

Project Appleseed

the national campaign for public school improvement

Family
Engagement
Professional
Development

ENROLL
TODAY!

Family Engagement Professional Development

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Project Appleseed adapted portions of this document from a publication prepared by our partners at the Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Division of Adolescent and School Health (DASH), with conceptual, technical, and editorial assistance from others across CDC and experts from the fields of health, education, and family involvement and engagement. The original document was released as part of Project Appleseed’s National Parental Involvement Day celebration in 2012.

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IRS 501 (c)(3) Nonprofit Organization



ABOUT PROJECT APPLESEED

Project Appleseed organizes family engagement in public schools. We work to improve public schools by building public awareness, celebrating family engagement, advancing policy positions and advising decision-makers on the best practices for creating optimal family and community outreach. The effect of our efforts are clear: academic achievement rises in tandem with parental involvement.

Project Appleseed has promoted family engagement in America's public schools for 30 years. Project Appleseed has been an effective advocacy organization that has mobilized millions of volunteers, built responsibility and promoted accountability — both at school and at home. We serve all schools with a heartfelt focus on low-income and under-served families and schools.

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.

Our Program

Our program and training utilize the **Six Types of Parental Involvement** from Dr. Joyce Epstein's research to engage with families. Our web site has the resources for both educators and parents including the **Parental Involvement Toolbox**, which is our parent engagement program for individual schools and school districts.

The Toolbox contains Project Appleseed's **Family Engagement Pledge** and **Parental Involvement Report Card**, providing an opportunity for parents to formalize their commitment to working with their child's school through a written agreement, which they can complete and take to their parent leader, school secretary, teacher, or principal. The Pledge also includes a survey of parent volunteer interests in which parents can immediately volunteer in school, outside the classroom, and at home.



Our Signature National Events

In 1994 we launched **National Parental Involvement Day** to recognize the valuable role parents play in school improvement. In 1997 we declared **Public School Volunteer Week** to thank parents and recognize their involvement. These are the celebrations in which schools recruit, engage and recognize the services of America's dedicated school volunteers who have offered their time, encouragement, and meaningful contact with students.



Our Approach

Our school improvement strategy is based on the best available research. Project Appleseed believes that family engagement should be **systemic, integrated, and sustained**:

Systemic family engagement is purposefully designed as a core component of educational goals such as school readiness, student achievement, and school turnaround.

Integrated family engagement is embedded into structures and processes designed to meet these goals, including training and professional development, teaching and learning, community collaboration, and the use of data for continuous improvement and accountability.

Sustainable family engagement operates with adequate resources, including public-private partnerships, to ensure meaningful and effective strategies that have the power to impact student learning and achievement. 70



