



# Activity Planning Guide

National Parental Involvement Day<sup>tm</sup>  
Public School Volunteer Week<sup>tm</sup>

## **Project Appleseed**

the national campaign for public school improvement



July 2022

Dear Educators, Parents, Grandparents and Caring Adults:

November 17, 2022 is the 28th Annual National Parental Involvement Day (NPID). This day provides an excellent opportunity for our nation to demonstrate its support for parents. Moreover, it is a wonderful opportunity to educate the public on the seriousness of family engagement in America's public schools.

Project Appleseed would be honored if your school would recognize November 17, 2022 as National Parental Involvement Day. The event is held annually on the third Thursday of November during American Education Week. We ask that your public school lend official recognition to the important work of educating the public on family engagement, as well as emphasize your personal commitment to parents, grandparents and caring adults with students in public schools.

Since 1993, Project Appleseed has been an effective advocacy organization that engages public schools and families by mobilizing millions of volunteers, building responsibility and promoting accountability. The effect of our efforts are clear: academic achievement rises in tandem with parental involvement.

We created National Parental Involvement Day in 1994 to recognize the valuable role parents play in school improvement. In 1994 we also worked with the White House and Congress to pioneer the original parental involvement provisions in Section 1118 of Title I of the Elementary and Secondary Education Act - which are now part of the Every Student Succeeds Act. In 1997 we created Public School Volunteer Week to thank parents and recognize their involvement.

I have enclosed a few Tweets and proclamations from previous years. They might help you compose the appropriate response for your National Parental Involvement Day recognition. If you or your staff have any questions concerning the request please email us at [headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org) or call us at (314) 292-9760.

Thank you for your consideration of this special request.

Sincerely,

A handwritten signature in purple ink that reads "Kevin Walker". The signature is fluid and cursive.

**Kevin Walker**  
President & founder



28th Annual

## National Parent Involvement Day

Thursday, November 17, 2022

**What:** Schools host a new event on (or move an existing event to) National Parent Involvement Day, Thursday, November 17, 2022, to honor the powerful contributions that parents and caregivers make to support the success of students.

**Where:** All Pre-K - 12 public schools in the United States.

**Who:** Educators, parents, caregivers, community members, clergy, business partners, and volunteers.

**Why:** To reinforce awareness of the invaluable role that parents/caregivers and community play in supporting student learning and public education, and honor their contributions to student success.

<b>TIMELINE</b>	
Oct. 2022	<ul style="list-style-type: none"> <li>• This resource packet is provided to help generate event ideas.</li> <li>• Meet with the principal and parent group leaders to discuss possible ideas.</li> <li>• Plan to solidify your event by the end of October.</li> </ul>
By Nov. 9	<ul style="list-style-type: none"> <li>• Plan the event and mobilize volunteers.</li> </ul>
Nov. 10 Week	<ul style="list-style-type: none"> <li>• Finalize event preparations.</li> </ul>
<b>Nov. 17, 2022</b>	<ul style="list-style-type: none"> <li>• <b>Schools celebrate National Parent Involvement Day.</b></li> <li>• Participants submit photos and a brief description of their National Parent Day event to be published on project appleseed.org.</li> <li>• Post your event to Facebook, Twitter and Instagram with the hashtag <b>#NationalParentalInvolvementDay</b></li> </ul>
Nov. 21, 2022	<ul style="list-style-type: none"> <li>• 150 Days of Family Engagement! Countdown begins with 150 days between National Parental Involvement Day and the 25th Annual Public School Volunteer Week, April 17-21, 2023.</li> </ul>

### Background:

Over forty years of research indicates that when parents are strategically involved in children's learning at school and at home, student achievement significantly improves and schools are more effective. Since 1994 National Parental Involvement Day forms part of the weeklong observation known as American Education Week. National Parental Involvement Day celebrates public education and honors parents who make a difference in ensuring that every student receives a quality education. Questions? Reach us by email at [headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org) or call us (314) 292-9760.

# Ideas for Family Engagement Activities

Plant the seeds of school improvement in your local schools with activities for your families every week of the school year! Below we have 30 family engagement activities, events and strategies with a focus on the 150 days between [National Parental Involvement Day](#) in November and [Public School Volunteer Week](#) in April.

## Activity 1. [Parental Involvement Toolbox](#)

The Parental Involvement Toolbox is a family engagement program designed for schools that want to mobilize family engagement to improve student outcomes. Each Toolbox [Parental Involvement Pledge](#) and [Parental Involvement Report Card](#) are branded with each school's logo's for distribution to every student and family. Schools organize parent responsibility with an effective model that is [research-based](#), meets district, state and [Title I ESSA](#) mandates.

