



The Prichard Committee

Building a Groundswell for a Big, Bold Future



Transforming Back to School: Strategies for Engaging School Communities



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Presenters

- Laura Beard-Director of the Commonwealth Institute for Parent Leadership
- Penny Christian-National PTA, Prichard Committee Member, CIPL Fellow, United We Learn Council
- Stacie Moses-Prichard Committee Kentucky Community Schools State Coach



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Agenda



- Examine current back to school practices
- Strategies to elevate Back to School events
- Actions for next steps



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Just because you have a
backpack doesn't mean
you are ready for the
journey.



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When you begin a new journey what are the things you need?



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What is the
purpose? Where
are we going?

What do I
need to
bring with
me?

Who will be
with me?
Who is
leading?

How will we
get there?



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5 minutes to
chat

Examine Current Practices

Why do you host back to school events? What is the intent? What do you hope to accomplish?



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5 minutes to
chat

What are some things you offer at your Back-to-School event or leading up to the beginning of a new school year?



BACK TO SCHOOL

Open House

Fantasy Valley
Elementary School

August 22, 2023
6:00-7:00 PM

Bring DL #s and income
information to complete
new school packets!

**FREE
SCHOOL
SUPPLIES!**

Join us !!

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Transactional vs. Relational

Transactional:

- Interaction is primarily task-oriented and functional.
- Little emphasis on building personal connections or relationships.
- Communication is often formal and task-specific.
- Success is measured by the completion of tasks or goals within set parameters.



Transactional vs. Relational

Relational:

- Emphasizes building and nurturing personal connections.
- Focuses on creating meaningful interactions and experiences.
- Interaction is characterized by empathy, understanding, and mutual respect.
- Prioritizes building trust and rapport among families and schools.
- Communication is open, inclusive, and aimed at fostering relationships.



Relational Example-Basecamp



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4 Principles of Transformative Family Engagement

INCLUSIVE

Embracing and valuing diverse perspectives.



INDIVIDUALIZED

Meeting the unique needs of every family and child.



INTEGRATED

Connecting and aligning with the educational system.



IMPACTFUL

Empowering families to support their child's success.



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Strategies

We must increase opportunities for families in 4C areas. The 4Cs are part of the Dual Capacity Framework by Dr. Karen Mapp.

The goals of policy and programming directed at improving family engagement efforts must include a dual focus on building of the capacity of staff and families to engage in partnerships. We break down this capacity into four components — the “4-C’s”:

Capabilities: Human Capital, Skills and Knowledge

Connections: Important Relationships and Networks — Social Capital

Confidence: Individual Level of Self–Efficacy

Cognition: a person’s assumptions, beliefs, and worldview



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Strategy Ideas-Discovering the School



- Parent tours of school led by student leaders/ambassadors
- Staff introductions in gym



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Strategy Ideas-Family Friendly



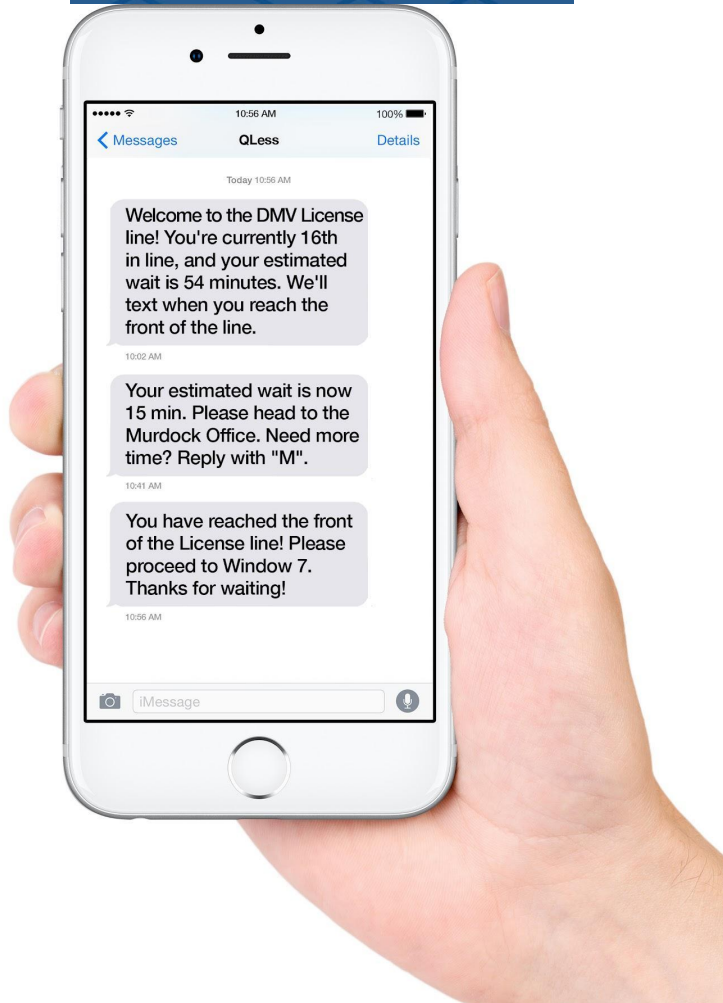
Ask families to volunteer

- What are their assets/skills?
- What works with their schedules?
- What do they want to do?



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Choose A Digital Platform and
provide training and
assistance on how to use



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EdOptions Digital Card

[EdOptions Digital Playbook \(fliphtml5.com\)](https://fliphtml5.com)



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Strategies

- Work in Groups
- Objective: Generate Strategies
- Focus on relationships and over Transactions



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Activity-Flip Chart

If you had the ability to start from scratch what would make up your perfect back to school event? How would you plan your the start of your journey?



At a back-to-school event, amidst the excitement of free backpacks and school supplies, it's essential to remember that the true readiness for the educational journey transcends material possessions. While a backpack may carry books and tools, it's the intangible qualities within each student that truly prepare them for the challenges and opportunities that lie ahead in the academic year.



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