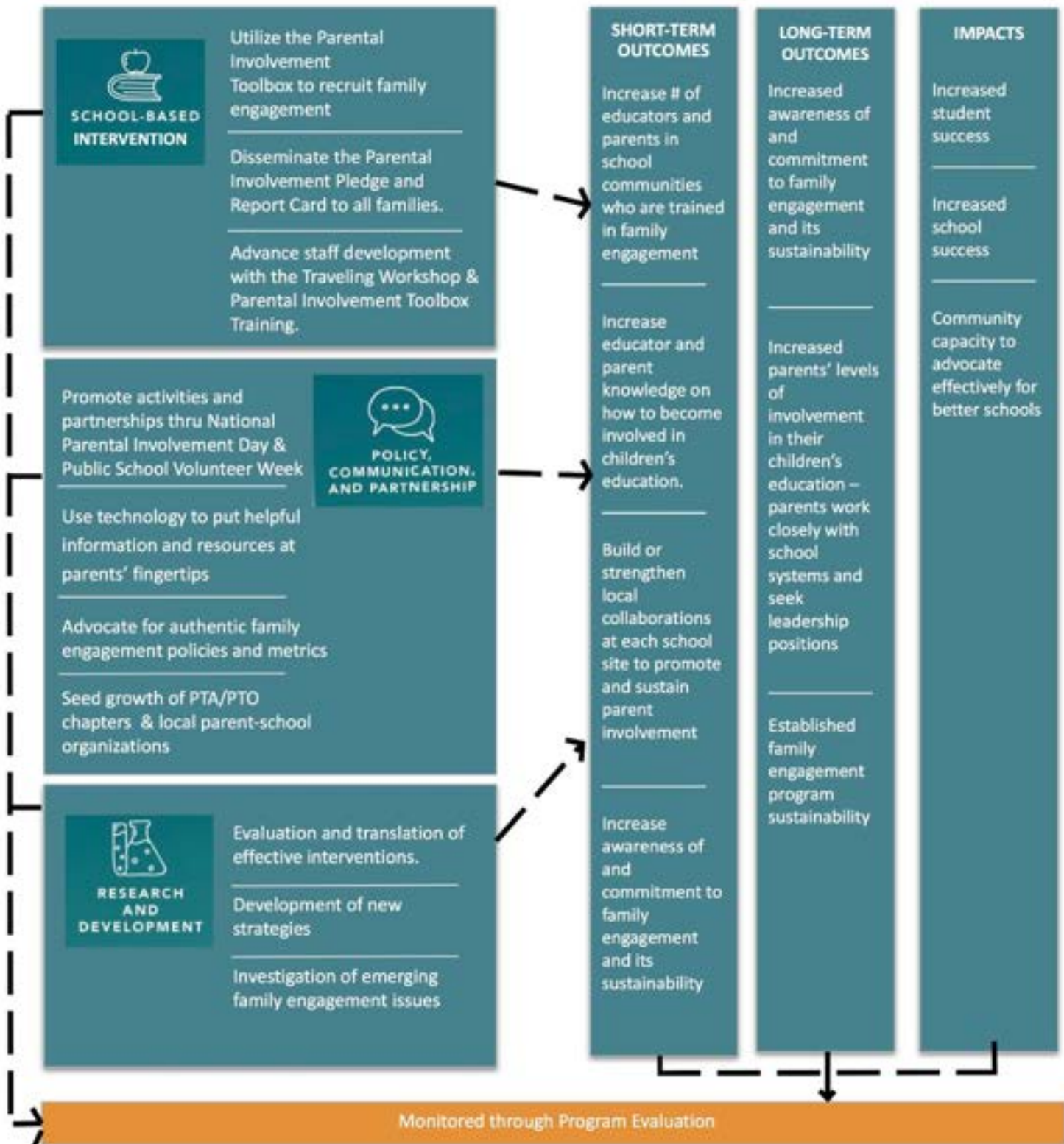
Project Applesed Strategic Approach

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

INPUTS

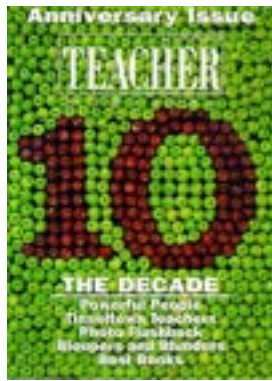
OUTCOMES

IMPACTS



Our History

Project Appleseed was founded by Kevin Walker in 1993. He serves as the organization's president & national director. Under his leadership Project Appleseed was one of the first nonprofits in America to utilize the Internet to build social capital.



As our first national leader, Mr. Walker worked with the Clinton White House and helped pioneer the original parental involvement provisions in the reauthor Title I of the **Elementary and Secondary Education Act** in 1994. Congress

reauthorized the provisions under Title I of No Child Left Behind in 2001 and again under the Every Student Succeeds Act of 2015 . Mr. Walker is the creator of **National Parental Involvement Day** and **Public School Volunteer Week** - two of the oldest family engagement events in the nation. He has been named one of the **Top Ten People** in American Education by *Teacher* magazine and he is the recipient of *Parenting* magazine's Parenting Leader Award.

INTRODUCTION

Children and adolescents are establishing patterns of behavior that affect both their current and future learning and health. Young people are at risk for engaging in tobacco, alcohol, or other drug use, participating in violence or gang activities, and initiating sex at an early age.¹ However, a growing body of research demonstrates that enhancing protective factors in the lives of children and adolescents can help them avoid behaviors that place them at risk.^{2,3}

Protective factors include personal characteristics such as educational or career goals;⁴ life conditions such as frequent parental presence in the home at key times (e.g., after school, at dinner time);³ and behaviors such as involvement in pro-social activities (e.g., school or community sports).⁵ Engaging parents in their children's and adolescents' school life is a promising protective factor. Research shows that parent engagement in schools is closely linked to better student behavior,^{6–9} higher academic achievement,^{10–12} and enhanced social skills.^{2, 9} Parent engagement also makes it more likely that children and adolescents will avoid unhealthy behaviors, such as tobacco, alcohol, and other drug use.^{13–15}

This publication defines and describes parent engagement and identifies specific strategies and actions that schools can take to increase parent engagement in school activities. The audiences for this publication include:

- School administrators
- Teachers
- Support staff
- Parents
- Others who are interested in promoting parent engagement.