How much economic value does the Toolbox add to your schools? Some 43% of K-12 parents volunteer at school according to U.S. Department of Education [data](#). Independent Sector has announced that the estimated value of a volunteer hour in the United States reached **\$28.54** in 2020, up from \$27.20, or 4.9 percent, in 2019. Each parent who takes the Parental Involvement Pledge is generating \$272.00 in volunteer impact. Imagine if 43% of the families in your community volunteered in your schools by taking the Pledge! The value far exceeds the cost a \$400.00

**The Toolbox contains our learning compact - [the Parental Involvement Pledge and these valuable tools to help you reach all families in your community](#):**

1. Parental Involvement Pledge & Parental Involvement Report Card.
2. Events and Activities: National Parental Involvement Day & Public School Volunteer Week.
3. The Red Carpet Treatment - Welcome Atmosphere Walk-Through
4. Six Slices of Parental Involvement Planning Guides and Resources.

## Activity 2. Getting Started

### Ask Families to Take the Pledge!

Distribute Project Appleseed's [Parental Involvement Pledge](#) learning compact which asks parents to volunteer 10 hours each in their local school and spend 15 minutes each night reading with their children. Sending the Pledge home with students will get a response rate of about 25%--or less. Asking parents to take the Pledge during their [parent teacher conference](#) will get a response rate approaching 80%.

Constantly ask parents to take the Pledge at every opportunity. Use Project Appleseed's web site as a place in which parents can take the Pledge or [Report Card online](#). The web site will print a hard copy for the school and parent. Once parents take the Pledge--CALL THEM and get them involved!. [Download pdf](#)



## Activity 3. Give Families the Red Carpet Treatment!

Educators can prepare the school for families with the [Red Carpet Treatment](#). This tool is our family friendly walk through process and it is part of the [Parental Involvement Toolbox](#). The Red Carpet Treatment is an opportunity to meet as a team in order to identify ways in which the school can create a more welcoming environment for families. Parents, including parents of children with disabilities, community members, school board members, educators, and administrators are asked to consider looking at the school through the lenses of all of the families who attend that school.

## Activity 4. Getting Started

Parental Involvement [Checklist](#) for an effective parent-school partnership on Project Appleseed's web site is a great way to start improving your school's parent-school partnerships. Asking the right questions can help you evaluate how well your school is [reaching out to parents](#). Which partnership practices are currently working well at each grade level? Which partnership practices should be improved or added in each grade? How do you want your school's family involvement practices to look three years from now?

## Activity 5. Host an [open house](#)

Swing open the [school doors for parents and community members](#). Hold it in the evening or on the weekend so that more people can attend. At open house, ask every family to bring a member of the community to the picnic who did not have kids in the school. It provides parents with an opportunity to see the school first hand and feel more comfortable with the idea of getting involved.

**Diamond Torres**  
@MsDiamondTorres

Inviting all Lindsay Families to join us for our Virtual Holiday Lunch & Learn on Nov. 19th for #NationalParentalInvolvementDay! Kits available on Nov. 17th! 🍁🇺🇸🇨🇦🇨🇦 @CheveseThomas @HCS\_Title

Lindsay Middle School Presents

# Virtual Holiday Lunch & Learn

Thursday, November 19, 2020  
12:00 p.m. - 12:30 p.m.

Treat the kids to a fun lunch for National Parental Involvement Day, right at home!

**Holiday Lunch & Learn Kit Contains:**  
The Darkest Minds Book  
Literacy Cube  
Jason's Deli Kid Cash

Pick-up the kit from Ms. Torres on Tuesday, November 17 from 2:00 p.m. - 4:00 p.m. at the Lindsay MS bus loop. Zoom link available via Parent Square

HCS does not discriminate on the basis of race, color, national origin, sex, disability, age or other protected classes in its programs, services and all its other practices equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the above described policies: Sheldene D. Ruff, Executive Director, Human Resources, One Franklin Street, Hampton, VA 23060 757-701-5000.

4:53 PM · Nov 13, 2020 from Hampton, VA · Twitter for iPhone

**Everett PTSA Council**  
@EverettPTSA

In celebration of Public School Volunteer Week this week, we want to say "THANK YOU!" to all of our great local PTA leaders!

10:01 PM · Apr 22, 2021 · Twitter Web App

## Activity 6. Breakfast or Coffee & Pastries

Host an event to announce a new PTA or to boost membership in your PTA. The PTA is a key organization to connect parents, especially new parents to your school with other parents and community members.

- Set up tables to [welcome families](#) and community members to your school. Make available membership forms to enroll new PTA members.
- Make special name tags for members that say, "Ask me about the PTA" or "Join the PTA Today."
- Provide "Welcome Bags" with school information, PTA brochures, and goodies gathered from local businesses or organizations. Include a bookmark with the dates of PTA meetings and special PTA sponsored school events.
- Have a chart with a list of volunteer opportunities so parents can [take the Pledge](#) and sign up to help. Man the table with a volunteer to encourage sign-ups!

## Activity 7. Celebrate Reading

Find ways to make reading a fun part of everyday life. Community literacy might be a focus of your [National Parental Involvement Day](#) & [Public School Volunteer Week](#) activities. Hold storytelling nights, guest author and poetry readings, read-aloud programs, dramatic readings, book fairs and book drives, a read-a-thon or a book report festival, family literacy nights, or other literacy activities for the whole community. Work with local colleges and universities to help get work-study students and other college students into the schools as [reading tutors](#). Older students, such as Girl Scouts, can also work as reading tutors for younger students.



