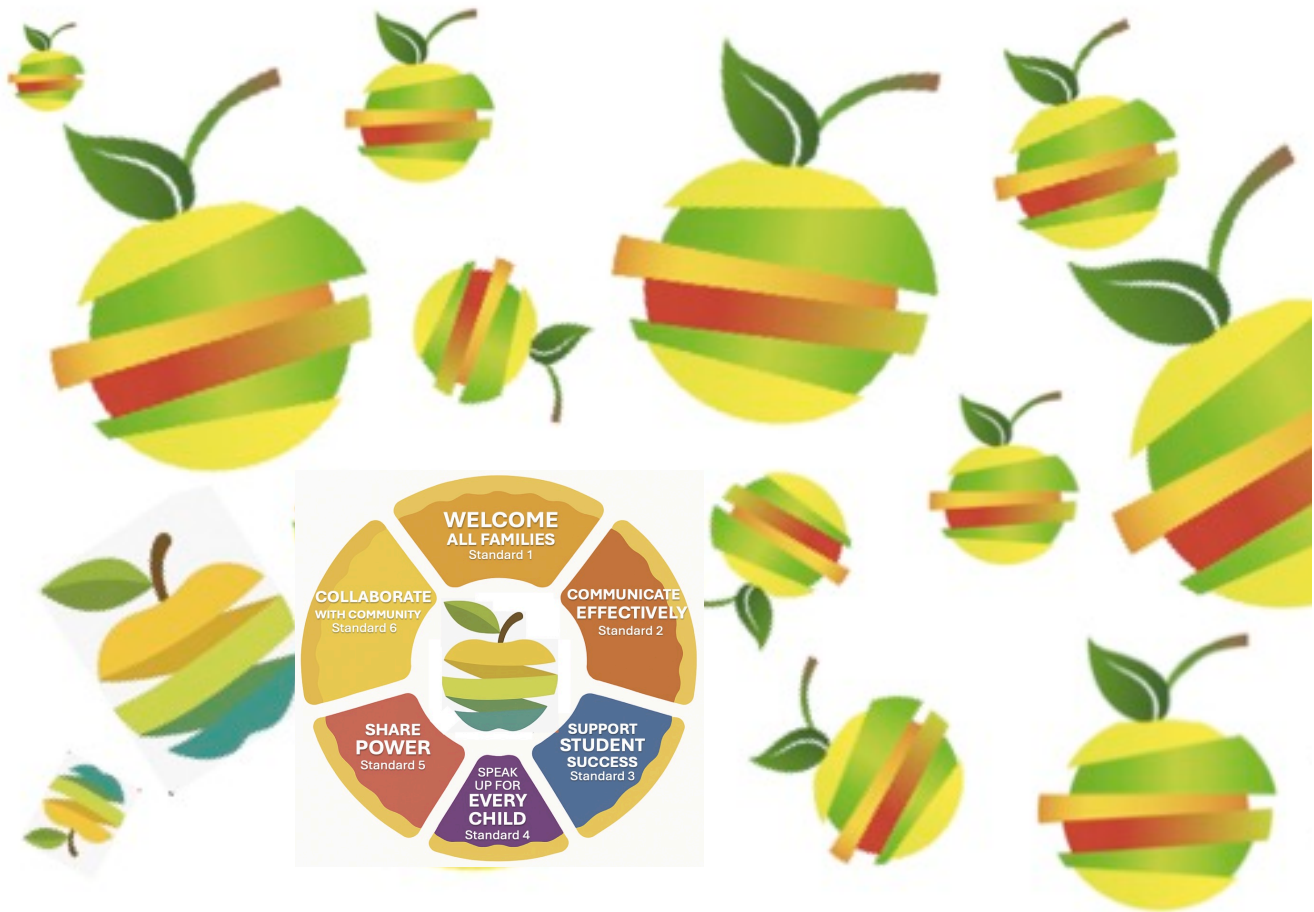


Project Appleseed

the national campaign for public school improvement



Professional Development & Partnership Pathways

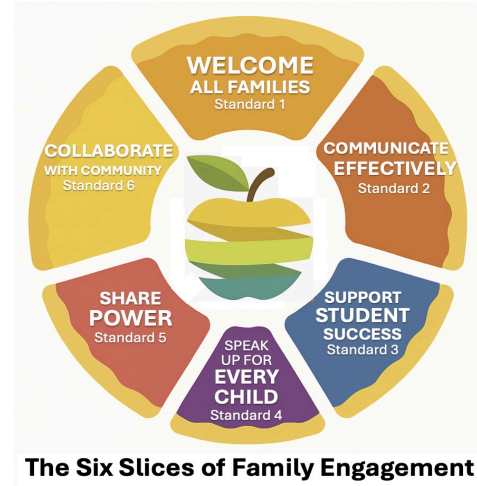
Professional Development & Partnership Pathways

Turning Family Engagement Into Schoolwide Momentum

START • BUILD • IMPLEMENT • SCALE

A practical pathway from getting started with the Family Engagement Toolbox to building sustained school and district implementation.

Project Appleseed professional development helps educators, families, and community partners build stronger relationships, improve communication, and turn family engagement into a lasting part of school improvement.



TOOLBOX LAUNCH PATHWAY

Start with the tools. Build confidence. Begin implementation.

The Toolbox Launch Pathway is the entry point for schools that want focused professional development paired with a Lifetime Family Engagement Toolbox. It is designed for teams that want practical resources they can begin using immediately.

