

Project Appleseed

the national campaign for public school improvement



**Utilize one of America's
most accessible parent and
family engagement leaders
in your schools!**



Traveling Workshop **Professional Development in Family Engagement**

Project Appleseed provides an unique opportunity to bring [Kevin Walker](#) (Pictured right) 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 **On-line Training** is two hours - both have highly effective transfer skills and knowledge. Project Appleseed's workshops and online trainings provide a program for schools and communities that focuses on the techniques and skills in family engagement that has long-term benefits.



One-Day Traveling Workshop

(Offered On-line for 2020-21)

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. 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

- 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.
- Follow-up session available by video conference - no charge.

Our professional development will also equip staff to better respond to family engagement issues related to COVID-

19. School health activities are more successful when parents are involved. The [Centers for Disease Control's Division of Adolescent School Health](#) first partnered with Project Appleseed nearly a decade ago to promote effective parenting on **National Parental Involvement Day**. Drawing from research and best practices from schools across the country, 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.
2. Engaging parents in school health activities.
3. Sustaining parent engagement in school health.

Project Appleseed follows the six [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.

Scheduling Options:

- We can schedule your online session as a one-day event. Our in-person workshop is normally held between 8:30am and 2:30pm (including lunch and breaks).
- Or two-day workshop with two and one-half hour sessions at times that you choose (including lunch and breaks).

Traveling Workshop Online

Introductions & Workshop Goals – 30 Minutes

Barriers to family engagement – 60 Minutes

- Review of Research

ESSA Title I – 60 Minutes

- Title I Parent Involvement Policy Section 1116
- School Improvement Plan

Six Slices of Family Engagement – 90 Minutes

- Parental Involvement Pledge
- Parental Involvement Report Card
- Parental Involvement Checklist

Creating A Family Family Engagement Plan – 90 Minutes

- 10 Step Family Engagement Plan
- Teacher Home Visits
- Red Carpet Treatment
- Creating SMATRE goals
- Creating matrix for goal

Closing and Follow-Up Learning – 15 Minutes

- Services available form Project Appleseed
- Next steps
- Evaluations

Traveling Workshop Tools

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.

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

THE WALL STREET JOURNAL

MANAGEMENT & CAREERS

Aug. 1, 2018

Parents Volunteering at School Should Tailor Skills to Different Stages

“Many parents have trouble finding the time or energy for this kind of volunteering. Some 43% of K-12 parents volunteered at school in 2016, down from 46% in 2006, according to federal data analyzed by Kevin Walker, president of Project Appleseed, a St. Louis nonprofit advocating parental involvement.” By Sue Shellenbarger

Parental Involvement framework and with the Parental Involvement Toolbox.

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.

On-Going Learning: Follow-up utilizes access to [Powerpoint Central](#), a library of Powerpoint presentations on parent engagement by education experts from across the country.

Follow-Up: Features ongoing two-way support by Skype, phone, email.

Project Appleseed Certification: Our certification will show you've got what it takes to crush the complex real-world challenges of parent engagement.

Deadline:

Purchase order due 30 days prior to your chosen date.

Total Cost:

- **Traveling Workshop (Online)** in your schools is \$4,000.00 for each workshop.

Services Included:

- **Four free Parental Involvement Toolboxes** for each school or district workshop - \$1,200.00 value!
- Interactive workshops with hands-on applications
- Follow-up session by video conference
- Participant guides and resources to build connections between home and school

Who Should Attend:

- Schools, districts, nonprofits, community organizations, parent groups
- Family representatives, community members
- Superintendents, principals, teachers, school secretaries, parent liaisons, volunteer coordinators, parent group leaders, district leaders, Title I directors and other administrative staff members

Parental Involvement Toolbox Training Two Hours

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.

Zoom! with Project Appleseed president & founder, Kevin Walker. Our flexible professional development options offers 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 Outline

Introductions & Training Goals – 15 Minutes

ESSA Title I – 30 Minutes

- Parent Involvement Policy

Six Slices of Family Involvement -30 Min.