LINDENjES4  
@LINDENjES4

Ms. Barandica's kindergarten Ss celebrated Public School Volunteer Week with a special visitor! Lt. John Mekovitz @90MEK97 read them a story about police officers & gifted both the virtual & in-person Ss with a bag of goodies! 🍪 #WeRoarAtSchool4 @suzanne\_olivero @LindenSupe

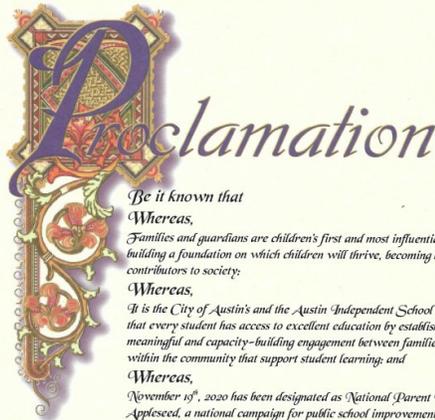


Linden Schools

10:07 AM · Apr 20, 2021 · Twitter for iPhone

### Activity 8. Issue A Proclamation!

Promote your event with official recognition. Ask your school board, mayor, city council, state representative or governor to issue a [proclamation](#) celebrating Project Appleseed's National Parental Involvement Day (Third Thursday in November) and Public School Volunteer Week (Third Week of April) to highlight the value of parental involvement in your schools.



Be it known that

Whereas,

Families and guardians are children's first and most influential teachers, and are critical to building a foundation on which children will thrive, becoming life-long learners and meaningful contributors to society;

Whereas,

It is the City of Austin's and the Austin Independent School District's collective commitment that every student has access to excellent education by establishing and maintaining effective, meaningful and capacity-building engagement between families, schools, and valued partners within the community that support student learning; and

Whereas,

November 19<sup>th</sup>, 2020 has been designated as National Parent Involvement Day by Project Appleseed, a national campaign for public school improvement; and

Whereas,

Today is dedicated to honoring, recognizing and expressing gratitude to AISD families, volunteers, mentors, leaders and community partners who give their time, talent and energy to strengthen Austin ISD Schools, with support from the Austin Council of PTAs, Austin Ed fund and more;

Now, Therefore,

I, Steve Adler, Mayor of the City of Austin, Texas, do hereby proclaim

November 19<sup>th</sup>, 2020

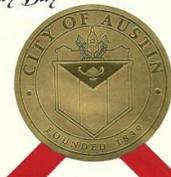
as

Family and Community Day

in Austin,

In witness whereof, I have hereunto set my hand and caused the seal of the City of Austin to be affixed this 19<sup>th</sup> Day of November in the Year Two Thousand Twenty

Steve Adler, Mayor, City of Austin



### Activity 9. Family Math Night

This middle school event invites parents and students to visit various interactive stations to work and play together (sometimes competing) to solve mathematics-based problems aligned to state math standards. Students help the teachers to set up each rotation with games or activities, such as: practicing math facts using Pringles cans, playing bingo, arranging tangrams and many others.

### Activity 10. Shine-A-Light Night

Create an event to showcase all of the extracurricular programs at your school (and in your community) such as clubs, athletics and honor groups that enrich classroom learning and provide students new ways to develop their interests and talents. Shine a light on all of the opportunities for students and families to get involved. Examples include sport team demos, cheer groups, band, chorus, clubs, robotics, dance, drama, afterschool programs, and community partnership services and resources.

### Activity 11. Family Fitness Night

Join with families to identify health promotion projects in the community that could involve parents. For example, invite family members to participate in [physical activities](#) at school or in the community, such as runs or walkathons. Kick off National Parental Involvement Day & Public School Volunteer Week with a [special welcome](#) for new students and families in the community. Host discussions about how parents can support [healthy behaviors](#) at home. Such discussions might be held at [open houses](#) and [back-to-school nights](#), at parent meetings, and during [parent-teacher conferences](#). Reaching students with the message about the importance of fitness isn't enough. Go for the gold with events designed to bring in students and their families too. Involve the Physical Education teachers to plan physical activities in the gym like karate, kick-boxing, aerobics, dance, yoga, Pilates, hip hop, Zumba, and body sculpting. In the main hallways provide information tables work with a local community clinic to bring their bus and provide free health screenings for families. Especially popular with students are the opportunities to try physical activities.

## Activity 12. Mentoring and Tutoring

Launch a community [mentoring](#) program where parent volunteers and college students mentor high school and middle school students who, in turn, can mentor elementary school students. Mentoring can involve learning math and science - key gate opening courses for college - going to a museum, community service activities, recreational activities such as a mentor basketball league, [tutoring and homework](#) help.



## Activity 13. Use the School

Make school facilities available for use by community organizations that will host activities for students and their parents outside of school hours. The National Policy and Legal Analysis Network to Prevent Childhood Obesity ([www.nplanonline.org](http://www.nplanonline.org)) offers free resources on using school facilities for community use and developing joint agreements.