Each of these audiences has different but important roles and responsibilities related to garnering support for, and implementing, these strategies and actions.



National Parental Involvement Day 2019 - U.S. Secretary of Education, Miguel Cardona, former Connecticut state supt., presents moms with SERC Award for family advocacy.



DALLAS INDEPENDENT SCHOOL DISTRICT

CELEBRATING NATIONAL PARENT INVOLVEMENT DAY

Below are campus ideas that will honor and highlight the powerful contributions parents and caregivers provide at school and home to support student success. We are requesting each campus to submit a thank you video. (Samples will be provided)



**Monday
November 15, 2021**

Invite parents to join us on Facebook Live @12pm via Facebook @DALLASISDPARENTS and take the Dallas ISD Parent Involvement Quiz!

**Tuesday
November 16, 2021**

Share your Thank You videos on social media. Submit photos and videos to sfuentesponce@dallasisd.org

**Wednesday
November 17, 2021**

Hats Off To Our Parents! Students and staff allowed to wear hats.

**Thursday
November 18, 2021**

Drive-Thru Greetings (drop-off and pick-up)! Faculty, staff, students make signs, posters, cheer, streamers, post to marquee. If possible campus gifts parents with coffee, snacks and/or other treats.

What is parent engagement in schools?

Parents play a significant role in supporting their children’s learning, guiding their children successfully through school processes, and advocating for their children and for the effectiveness of schools. Parent engagement in schools is defined as parents and schools working together to enhance and improve the development of children and adolescents.^{16,17} Parent engagement in schools is a shared responsibility in which schools and other community agencies and organizations are committed to reaching out to engage parents in meaningful ways, and parents are committed to actively supporting their children’s and adolescents’ learning and development.^{16, 17} This relationship between schools and parents cuts across and reinforces children’s health and learning in the multiple settings—at home, in school, in out-of-school programs, and in the community.

For the purposes of this document, the word parent is used to refer to the adult primary caregiver(s) of a child’s basic needs (e.g., feeding, safety). This includes biological parents; other biological relatives such as grandparents, aunts, uncles, or siblings; and non-biological parents such as adoptive, foster, or stepparents. Parents guide the child’s upbringing, which includes the interaction processes between parent and child that contribute to the child’s emotional and social development.

How were these strategies developed?

The strategies and actions recommended in our workshop are based on a synthesis of parent engagement and involvement research and guidance from the fields of education, health, psychology, and sociology. Materials in the review include peer-reviewed journal articles, books, reports from government agencies and nongovernmental organizations, and Web sites. Information from these sources was summarized to identify parent engagement practices in school that demonstrated an impact on students’ academic behaviors. In addition, recommendations were informed by the opinions of expert researchers, public health practitioners, and educators at the Parents as Partners: Strengthening Parent/Family Involvement in School Health Policy and Practice meeting hosted by the National School Boards Association in 2008. This process identified evidence-based strategies and specific actions that can be taken to increase parent engagement in school activities.



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Why is parent engagement in schools important?

Parent engagement in schools can promote positive behaviors among children and adolescents. For example, students who feel supported by their parents are less likely to experience emotional distress, practice unhealthy eating behaviors, consider or attempt suicide, or disengage from school and learning.^{3,18} In addition, school efforts to promote learning among students have been shown to be more successful when parents are involved. For instance, studies have shown that when parents volunteer at their children's school, the likelihood of their children initiating smoking decreases,¹⁴ and the likelihood of their children meeting the guidelines for physical activity increases.¹⁹ In addition, interventions with a parent engagement component have been shown to increase positive health behaviors such as children's school-related physical activity.²⁰

When parents and schools work together, they can deliver clear, consistent messages to children, encourage the development of positive health and academic behaviors among children, encourage children to value education, assist children in getting necessary preventive care, and improve access to resources and support networks. ^{2,13,14, 21}



April is National Volunteer Month, and this week is Public School Volunteer Week. We want to recognize & honor the many volunteers who generously donate their time & talents to support our NC public school communities, staff, students and their families. We appreciate you!