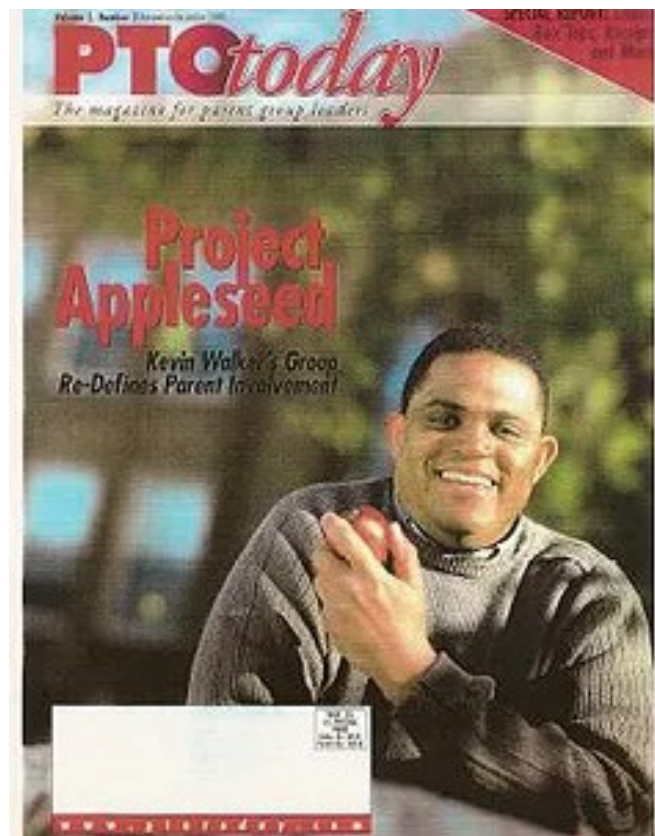
- Parental Involvement Toolbox
- Parental Involvement Pledge - Compact
- Parental Involvement Report Card

Engagement Plan - 60 Minutes

- 10 Step Family Engagement Plan
- Red Carpet Treatment

Toolbox Training Tools

- 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.
- Follow-up utilizes access to [Powerpoint Central](#), a library of Powerpoint presentations on parent engagement by education experts from across the country.
- Follow-up features ongoing two-way support by phone, email.

<https://www.projectappleseed.org/parental-involvement-toolbox-c17a4>



The Parental Involvement Toolbox

Five effective parent engagement tools!

The Parental Involvement Pledge Learning Compact

Title I Compact, branded with your school's name and school logo - Master Hard Copy and On-Line version - for distribution to every student and family all school yearlong!

The Parental Involvement Report Card

Branded with your school's name and school logo, this is a self-diagnostic tool for distribution to every parent, grandparent, and caring adult.

Fitness and Nutrition Parental Involvement Pledge

A family wellness compact to support children's participation in physical activities and healthy eating

The Toolkit for Title I Parental Involvement from SEDL

We provide SEDL's (Southwest Educational Development Laboratory) most recent research inside the Toolbox with detailed explanations of the Title I, Part A parental involvement provisions as well as 33 tools to assist state departments of education, districts, and schools in meeting these requirements.

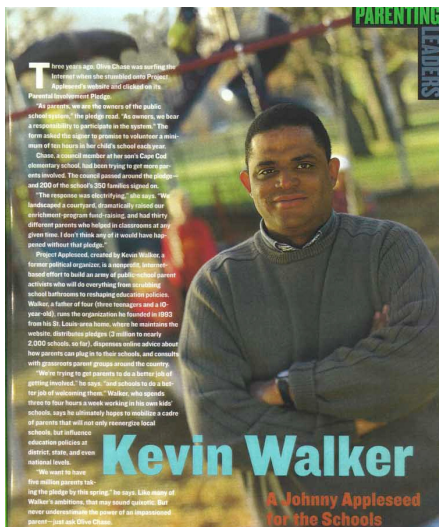
The Centers for Disease Control and Prevention (CDC)

Parent Engagement: Strategies For Involving Parents In School Health from

This publication defines and describes parent engagement and identifies specific strategies and actions that schools can take to increase parent engagement in schools' health promotion activities.



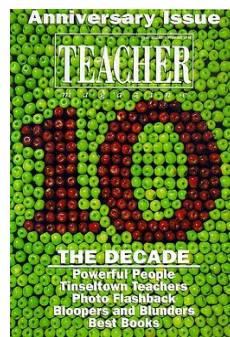
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the national campaign for public school improvement



Ninety-one percent of American students attend public schools. The nation's future workforce, military troops, scientists, doctors, and political leaders will be drawn mostly from children now being educated in public schools. Involvement by parents is one of the single biggest hurdles for our nation's education system. Although their work is not at the scale of the national civil rights movement yet, organizers around the nation are currently working in communities to ensure that historically marginalized parents and students can participate in local, state, and national education debates and decisions.

Research has shown that around the nation, the community organizing approach to school reform has led to durable successes such as increases in education funding, more equitable distribution of education resources, greater access to college preparatory curricula, and more effective teacher recruitment and retention in hard-to-staff schools (Mediratta, Shah & McAlister 2009a). One prime example of this organizing approach is Project Appleseed's Kevin Walker.

Each year on **National Parental Involvement Day**, Mr. Walker, founder of Project Appleseed, advises schools not to lament the lack of parental involvement, but to invite parents to do more. "The school is a critically important community institution, since the quality of education shapes not only our children's individual future, but also the future of our economy, community, and society," says Walker. "Support of public schools is important; involvement and action by several parents in a group can influence school policy-makers and result in decisions and choices that can benefit many children."