## Activity 14. Brown Bag Lunch

Administrators invite parents and community members to chat and build partnerships while bringing their own brown bag lunch, and to help keep everyone informed about the school and student learning. Topic ideas: Making families feel welcome by conducting a fun team building activity.

## Activity 15. Organize a rally or a parade

Often, communities with large [events](#) have a steering committee of various interested community and school leaders, such as the school superintendent, the mayor, school board members, city council members, local business people, and representatives from organizations such as the Chamber of Commerce, the YMCA/YWCA, the United Way, the Boys and Girls Club, Kiwanis and Rotary Clubs, and the Urban League.



Pre-Covid throwback: National Parental Involvement Day 2019 - Education Secretary, Miguel Cardona, former Connecticut state supt., presents moms with SERC Award for family advocacy.

## Activity 16. Awards

Present an honorary award to parents, a community leader or a local government official in recognition of his or her contribution to education in your community. Awards could be based on the level of involvement community members have given to the school. Celebrate with recognition ceremonies for teachers, students, parents, and community and religious organization volunteers who have made a long-term commitment to children's learning to inspire more people to jump in and get involved.

## Activity 17. Inventory Volunteer Interests

Quiz potential volunteers about the talents, skills, and time they are willing to share using the Inventory of Volunteer Interests in Step 3 of Project Appleseed's [Parental Involvement Pledge](#). Invite parent volunteers to lead lunch-time walks, weekend games, and after-school exercise programs in dance, cheerleading, karate, aerobics, yoga, and other activities that show their skills and talents. For example, a parent who is a personal trainer might be willing to volunteer at a health fair, or a parent who is a gardener might be willing to start a school garden.



## Activity 18. Gather Family Opinions

Provide open lines of communication for receiving comments and suggestions from parents on health-related topics, and build the school's capacity to route this information to the intended persons. Establish multiple mechanisms for gathering opinions from parents, students, and teachers, such as on-site suggestion boxes, annual parent surveys, random-sample parent phone surveys, parent/teacher focus groups, and school-sponsored parent blogs.

## Activity 19. Promote Healthy Behaviors

Suggest ways parents can make family outings fun learning experiences and promote healthy behaviors (e.g., picking fruit or hiking). Ask parents to engage their children in health-related learning experiences, such as cooking dinner and packing lunch together, shopping for healthy foods, and reading labels on over-the-counter medicines.

Our partner at the Centers for Disease Control and Prevention (CDC) joined with Project Appleseed to release resources on parent engagement in school for the 18th annual [National Parental Involvement Day](#).

The guides are provided as a free tool in the [Parental Involvement Toolbox](#). Drawing from research and best practices from schools across the country, the CDC collaborated with key partners to create the strategies found in [Parents for Healthy Schools](#) to give schools a framework for parent engagement. There are three aspects of the parent engagement framework:

1. Connecting with parents thru the [Parental Involvement Pledge](#) learning compact.
2. Engaging parents in school health activities.
3. Sustaining parent engagement in school health.

## Activity 20. Traveling Family Engagement Workshop

Train administrators, staff and teachers to develop family-based education strategies that involve parents. [Workshop on family engagement](#) could be good for your school. Whether you're a brand-new or seasoned educator or parent leader, we have the evidence-based knowledge you need to get up to speed, perform at your best, and get the most out of parents. Project Appleseed provides an economical opportunity to bring [Kevin Walker](#) - our founder and a national parent leader - to your school community. Mr. Walker will help you engage families in by nurturing relationships with parents and families.



## Activity 21. Home-to-School, School-to-Home Communication

Use a variety of verbal and face-to-face communication methods, such as the [Internet](#), phone calls to home, automated phone system messages, [parent-teacher conferences](#), meetings, school events, radio station announcements, local access television, television public service announcements (PSAs), conversations at school, and regular parent seminars to communicate with parents about health topics and issues.



## Activity 22. Offer Variety

Vary the events volunteers can participate in. Invite [parent volunteers](#) to lead lunch-time walks, weekend games, and after-school exercise programs in dance, cheerleading, karate, aerobics, yoga, and other activities that show their skills and talents. For example, a parent who is a personal trainer might be willing to volunteer at a health fair, or a parent who is a gardener might be willing to start a school garden.

## Activity 23. Evaluate Your Efforts!

X-ray your efforts to see how they're going. It's important to evaluate what you're doing to find out if you are achieving your aims, and how you can improve your efforts. An evaluation can be as simple as asking people what they think or conducting a short survey. Don't let problems go unattended. If something is not working, get a group together to problem-solve and figure out a better way. Taking the time to reflect on what's happening will be worth it in the long run when you see sustained success and true collaboration in place!