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How can school staff increase parent engagement?

Although relatively little is known about what factors motivate parents to become engaged in their children's education, the primary motivation for parents to become involved appears to be a belief that their actions will improve their children's learning and well-being.²² Therefore, school staff should demonstrate to parents how their children's education can be enhanced by their engagement in school activities. In addition, parents tend to be more involved if they perceive that school staff and students both want and expect their involvement.²³

To increase parent engagement, schools must make a positive connection with parents. Schools should also provide a variety of activities and frequent opportunities to fully engage parents.^{16, 24} Schools can sustain parent engagement by addressing the common challenges to getting and keeping parents engaged.

As illustrated in Figure 1, parent engagement is not a linear process, and the separation between strategies to connect with parents, engage them in school activities, and sustain their engagement is not always distinct or discrete. For example, strategies used to connect with parents might overlap with those used to sustain their involvement, and schools might need to reconnect with parents throughout the school year.

Each school is unique, and it is not possible to develop one prescribed plan for parent engagement that is appropriate for all schools. The actions suggested in this document are not listed in order of priority and are not intended to be an exhaustive list. Some of the actions are small changes in school processes that can be done in the short term with relative ease, whereas others



might be much broader, longer-term goals that require administrative or budgetary changes. Individual schools and school districts should determine which actions are most feasible and appropriate, based on the needs of the school and parents, school level (elementary, middle, or high school), and available resources. Schools should also evaluate their efforts to increase parent engagement to learn which actions have the greatest impact.

Connect with Project Appleseed

School districts and school staff need to *connect* and build positive relationships with parents before they can effectively engage parents in improving school programs and activities. First, it is essential for school staff, parents, and community partners to recognize the advantages of working together to guide children's learning.²⁴
²⁵ This can be accomplished by having a shared school vision for engaging parents in their children's education and communicating that vision to everyone in the school community with

The **Family Engagement Pledge** learning compact. The Pledge can set the school's vision for parent engagement and can set the tone for a positive relationship with parents and the expectations parents have for being involved in school activities. In addition, school administrators should assess the school's capacity to engage parents and establish or enhance policies and procedures for parent engagement by employing the **Parental Involvement Checklist**.

Furthermore, school staff should be prepared to work with parents. School administrators can enhance staff knowledge, ability, and confidence to engage parents by ensuring ample opportunities for professional development on effective parent engagement strategies through Project Appleseed's **Traveling Workshop on Family Engagement or Parental Involvement Toolbox Training**.²⁸ For example, teachers can learn how to involve parents in students' homework or how to reach out to uninvolved parents. Schools might invite community partners to provide professional development in these areas and make staff aware of existing parent engagement resources. In addition, school staff can be given dedicated time to plan and organize parent-friendly activities. Finally, school administrators and school staff should use the **Red Carpet Treatment** to ensure that all parents feel welcomed in the school and should provide a variety of opportunities for them to be involved in school activities.^{29,30}

School administrators might use the **Parental Involvement Report Card** to survey and assess the needs and interests of parents related to academics. The results from such an assessment can inform school administrators about the best ways to communicate with parents and help administrators prioritize the types of activities to implement throughout the school year to increase parental participation. An assessment also can inform school efforts to reach out to and engage parents whose children are at increased risk for chronic diseases and conditions, such as asthma. To ensure that all parents are represented in the assessment, school administrators should consider innovative ways to gather information from parents who are typically less engaged or who might not respond to school surveys.



Workshop & Training

Professional Development

Our in-person and online professional development is tailored to help your school or district reach every parent, grandparent and caring adult. Our professional development is the first step in preparing schools and districts to reach out to your entire school community. Project Appleseed's professional development comes in two forms - our Traveling Workshop or Parental Involvement Toolbox Training.

After completing our professional development participants will be able to identify parent engagement activities in their school and how to employ our Title I learning compact - the Family Engagement Pledge. Participants will understand the importance of parent & family engagement, define parent engagement in schools and understand why it is important and describe the association between parent engagement in schools and student social, academic, and health outcomes.