OPTION	INVESTMENT	INCLUDED
1-Hour Toolbox Launch	\$950	1-hour Family Engagement Toolbox Training + 1 Lifetime Toolbox (\$1,250 value); Six Slices introduction; guided tour of core tools; practical implementation ideas.
2-Hour Toolbox Launch Plus	\$1,250	2-hour Family Engagement Toolbox Training + 1 Lifetime Toolbox (\$1,250 value); deeper resource walkthrough; Six Slices planning; Pledge and Report Card implementation; initial school implementation roadmap.

Best for: new principals, parent liaisons, staff meetings, and schools launching or reactivating their Family Engagement Toolbox.

FOUNDATION PARTNER

Build a common foundation for schoolwide family engagement.

One-Day Workshop Single School: **\$3,500** | District: **\$4,750** | Virtual: **\$2,750**

A focused, interactive professional development experience for schools ready to establish a shared understanding of high-impact family engagement and move toward coordinated action. On-site pricing includes travel costs.

Participants will:

- Understand why parent and family engagement is essential to student success.
- Define high-impact family engagement and its role in school improvement.
- Explore the connection between Title I family engagement and positive student outcomes.
- Identify core strategies, resources, and structures that support effective engagement.

Includes:

- One Lifetime Family Engagement Toolbox (\$1,250 value)
- Workshop schedule is generally 8:30 a.m.–2:30 p.m., including a one-hour lunch.
- A condensed half-day schedule is available for 3–4 hour time slots.
- One virtual follow-up session, if needed

Best for: one Title I school, new principals or leadership teams, and schools launching or strengthening family engagement initiatives.

GROWTH PARTNER

Move from professional learning to a coordinated implementation plan.

Two-Day Planning Workshop Single School: **\$5,250** | District: **\$6,250** | Virtual: **\$4,250**

The Growth Partner pathway adds dedicated planning time so school or district teams can translate professional learning into a sustainable family engagement strategy. On-site pricing includes travel costs.

Key workshop objectives and deliverables:

- Outline A Multi-year Family Engagement Action Plan.
- Analyze survey data and first-session feedback.
- Design impactful family events.
- Develop long-term, actionable strategies to strengthen school-family partnerships.
- Define goals, assign responsibilities, and set timelines.
- Address barriers and align family engagement efforts with district priorities.
- Build a framework for monitoring, collaboration, and ongoing improvement.
- Four Lifetime Family Engagement Toolboxes (\$5,000 value).
- Virtual follow-up if needed.

Scheduling: Second day schedule is 3-4 hours. **Typical team size:** up to 75 participants.

The outcome: a practical implementation plan—not simply another two days of training.

DISTRICT PARTNER

Scale family engagement across the district with an ongoing Project Appleseed partnership.

A Project Appleseed Partner District makes a commitment to professional development and implementation and receives preferred Toolbox pricing plus ongoing partnership benefits.

- 50% discount on additional **Family Engagement Toolbox** licenses.
- Priority technical assistance.
- National Family Engagement Day resources.
- Public School Volunteer Week resources.
- Recognition as a Project Appleseed Partner District.
- Annual implementation support.

Partner District commitment: professional development, districtwide family engagement planning, encouragement of school-level implementation, and participation in Project Appleseed engagement initiatives.

FAMILY ENGAGEMENT TOOLBOXtm

Ready-to-use resources for building stronger, more consistent partnerships with families.

Toolbox resources include:

- Parent Engagement Pledge (Learning Compact)
- Parent Engagement Report Card
- Family, Community and Engagement Guides
- Six Slices planning resources
- Strategies for Engaging Families
- Parent Activity Handbook
- Red Carpet Treatment materials

TOOLBOX LICENSE PRICING PER SCHOOL

LICENSE	REGULAR PRICE	PARTNER DISTRICT
1 Year	\$500	\$25
2 Years	\$650	\$325
3 Years	\$800	\$400
4 Years	\$950	\$475
Lifetime	\$1,250	\$625

THE PROJECT APPLESEED PATHWAY

PATHWAY	INVESTMENT	PRIMARY PURPOSE
Toolbox Launch	\$950–\$1,250	Start using the Toolbox
Foundation Partner	\$3,500–\$4,750	Build a schoolwide foundation
Growth Partner	\$5,250–\$6,250	Plan for implementation
District Partner	Custom	Scale and sustain districtwide

WHAT YOUR TEAM WILL DEVELOP

A stronger understanding of the importance of family engagement and its connection to student success.

- Practical strategies for communication, collaboration, and welcoming families.
- Knowledge of Project Appleseed's Six Slices of Family Engagement and core engagement tools.
- A clearer pathway from individual activities to coordinated school improvement.
- Staff confidence and capacity to build lasting school-family relationships.

WHO SHOULD PARTICIPATE?

Project Appleseed encourages building-level teams that include school staff and family/community members, along with district leaders and educational partners.

- School administrators
- Teachers
- Counselors
- Parent liaisons
- Parent leaders
- Support staff
- Parents
- Community members

READY TO TAKE THE NEXT STEP?

Place your order or contact us to discuss your school's or district's goals and select the pathway that fits your readiness.

- Contact Ruby Carey at rubycarey@projectappleseed.org
- Place your order by email, get a quote, or to get answers to questions.
- Order online: projectappleseed.org/online-store
- Call us at (314) 292-9760



Project Appleseed, 520 Melville Ave % Side Street, St. Louis, MO, 63130