## Activity 24. Involve Parents in Choosing Health and Physical Education Curricula

Yell about your efforts to involve parents in choosing health and physical education curricula with the help of tools such as the [Health Education Curriculum Analysis Tool](#) (HECAT) ([www.cdc.gov/healthyyouth/hecat](http://www.cdc.gov/healthyyouth/hecat)) and the [Physical Education Curriculum Analysis Tool](#) (PECAT) ([www.cdc.gov/healthyyouth/pecat](http://www.cdc.gov/healthyyouth/pecat))

## Activity 25. Come to School With Your Student Day

This event is similar to one that many secondary schools organize every year where parents and caregivers "shadow" their student at school, spend time in the classrooms observing actual instruction time and join their child for lunch in the cafeteria.

## Activity 26. Celebrate Dads' Involvement

Fathers want to be involved, but they aren't necessarily going to respond to traditional parent group roles. Use this day to engage more fathers in their children's education and make sure to welcome any male role models who are involved with a child, such as uncles, older brothers, grandfathers, coaches, and stepfathers."



## Activity 27. Parent Involvement Policy Meet

Initiate a [parent involvement policy](#). Start with Project Appleseed's [learning compact](#), [the Parental Involvement Pledge](#). The Pledge provides a great opportunity to convey a school's commitment to involving families and the community. Set up a parent resource center where families can come to get more information on topics of interest and where families can meet and talk with one another and with school staff.

## Activity 28. Brand and Communicate Your School's Event

Name your National Parental Involvement Day & Public School Volunteer Week after your school or community (In Topeka, name the event Topeka Parental Involvement Day and Topeka Public School Volunteer Week). Use a variety of communication methods, such as flyers, memos, banners, signs, door hangers, newsletters, report cards, progress reports, post cards, letters, monthly calendars of events, Web sites and Web boards, text messaging, and e-mail messages to communicate with parents about [health-related](#) topics and issues.



As we mark the start of Public School Volunteer Week, we express our heartfelt gratitude to the countless parents and community members who support our schools and promote student success.



← Tweet



11:07 AM - Apr 19, 2021 - [Twitter Web App](#)



Alberto M. Carvalho  
@MiamiSup

Parental involvement leads to improved student achievement, reduces absenteeism and transforms schools. Get involved with the [@mdccptapsa](#) today! [#NationalParentalInvolvementDay](#)



6:15 AM · Nov 16, 2017 · [Sprout Social](#)

## Activity 29. Theme-based Student Essays

Students may participate by writing an essay, poem, or thank you letter sharing how their parent(s) or caregiver(s) have supported them in school, learning, and/or life. These can be shared/showcased with families in a variety of ways on the day of the event.

## Activity 30. Game Night

Ask families to bring their favorite board games to play together. You might also call local stores to donate games for this event. Provide a light dinner or dessert night. Some easy and fun ideas are any type of card games (Uno, Go Fish, War, etc.), Pictionary, Charades, Dominoes, Connect 4, etc.



Sample press release

Contact:

## National Parental Involvement Day

St. Louis, MO, – Project Appleseed, the national campaign for public school improvement, is celebrating the 29th Annual #NationalParentalInvolvementDay on November 17th, 2022. The event encourages schools and families to engage, honor and highlight the powerful contributions parents and caregivers provide at school and home to support student success. However, [parental involvement](#) shouldn't be confined to just one day – it should be emphasized [all year long](#).

“There are 150 days between Project Appleseed's 28<sup>th</sup> annual National Parental Involvement Day on November 17, 2022 and the 27<sup>nd</sup> annual Public School Volunteer Week, April 17-21, 2023. We want to crowdsource the best family engagement practices in America. Each week on Twitter and Facebook we will highlight potent ideas and best practices from schools across the nation using the hashtag #150Days. Educators and parent leaders, please send us your best ideas so that every school can adopt your best practice,” said Kevin Walker, president and founder of Project Appleseed.

“Public school parents should take immense pride when volunteering in our children's and grandchildren's schools. Giving of our time, talent, and effort adds up to real dollars. Volunteerism empowers people to support schools they care about. When change makers work together to tackle tough problems in education, our communities become a better place,” said Walker.

Project Appleseed signature events, National Parental Involvement Day and Public School Volunteer Week, are recognized and celebrated annually in more than 20,000 schools nationwide. The events engage and honor over three million family volunteers who are helping their schools, serving their school communities and providing their expertise. These parents, grandparents and caring adults volunteer more than 60 million hours of their time with an estimated value of \$1.4 billion.

Independent Sector has announced that the estimated value of a volunteer hour in the United States reached \$29.95 up from \$28.54 in 2021. That figure shows the incredible contributions volunteers make to our schools and communities.

Project Appleseed, a Missouri-based nonprofit, first launched National Parent Involvement Day, 24 years ago. Since then, districts across the nation have designated the third Thursday in November to celebrate parent involvement and hold events of various types to mark the occasion. For some ideas on how you can get involved in your student's learning and for tips on how to plan the perfect National Parental Involvement Day event for youth in your community, visit our web site at <http://www.projectappleseed.org> and visit us on Twitter.