Project Appleseed provides a unique opportunity to bring **Kevin Walker** (Pictured) our founder and a national parent leader to your school community. Project Appleseed's professional development is an excellent way to teach specific parent engagement objectives to a targeted group - school staff, parents, and school groups, like parent teacher associations with ideas and strategies for working together to create a healthier school.



Parent engagement in schools is parents and school staff working together to support and improve the learning, development, and health of children and adolescents. Parent engagement in schools is an important, shared responsibility in which schools and other community agencies and organizations are committed to getting parents involved in meaningful ways, and parents are committed to actively supporting their children's and adolescent's' learning and development. Our Traveling Workshop is a one-day session and our Parental Involvement Toolbox Training is two hours - both have highly effective transfer skills and knowledge. Project Appleseed's workshops and online training provide a program for schools and communities that focuses on the techniques and skills in family engagement that has long-term benefits.

Family Engagement Traveling Workshop

One-day In-person & Online: \$4,500.00

Research repeatedly correlates family engagement with student achievement, yet this strategy is rarely activated as an integral part of school improvement efforts. Our family engagement training provides strategies that are aligned with student learning and achievement. Schools organize parent responsibility with an effective model that is research-based, meets district, state and Title I ESSA mandates. You will leave the workshop with a multi-year plan and the tools to engage all families.

10 Professional Development Learning Objectives

Following this program, participants will be able to —

- Understand the importance of parent & family engagement.
- Define parent engagement in schools and understand why it is important.
- Describe the association between parent engagement in schools and student social, academic, and health outcomes.
- Identify the essential aspects of parent engagement in schools.
- Identify resources for assessing and promoting parent engagement in the Parental Involvement Toolbox.

Project Appleseed's professional development is not a stand alone activity rather than a journey that is intensive, collaborative, job-embedded, data-driven and family focused. The Every Student Succeeds Act (ESSA) redefines high-quality professional development for elementary and secondary education. 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.

Our program and support is included

- **Virtual follow-up sessions are available at no cost.** These sessions are used to reinforce learning that took place in the Traveling Workshop. A virtual follow-up session is a 60- to 90-minute Zoom or phone meeting led by Kevin Walker. We want to ensure that what is learned in the Workshop will be applied correctly to participants' work.
- **Complimentary Four-Year Parental Involvement Toolbox** for each school or district conducting a Traveling Workshop - a \$700.00 value.
- Participant guides and resources to build connections between home and school.
- Our interactive workshops have hands-on applications.
- The Traveling Workshop is available in your schools for \$4,500.00 in-person and \$3,000.00 virtual, for all staff and administrators. No limit on the number of participants. We ask that you book at least 30 days in advance.



Six Slices of Family Involvement™

Staff Development Program Agenda

Introduction	30 min
Our Advocacy	
National Signature Events	
Learning Objectives	
Connecting	60 min
Acknowledging Cultural Differences	
What Is Family Engagement?	
Title I Family Engagement	
Barriers to Family Engagement	
Activity #1. Connect Families	
Engaging	90 min
Six Slices of Family Engagement	
Parental Involvement Toolbox	
Teacher Home Visits (Optional)	
Activity #2. Engage Families	
Sustaining	90 min
Red Carpet Treatment	
Activity #3. Sustain Engagement	
Activity #4. Action Plan	

Our Tools

The Traveling Workshop features the implementation of the Parental Involvement Toolbox in your school community for a school year and the metrics for parent engagement success based on our Logic Model.

- **Certification in ESSA Title I:** An introduction to Title I parental involvement and planning and evaluating your Title I program.
- **National Standards:** An overview of the Six Slices of Parental Involvement is presented along with specific activities to organize families and increase student outcomes.
- **Create A Plan:** Develop A 10 Step Family Engagement Plan. Educators are provided information on how to encourage, involve, and measure parents' involvement at different levels.



- **CDC Planning Guides and Resources:** Our partner at the Centers for Disease Control and Prevention (CDC) joined with Project Appleseed to release resources on parent engagement. The CDC guides are based on the Six Slices of Parental Involvement framework and with the Parental Involvement Toolbox.
- **Project Appleseed Certification:** Our certification will show you've got what it takes to crush the complex real-world challenges of parent engagement.