Mr. Walker is the president of Project Appleseed, the organization he founded as a nonprofit resource and advocate for families engaged in education. National Parental Involvement Day, held on the third Thursday of each November, was started by Project Appleseed in 1994. Appleseed also started **Public School Volunteer Week** in 1997, held during the third week of April. Walker suggests that one of the most important activities schools can employ in observance of these special days is to celebrate reading as a fun, school- and community-wide activity.

"Recruit parents, families, churches, and local businesses to participate in a special reading program for students and families," he advises. "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."

Project Appleseed reports that there are more than 55 million public school parents in America, and he firmly believes that real education reform cannot take place without an effective parent constituency. If Americans do not make systematic efforts to address how to get parents back into the schools, he warns, they will likely face an uphill battle with some very unpleasant long-term consequences for the country.

“Many schools simply fail to ask parents to become partners in the education of students,” Mr. Walker told Education World. “Schools fail to set expectations for meaningful and measurable parental involvement. They treat parental involvement as an afterthought. Principals and teachers should ask parents on the first day of school to commit to a minimum number of volunteer hours inside and outside school.”

In 1999, *Teacher* magazine named Mr. Walker one of the “Top Ten People In American Education at the end of the 20th century” (Teacher 1999, Editorial Projects in Education). He is the recipient of the *Parenting* Leader Award, (Parenting, Time Inc, 2001). After 20 plus years of organizing parents, In 2011 EcoSalon named Project Appleseed, along with the Ms. Foundation, one of “10 Remarkable Non-profits You’ve Never Heard Of”. Its website poses the poignant question: Why wait for Superman? When it comes to improving our dismal public school offerings, parents are now taking the initiative, spurred on by disturbing documentaries like *Race to Nowhere*, which bashes the daily grind with a refocus on the thriving child who is educated for the current age and allowed an elusive childhood in the process.”



Education Week calls Mr. Walker the “Dean” of the parent movement in the America. Mr. Walker is a national award winning organizer and public policy professional and has 30 years of local, state and national experience. He is the father of four public school graduates and the grandparent of three future public school students. Project Appleseed became a leader in family engagement by successfully advocating for legislation on the publication and use of school performance data in Missouri in 1993. Mr. Walker proposed legislation mandating the compiling and publication of test scores by race and income, attendance, drop-out and graduation rates, and more in annual ‘**Report Cards**’ of all public schools. The legislation, passed as part of the **Outstanding Schools Act**-Senate bill 380, has ensured that Missouri measures program and instructional effectiveness statewide.

Project Appleseed employed action research from 1991-1994 to develop parent involvement strategies for a St. Louis parent group, while simultaneously advising the Clinton administration’s White House Office for Domestic Policy. Project Appleseed’s policy recommendations pioneered the legislation mandating the parental involvement, “Shared Responsibilities For High Student Performance” under **Title I, Section 1118 of the renewal of the Elementary and Secondary Schools Act (1994)**, which was renewed under **No Child Left Behind** and now the **Every Student Succeeds Act of 2015**.

The core of Project Appleseed’s work to organize and increase parental involvement is its simple learning compact, the **Parental Involvement Pledge**. The compact was developed through Project Appleseed’s early research and organizing efforts in St. Louis. The compact was used as a model for the reauthorization of Title I of the ESEA of 1994. Today the Pledge is the most widely used learning compact in the United States with an estimated 500,000 in circulation each year.

Each day Project Appleseed’s website is accessed by a majority of the 100 largest school districts in the nation while the organization is expanding its brand to Europe and Asia. Over ten million family members participate in Project Appleseed’s celebrations at over 18,000 schools in all 50 states each school year. The organization estimates that nearly every public school district in America has recognized or celebrated these grass roots occasions, at least once, over the last two decades. Each year parents and family members, state departments of education, nonprofits, businesses and thousands of school districts are involved. There are currently over 300,000 links to the organization’s signature events in Google.



Project Appleseed

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 now - Reproduction rights for three years at an individual school*
- ☐ Four Yrs. \$700.00 now - 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

Professional Development: Family Engagement Training

- ☐ **Traveling Workshop - \$4,000.00.** This one-day session and has highly effective transfer skills and knowledge. **Scheduling Options:** We can schedule your online session as a one-day event. (include lunch and breaks). Or a two day workshop with 2 ½ hour sessions at times that you choose (include lunch and breaks).
- ☐ **Parental Involvement Toolbox Training - \$1,500.00** Our flexible Skype Professional Development options offer two one hour sessions scheduled at your request.

Desired date: _____

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.*

Your 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)

Want to improve schools? Make parent involvement meaningful.

Each school year, our signature family events reach over nine million family members in America's schools.

What if each person pledged a minimum of 10 hours?

It would produce 100 million hours of volunteer service with a \$2 billion impact on local public schools.

Celebrate!

National Parental Involvement Day[™]

Held on the third Thursday in November

Public School Volunteer Week[™]

Held during the third week in April



Project Appleseed[™]
the national campaign for public school improvement