###

## Cardona presents moms with award for family advocacy on National Parental Involvement Day

Throwback: Bethel parent Sally Ajello was recognized Thursday, Nov. 21, 2019, **National Parental Involvement Day**, with the Connecticut Parental Involvement Recognition Award. From left to right: Lauren D. Johns, project specialist at SERC; **U.S. Secretary of Education and former state Commissioner of Education Miguel Cardona**,; Christina Calabro, executive director of WeCAHR; Sally Ajello; Ingrid M. Canady, SERC executive director

---



Two local mothers who have advocated for children and families were honored Thursday for their efforts.

Sally Ajello, of Bethel, and Elizabeth Quinonez, of Danbury, were among 11 people in the state who received the Parental Involvement Recognition Award on Thursday.

Quinonez has worked with Danbury's Spanish-speaking immigrant population through United Way of Western Connecticut's early childhood partnership.

She has conducted workshops that focus on the value of parents as a child's first teacher and leads efforts to reduce poverty within the Spanish-speaking community, said Katherine Tucker, of Families Network of Western Connecticut, who nominated Quinonez.

"It was from the relationships that she formed within this community, and her own experience as a parent, that she realized that one of the central issues in our city was a lack of affordable quality childcare," Tucker wrote.

She recruited child care providers, getting 30 family home day care providers trained toward certification within 20 weeks.

Her work helped the organization earn grant funding, including from the Bloomberg Philanthropies Mayor's Challenge.

Ajello, a mother of a son with special needs, has advocated for children in Bethel schools for more than a decade, according to the State Education Resource Center, which presented the awards. This includes fighting for Bethel Middle School students to have access to unstructured recess time before or after lunch.

She is a director with the Bethel Education Foundation and is on the board of the Bethel Youth Football and Competitive Cheerleading organization.

She was nominated by the Western Connecticut Association for Human Rights, or WeCAHR, a Danbury-based organization.

"Sally is a passionate advocate for equitable education in her community and the communities WeCAHR serves," wrote Christina Calabro, executive director of WeCAHR.

The parents accepted the awards from the State Education Resource Center at a ceremony at the state Capitol held on **National Parental Involvement Day**.

Connecticut school leaders, program coordinators and others were invited to nominate parents and guardians who have supported local education, advocated for equity for parents and children, and made a difference in their children's school or community.

Written by Julia Perkins

# Selected highlights from National Parental Involvement Day and Public School Volunteer Week

**Tweet**

**CDC's Division of Adolescent and School Health**  
@CDC\_DASH

Teens who feel connected to family report less [#SubstanceUse](#), fewer STDs, and better [#MentalHealth](#) than other teens. Here's how to increase connectedness at home and in the classroom: [bit.ly/2GKKirM](https://bit.ly/2GKKirM). [#NationalParentalInvolvementDay](#) [#ConnectionisKey](#)



1:38 PM · Nov 19, 2020 · Sprout Social

**Tweet**

**CDC's Division of Adolescent and School Health**  
@CDC\_DASH

Today is [#NationalParentalInvolvementDay](#). Engaged parents help teens make healthier choices. Learn more: [bit.ly/33GVoXR](https://bit.ly/33GVoXR).



8:46 AM · Nov 19, 2020 · Sprout Social

**Tweet**

**Miami-Dade Schools**  
@MDCPS

Parents make a difference in their child's education by being involved. Start today by collaborating with other parents and partnering with school teachers as we celebrate [#NationalParentalInvolvementDay](#).



7:15 AM · Nov 19, 2020 · Sprout Social

**Tweet**

**NYS Education Department**  
@NYSEDNews

It's National Parental Involvement Day! Thank you to all parents who are supporting their children through this challenging time. Check out these learning ideas for families: [bit.ly/2Fkiw1G](https://bit.ly/2Fkiw1G) [#NationalParentalInvolvementDay](#)



9:00 AM · Nov 19, 2020 · Hootsuite Inc.

**Tweet**

**Los Angeles Unified**  
@LASchools

Today L.A.Unified supports National Parental Involvement Day supporting the belief that learning doesn't only happen in a classroom. We encourage parents to help children look for opportunities to experience new places, people and ideas. Photo credit: [familiesleadingchange.org](https://familiesleadingchange.org)



.....

**Tweet**

**Project Applesed**  
@pledgeapplesed

GaDOE celebrates National Parental Involvement Day 2020 with the Family Engagement Month Virtual Awards Presentation!



3:03 PM · Nov 20, 2020 · Twitter Web App

STATE of WISCONSIN  
OFFICE of the GOVERNOR

*Proclamation*

WHEREAS the state of Wisconsin recognizes that what is best for our kids is what is best for our state, and that kids flourish when they are supported by their families and in their school communities; and

WHEREAS research suggests that a student's ability to achieve academic success is tied to consistent levels of parental involvement in their local schools, which is why more than one million family members participate in volunteer opportunities in schools throughout the United States each academic year; and

WHEREAS kids across Wisconsin benefit from the volunteer services of parents and community volunteers in local schools; and

WHEREAS today, the state of Wisconsin joins students, parents, educators, and dedicated community organizations and volunteers throughout our state in recognizing and celebrating parental involvement in their kids' lives and education;

NOW, THEREFORE, I, Tony Danes, Governor of the State of Wisconsin, do hereby proclaim November 14, 2014, as

**NATIONAL PARENTAL INVOLVEMENT DAY**

Throughout the State of Wisconsin and I encourage this observance to all our state's residents.