Project Appleseed follows the six Centers for Disease Control (CDC) professional development practices — Sustain, Design, Promote, Deliver, Follow-Up, and Evaluate. When developing and delivering your professional development workshop, we integrate all six of these practices. Our professional development is consciously designed to actively engage learners and includes the planning, design, promotion, delivery, follow-up, and evaluation.

Parental Involvement Toolbox Training

Two Hours On-line: \$1,500.00

The Parental Involvement Toolbox is a family engagement program designed for schools that want to mobilize family engagement to improve student outcomes. Each Toolbox, Family Engagement Pledge and Parental Involvement Report Card are branded with each school's logos 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. Zoom! with Project Appleseed president & founder, Kevin Walker. Our flexible professional development options offer two hour training sessions scheduled at your request. Download our slideshow presentation of Project Appleseed's program, Strong Families, Strong Schools, for more information on how we engage families. Fees are \$1,500.00:

Toolbox Training Program Agenda

Introduction	10 min
Connecting	20 min
Title I Family Engagement	
Engaging	60 min
Six Slices of Family Engagement	
Parental Involvement Toolbox	
Family Engagement Pledge	
Parental Involvement Report Card	
Signature Events	
Sustaining	30 min
10 Step Family Engagement Plan	

- Features the implementation of the **Parental Involvement Toolbox** in your school community and the metrics for parent engagement success.
- An overview of the **Six Slices of Parental Involvement**. Guidance on how to engage parents. Each session is meant to offer solutions for educators and parents tailored to each school or district's needs.

- An introduction to **Title I** parental involvement and planning and evaluating your Title I Program.
- **A virtual follow-up session is available at no cost!** This session is used to reinforce learning that took place in the Toolbox Training. A virtual follow-up session is a 30-60-minute Zoom or phone meeting led by Kevin Walker. We want to ensure that what is learned in the Toolbox Training will be applied correctly to participants' work .
- Toolbox training in your schools is \$1,500.00 for training of all staff and administrators. No limit on the number of participants. We ask that you book at least 30 days in advance.





Project Appleseed

ENROLL TODAY!

Professional Development: Family Engagement Training

- On-Site In-Person Workshop** - \$4,500.00 Or **Virtual Workshop** - \$3,000.00

Our customized workshop sessions are interactive, allowing for an exchange of ideas and strategies for engaging parents and families. Includes all travel expenses and includes a Lifetime Parental Involvement Toolbox - a \$1,000.00 value!.

- Parental Involvement Toolbox Training via Zoom** - \$1,500.00

Our flexible Professional Development options offer two one hour sessions scheduled at your request.

Desired date: _____

Parental Involvement Toolbox Annual Choices

- Forever Toolbox!** \$ 1,000.00 Lifetime Reproduction Rights for an individual school. *
- One Year** \$400.00 - Reproduction rights for one year at an individual school.*
- Two Years** \$500.00 - Reproduction rights for two years at an individual school.*
- Three Yrs.** \$600.00 - Reproduction rights for three years at an individual school*
- Four Yrs.** \$700.00 - Reproduction rights for three years at an individual school.*

Annual Membership

- Parent Leader \$50.00
- School Leader \$100.00
- Community Leader \$150.00
- National Honor Roll \$250.00

Order Information

First Name: _____ Middle: _____ Last Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Required* School: _____ District: _____

Phone: _____ Fax: _____

Required* E-mail address: _____

Title: _____ Signature: _____ Date: _____

Send Payments and Purchase Orders to Project Appleseed

1. Online at – www.projectappleseed.org
2. By email at headquarters@projectappleseed.org
3. Snail mail this form to Project Appleseed, c/o Side Street, 520 Melville Ave, St. Louis, Missouri, 63130-4506
4. Fax Purchase Orders to 314-725-2319 "Attention Project Appleseed" Phone: 314-292-9760

Request W9 by email at headquarters@projectappleseed.org - IRS Tax ID #43-1859663, a nonprofit organization 501 (c) (3)

Master files are in Adobe Portable Document Format (.pdf files). Toolboxes are delivered by e-mail. * Allow 10 business days for delivery. 25% off for all re-orders with Membership Renewal only.*