



Project Appleseed Framework

the national campaign for public school improvement
2022 - 2027 Strategic Plan

Our Vision

We envision a future where all public school families in America will be equipped with the knowledge, skills, resources and motivation for effective family engagement.

Our Mission

Project Appleseed strengthens families, schools and communities by making family engagement a systemic, integrated, and sustained school improvement strategy.

Our Goals

1. **Increase** family engagement by promoting parenting with an enthusiasm that inspires the entire community to support every student.
2. **Advance** the importance of evidenced-based family engagement and the positive benefits for students and families.
3. **Improve** communication between families and schools to lift student academic, social and health outcomes.
4. **Decrease** the decline in parent group formation, participation and advocacy that sustains family engagement over time.

STRATEGIC IMPERATIVE A

STRATEGIC IMPERATIVE B

STRATEGIC IMPERATIVE C

STRATEGIC IMPERATIVE D

Expand our reach to K-12 Title I public school families with school-aged children.



Integrate the use of technology to put helpful information & resources at parents' fingertips.



Strengthen programs, through the adoption of effective research, innovation & continuous quality improvement.



Grow the staff to meet expansion needs. Strengthen and cultivate organizational excellence.



OBJECTIVES

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1. By 2024, secure corporate & philanthropic partnerships to support implementation of the Family Engagement Toolbox in 10,000 Title I middle and high schools - representing 5 million students with 2.5 million families.
2. By 2025, expand National Parental Involvement Day and Public School Volunteer Week to reach 30,000 public schools with 15 million students and 8 million families.
3. By 2027 increase parent volunteers by 50% in Title I school communities employing the Parental Involvement Toolbox.
4. By 2027 expand program implementation to strengthen PTA/PTO's in individual schools.

1. By 2022, establish the best mechanisms for directly communicating to parents, and families.
2. By 2023, Project Appleseed staff have cultivated expertise around home-school communication issues and disparities.
3. By 2024 develop an engaging video series to support parent learning and skills.
4. By 2025 develop a mobile application designed to recruit family volunteers, organize parent groups and help parents integrate learning into real-life contexts.

1. By 2024, develop a refined program model that provides an opportunity for scaling up Project Appleseed's reach.
2. By 2026, establish a mechanism to hear from youth, parents, and families to inform Project Appleseed's strategies.
3. By 2027, Project Appleseed expertise is framing the national discussion on parent involvement and family engagement.

1. By 2022, develop a workforce plan that articulates staffing goals to achieve Project Appleseed's mission.
2. By 2023, create a staff professional development program to increase the job-related knowledge and skills of all staff.
3. By 2023, establish and maintain an organizational culture and climate that values all employees, practices mutual respect, and supports high performance.

Each Objective is supported by activities critical to the execution of the plan.



Project Applesed Strategic Approach

We expect that if accomplished, these activities will lead to the following systemic changes.

INPUTS

OUTCOMES

IMPACTS

SCHOOL-BASED INTERVENTION

- Utilize the Family Engagement Toolbox to recruit family engagement
- Disseminate the Parent Engagement Pledge and Report Card to all families.
- Advance staff development with the Traveling Workshop & Parental Involvement Toolbox Training.

POLICY, COMMUNICATION, AND PARTNERSHIP

- Promote activities and partnerships thru National Parental Involvement Day & Public School Volunteer Week
- Use technology to put helpful information and resources at parents' fingertips
- Advocate for authentic family engagement policies and metrics
- Seed growth of PTA/PTO chapters & local parent-school organizations

RESEARCH AND DEVELOPMENT

- Evaluation and translation of effective interventions.
- Development of new strategies
- Investigation of emerging family engagement issues

SHORT-TERM OUTCOMES

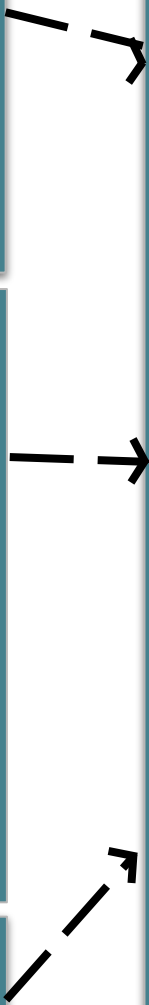
- Increase # of educators and parents in school communities who are trained in family engagement
- Increase educator and parent knowledge on how to become involved in children's education.
- Build or strengthen local collaborations at each school site to promote and sustain parent involvement
- Increase awareness of and commitment to family engagement and its sustainability

LONG-TERM OUTCOMES

- Increased awareness of and commitment to family engagement and its sustainability
- Increased parents' levels of involvement in their children's education – parents work closely with school systems and seek leadership positions
- Established family engagement program sustainability

IMPACTS

- Increased student success
- Increased school success
- Community capacity to advocate effectively for better schools



Monitored through Program Evaluation