BY ELECTRONIC SIGNATURE, I have become an original and cannot be denied the great honor of the State of Wisconsin to be affixed. Done in the Capitol in the City of Madison this 12<sup>th</sup> day of November 2014.

*Tony Danes*  
GOVERNOR

By the Governor:

*Douglas LaPallette*  
DOUGLAS PALLETTE  
Secretary of State

STATE of WISCONSIN  
OFFICE of the GOVERNOR

*Proclamation*

WHEREAS the 4th Thursday of November is designated as "National Parent Involvement Day"; and

WHEREAS in excess of one million family members participate in volunteer opportunities in 18,000 schools in all 70 states each school year; and

WHEREAS research indicates a strong correlation between a student's ability to achieve academic success and consistent levels of parental involvement in their local schools, and every school in the State of Wisconsin has benefited from the volunteer services of parents and community members; and

WHEREAS ALLPARENTWORKS, LLC is developing creative approaches to volunteer both parents and community members, and to encourage volunteering in all schools throughout the 2014-2015 school year, in an effort to improve students' academic success;

NOW, THEREFORE, I, Scott Walker, Governor of the State of Wisconsin, do hereby proclaim Thursday, November 20, 2014, as

**PARENTAL INVOLVEMENT DAY**

Throughout the State of Wisconsin, and I encourage this observance to all of our citizens.

By ELECTRONIC SIGNATURE, I have become an original and cannot be denied the great honor of the State of Wisconsin to be affixed. Done in the Capitol in the City of Madison this 17<sup>th</sup> day of July 2014.



*Scott Walker*  
SCOTT WALKER  
GOVERNOR

By the Governor:

*Douglas LaPallette*  
DOUGLAS PALLETTE  
Secretary of State

STATE OF OHIO  
Executive Department  
OFFICE OF THE GOVERNOR  
*Columbus*  
RESOLUTION

WHEREAS, parenting is vital to the success of children and the future of our communities and state; and

WHEREAS, parents provide essential nurturing relationships that are the building blocks for healthy development, and strong families provide safety and security to children which fosters the development of well-adjusted, productive adults; and

WHEREAS, according to research, there is a strong indication between academic achievement and parental involvement in our schools; and

WHEREAS, we commend and encourage the work of parents and caregivers who support and are involved in their child's education; and

WHEREAS, National Parental Involvement Day is an opportunity to remind parents, guardians and caregivers of the importance of being engaged in the academic careers of their children.

NOW, THEREFORE, We, John R. Kasich and Mary Taylor, Governor and Lieutenant Governor of the State of Ohio, do hereby recognize November 20, 2014 as

**NATIONAL PARENTAL INVOLVEMENT DAY**

Throughout Ohio and encourage all Ohioans to join us in recognizing the importance of parental involvement in a child's education.

On this 13<sup>th</sup> day of November, 2014;

*John R. Kasich*  
John R. Kasich  
Governor



*Mary Taylor*  
Mary Taylor  
Lieutenant Governor

BY THE GOVERNOR OF THE STATE OF GEORGIA

**A PROCLAMATION**

**FAMILY ENGAGEMENT MONTH**

WHEREAS: The State of Georgia is committed to excellence in education and recognizes the importance of family participation in the pursuit of such standards; and

WHEREAS: Education is the gateway to a brighter future. When our students succeed, our state succeeds; and

WHEREAS: Family engagement in the education process may take place at school, at home, or in the community; and

WHEREAS: Through active partnerships and by working directly with their children's schools and the community, parents can help to build a solid academic foundation upon which their children can thrive; and

WHEREAS: Partnerships are essential to the success of Georgia's children, and Family Engagement Month provides an important opportunity to promote awareness regarding the vital role that parents and family members have as partners in the education of children of all ages;

THEREFORE, I, BRYAN F. KEMP, Governor of the State of Georgia, do hereby proclaim November 2014 as FAMILY ENGAGEMENT MONTH in Georgia, join in recognizing November 20, 2014 as NATIONWIDE PARENTAL INVOLVEMENT DAY, and encourage families and communities to remain actively engaged in the education of Georgia's students.

In witness thereof, I have become an original and cannot be denied the honor of the Executive Department to be affixed this 20<sup>th</sup> day of August in the year of our Lord, Two Thousand and Fourteen.



*Bill Kemp*  
BILLY KEMP  
GOVERNOR

*Linda K. Fleming*  
LINDA K. FLEMING  
GOVERNOR

## National Parental Involvement Day Focuses On Improving Internet Access

Project Appleseed is calling on parents and schools to identify families in need of free or low-cost Internet connections and computers and assist them in registering for the national program

By Karla Scoon Reid on November 19, 2013

National Parental Involvement Day, on Nov. 21, will highlight a new partnership that aims to provide low-income families with free or discounted Internet access, computers, and training to enable parents to communicate more effectively with their children's teachers and schools.

