectives and deliverables:

- Outline A Multi-year Family Engagement Action Plan.
- Analyze survey data and first-session feedback.
- Design [impactful family events](#).
- Develop long-term, actionable strategies to strengthen school-family partnerships.
- Define goals, assign responsibilities, and set timelines.
- Build a framework for monitoring, collaboration, and ongoing improvement.
- Four Lifetime Family Engagement Toolboxes (\$5,000 value).
- Virtual follow-up if needed.

**The outcome:** a practical implementation plan—not simply another two days of training.

**Scheduling:** Second day is 3-4 hours. **Typical team size:** up to 75. (\*Includes travel costs).

## District Partner

Scale family engagement across the district with an ongoing Project Appleseed partnership.

A Project Appleseed Partner District makes a commitment to professional development and implementation and receives preferred Toolbox pricing plus ongoing partnership benefits.

- 50% discount on additional **Family Engagement Toolbox** licenses.
- Priority technical assistance.
- [National Family Engagement Day](#) resources.
- [Public School Volunteer Week](#) resources.
- Recognition as a Project Appleseed Partner District.
- Annual implementation support.

**Partner District commitment:** professional development, districtwide family engagement planning, encouragement of school-level implementation, and participation in Project Appleseed engagement initiatives.

## Family Engagement Toolbox™

Ready-to-use resources for building stronger, more consistent partnerships with families.

### Toolbox resources include:

- [Parent Engagement Pledge](#) (Learning Compact)
- [Parent Engagement Report Card](#)
- Family, Community and Engagement Guides
- [Six Slices](#) planning resources
- Strategies for Engaging Families
- [Parent Activity Handbook](#)
- [Red Carpet Treatment](#) materials

### Toolbox License Pricing Per School

| LICENSE         | REGULAR PRICE | PARTNER DISTRICT |
|-----------------|---------------|------------------|
| <b>1 Year</b>   | \$500         | <b>\$250</b>     |
| <b>2 Years</b>  | \$650         | <b>\$325</b>     |
| <b>3 Years</b>  | \$800         | <b>\$400</b>     |
| <b>4 Years</b>  | \$950         | <b>\$475</b>     |
| <b>Lifetime</b> | \$1,250       | <b>\$625</b>     |

## The Project Appleseed Pathways

| PATHWAY                                     | INVESTMENT             | PRIMARY PURPOSE                |
|---------------------------------------------|------------------------|--------------------------------|
| <a href="#">1&amp;2 Hour Toolbox Launch</a> | <b>\$1,250–\$1,750</b> | Start using the Toolbox        |
| <a href="#">One-Day Essential Partner</a>   | <b>\$3,500–\$4,750</b> | Build a schoolwide foundation  |
| <a href="#">Two-Day Growth Partner</a>      | <b>\$5,250–\$6,250</b> | Plan for implementation        |
| <a href="#">District Partner</a>            | <b>Custom</b>          | Scale and sustain districtwide |

## What Your Team Will Develop

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**A stronger understanding of the importance of family engagement and its connection to student success.**

- Practical strategies for communication, collaboration, and welcoming families.
- Knowledge of Project Appleseed's [Six Slices of Family Engagement](#) and core engagement tools.
- A clearer pathway from individual activities to coordinated school improvement.
- Staff confidence and capacity to build lasting school-family relationships.

## Who Should Participate?

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**Project Appleseed encourages building-level teams that include school staff and family/community members, along with district leaders and educational partners.**

- School administrators
- Teachers
- Counselors
- Parent liaisons
- Parent leaders
- Support staff
- Parents
- Community members



### Ready To Take The Next Step? \_\_\_\_\_

Place your order using the attached **Professional Development & Partnership Order Form** or contact us to discuss your school's or district's goals and select the pathway that fits your readiness.

- Contact Ruby Carey at [rubycarey@projectappleseed.org](mailto:rubycarey@projectappleseed.org)
- [Email us](#) to place an order, request a quote, or get answers to your questions.
- Order online: [projectappleseed.org/online-store](https://projectappleseed.org/online-store)
- Call us at (314) 292-9760

**Project Appleseed, 520 Melville Ave % Side Street, St. Louis, MO, 63130**



**Project Appleseed**  
the national campaign for public school improvement

# Professional Development & Partnership Order Form

**Family Engagement • Professional Development • Implementation**

Complete electronically and email to [headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org) or mail to:  
Project Appleseed • 520 Melville Avenue c/o Side Street • St. Louis, MO 63130-4505

## 1. SELECT A PROFESSIONAL DEVELOPMENT PATHWAY (Workshops are led by Kevin Walker)

- |                                                                     |                                                                                   |
|---------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> 1-Hour Toolbox Launch — \$1,250            | <input type="checkbox"/> One-Day Essential: District / Multiple Schools — \$4,750 |
| <input type="checkbox"/> 2-Hour Toolbox Launch Plus — \$1,750       | <input type="checkbox"/> Two-Day Growth: Virtual — \$4,250                        |
| <input type="checkbox"/> One-Day Essential: Virtual — \$2,750       | <input type="checkbox"/> Two-Day Growth: Single School — \$5,250                  |
| <input type="checkbox"/> One-Day Essential: Single School — \$3,500 | <input type="checkbox"/> Two-Day Growth: District / Multiple Schools — \$6,250    |

## 2. TWO-YEAR MEMBERSHIP

- |                                                       |                                                         |                                                                   |
|-------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> School Membership — \$150.00 | <input type="checkbox"/> District Membership — \$300.00 | <input type="checkbox"/> State & Regional Membership — \$1,000.00 |
|-------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------------------------|

## 3. PARTNER DISTRICT & TOOLBOX LICENSES

- ☐ I would like to become a Project Appleseed Partner District.

Additional Partner District schools:

- License term:
- |                                          |                                           |                                          |
|------------------------------------------|-------------------------------------------|------------------------------------------|
| <input type="checkbox"/> 1 Year — \$250  | <input type="checkbox"/> 2 Years — \$325  | <input type="checkbox"/> 3 Years — \$400 |
| <input type="checkbox"/> 4 Years — \$475 | <input type="checkbox"/> Lifetime — \$625 |                                          |

## 4. WORKSHOP & ORDER DETAILS

|                |                      |                |                      |                      |                      |
|----------------|----------------------|----------------|----------------------|----------------------|----------------------|
| Preferred date | <input type="text"/> | Alternate date | <input type="text"/> | Participants         | <input type="text"/> |
| School / Site  | <input type="text"/> |                | District             | <input type="text"/> |                      |

## 5. CONTACT & PAYMENT INFORMATION

|                       |                      |                               |                      |                      |                      |
|-----------------------|----------------------|-------------------------------|----------------------|----------------------|----------------------|
| First Name            | <input type="text"/> | Last Name                     | <input type="text"/> | Title                | <input type="text"/> |
| School / Organization | <input type="text"/> |                               | Email                | <input type="text"/> |                      |
| Phone                 | <input type="text"/> | Purchase Order (If Available) | <input type="text"/> |                      |                      |

Primary goals / areas of focus

|                      |                      |            |                      |
|----------------------|----------------------|------------|----------------------|
| Authorized Signature | <input type="text"/> | Order Date | <input type="text"/> |
|----------------------|----------------------|------------|----------------------|

### ESTIMATED ORDER TOTAL

Calculated from your selected workshop, licenses, and membership.

## READY TO ORDER ONLINE?

Visit the Project Appleseed Family Success Shop:  
[headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org) • (314) 292-9760

[projectappleseed.org/online-store](https://projectappleseed.org/online-store)