



# Project Appleseed Framework

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

## Our Vision

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

## Our Mission

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

## Our Goals

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

### STRATEGIC IMPERATIVE A



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

### STRATEGIC IMPERATIVE B



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

### STRATEGIC IMPERATIVE C



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

### STRATEGIC IMPERATIVE D



Strengthen and cultivate organizational excellence.

### OBJECTIVES

1. By 2023, secure corporate & philanthropic partnerships to support implementation of Project Appleseed in public schools.
2. By 2025, expand National Parental Involvement Day and Public School Volunteer Week to reach 50% of Title I middle and high school families with 15 million students.
3. By 2026 increase parent volunteers by 50% in Title I school communities employing the Parental Involvement Toolbox.
4. By 2027 expand program implementation to strengthen PTA/PTO's in individual schools.

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

### OBJECTIVES

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

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

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



# Project Applesed Strategic Approach

## INPUTS

## OUTCOMES

## IMPACTS



**SCHOOL-BASED INTERVENTION**

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

Promote activities and partnerships thru National Parental Involvement Day & Public School Volunteer Week

Use technology to put helpful information and resources at parents' fingertips

Advocate for authentic family engagement policies and metrics

Seed growth of PTA/PTO chapters & local parent-school organizations



**POLICY, COMMUNICATION, AND PARTNERSHIP**



**RESEARCH AND DEVELOPMENT**

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

**SHORT-TERM OUTCOMES**

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

**LONG-TERM OUTCOMES**

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

**IMPACTS**

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

Monitored through Program Evaluation