Project Appleseed, the St. Louis-based nonprofit and founder of National Parental Involvement Day, has joined forces with Connect2Compete, a partnership of IT companies and nonprofits that connect low-income Americans to the Internet. Connect2Compete is a nonprofit organization supported by Comcast, Cox, Freedom Pop, Arrow Electronics and CDI Computer Dealers. It receives financial support from the Knight Foundation, Carlos Slim Foundation, the Wasserman Foundation, Citi, and Microsoft. Read more about Connect2Compete [here](#).

Kevin S. Walker, the president of Project Appleseed, found a quote he gave a publication in 1994 where he boldly predicted: "Cyberspace would tie America's parent constituency together."

Walker added in an interview last week: "It hasn't worked that way."

Instead, he said poor parents have been left out as schools have adopted technology to improve parent engagement efforts, including accessing students' grades online and communicating with teachers via email. Walker said technology also is an essential tool to recruit and organize parents. Using social media and email to connect parents to a school or to rally around a cause can quickly bolster participation.

And teachers in higher-level courses are using technology more frequently in their lessons and to communicate with their students. According to a February poll of Advanced Placement and National Writing Project teachers conducted by the Pew Research Center's Internet & American Life Project:



Karla Scoon Reid is a writer who has covered education reform nationwide, including urban school issues. As the mother of two elementary students in California, she knows the vital role parents play in shaping the future of America's public schools.

- 79 percent of teachers have students access assignments online
- 85 percent of teachers seek opportunities to incorporate digital tools into their instruction

In recognition of National Parental Involvement Day, Project Appleseed is calling on parents and schools to identify families in need of free or low-cost Internet connections and computers and assist them in registering for the national program. Connect2Compete hopes to reach 100 million Americans who do not have home broadband Internet access. About 70 percent of American adults have high-speed broadband access at home, according to a May poll conducted by the Pew Research Center's Internet & American Life Project.

Unlike the federal government's problem-plagued health-insurance website, finding out if a family qualifies for this program is simple, just click here to start. (I tried it.)

For those doubters out there who can't fathom that there are people who don't know how to use a computer or don't have access to one, simply visit a local school. My boys are in elementary school and I've had super tech-savvy teachers who text me during the school day and send photos of my children to me via email. Then, I've had others who disavow email entirely and still cut and paste—with glue and tape, not a computer mouse—their homework newsletters. True story.

Still don't believe me? Watch how nervous and elated this first-time computer user is in this public service announcement from the Ad Council:

## National Parental Involvement Day, CDC to Focus on School Health

Centers for Disease Control and Prevention ([CDC](#)) joined with Project Applesseed to release resources and host events for this year's focus on parent engagement.

By [Michele Molnar](#)

This year, [National Parental Involvement Day](#), on Nov. 15, sheds a spotlight on strategies to engage parents in school health, according to Kevin S. Walker, founder and president of [Project Applesseed](#).

The Centers for Disease Control and Prevention ([CDC](#)) joined with Project Applesseed to release resources and host events for this year's focus on parent engagement in school for the 18th annual parental involvement day.

Parents and schools can start on the [CDC's new landing page](#), where they will find a link to a comprehensive [strategy guide](#) for involving parents in school health. The site also offers fact sheets for educators and parents, a brochure, PowerPoint® slides for promoting parent engagement and a facilitator's guide.

Events will include a webinar called "Engaging Parents to Foster Healthier, More Successful Students" from 2 p.m. to 3:30 p.m. EST on Nov. 14, and a Twitter chat on Nov. 15 from 2:30 p.m. to 3:30 p.m. EST.

The Nov. 14 webinar, hosted by the CDC, will involve a discussion of how parent engagement in school health positively influences the health of children and adolescents. It will feature Joyce Epstein, director of the Center on School, Family, and Community Partnerships and National Network of Partnership Schools at Johns Hopkins University, and Shannon Michael, adolescent health

researcher at the CDC. The speakers will identify evidence-based strategies and actions for engaging parents in school health. For registration information go to: <https://www3.gotomeeting.com/register/876242102>

The Nov. 15 interactive Twitter chat with the CDC's Division of Adolescent and School Health will cover "Getting Parents Engaged in School Health." It will feature Kevin Fenton, Director of CDC's National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention, and subject matter experts Michael and Patricia Dittus, behavioral scientist in CDC's Division of STD Prevention. Again, the discussion will focus on evidence-based strategies and actions for engaging parents in school health. To participate on Twitter, follow #HealthyYouthChat.

"The CDC approached us about partnering on this," Walker said in an interview. "When I saw the engagement guide, I got excited because it has really good research supporting it, since it hooks into Joyce Epstein's six types of family engagement. I looked at the applicability to average parents—would it make sense to them—and it certainly does," Walker said.

Besides being available on the CDC site, the publication will be provided as a free tool in Project Applesseed's [Parental Involvement Toolbox](#).

[Michele Molnar](#), was the associate editor for EdWeek Market Brief, where she covers the K-12 marketplace. November 09, 2012