

Key Role – Family Engagement Chair

- Plans and organizes family engagement outreach, programs and activities for the school year
- Publicizes family engagement activities and events using newsletters, website, social media and backpack fliers
- Works with committee and other chairs

Getting Started

Preparation – Meet with last year's family engagement chair to learn more about what worked best and the scope of the position.

Read flyers, program booklets, surveys, evaluations, PTA training materials, PTA council and district information, and community resources.

Schedule Meetings – Discuss roles and goals of family engagement committee with executive board-elect. Align goals with those of the PTA and school.

Meet early with family engagement committee, appointed by president-elect. Encourage inclusion of both new and experienced volunteers who reflect the diversity of the school community on the committee.

How Tos

Five Tips for Outreach

- Promote regular, two-way, parent-school communication
- Encourage parent and staff training on the value and importance of family engagement to support student success
- Collaborate with other PTAs and community partners to share information, materials and speakers and to co-sponsor family engagement events
- Put parenting tips in school/ PTA newsletters and email blasts or on the website and social media
- Hold meetings at different times/days in the community to ensure that parents feel welcome and to respect various work schedules

Ways to Empower Parents, Guardians, Caregivers

- Encourage parents to participate in school activities such as back-to-school nights
- Help parents strengthen parenting skills and involvement in their children's lives
- Train parents as advocates for their children at school and during parent-teacher conferences
- Promote opportunities within your school and district for families to participate in authentic family engagement, such as School Site Council and Parent Advisory Committees.'
- Start a Family Resource Center at school filled with information on parenting, community resources and school information on policy, procedures, testing and curriculum
- Create a welcome packet for new families, with information on the school and community resources
- Ensure translation in home languages is available for parents, whenever needed; for example, in the school office, at back-to-school nights, parent-teacher conferences and PTA meetings
- Provide forums to share family histories and culture to enrich the school community

Develop Year-Long Action Plan

- Survey parents/guardians/caregivers, staff and students to identify the needs and priorities of the school community
- Create a family engagement team with parents, teachers, students, administrators and community partners to work together to support student success
- Design a family engagement Action Plan to reach and engage all families in the school community
- Present the programs budget for the Action Plan to the PTA board and association for approval
- Evaluate the effectiveness of the Action Plan, using a year-end survey or an evaluation sheet filled out at each event/activity

Program Ideas

- Organize family engagement events and information nights as part of the Family Engagement Action Plan on topics such as: child development, parenting skills, school policies, homework help, curriculum, reading, writing, math, STEAM, standardized testing, health and wellness, multiculturalism and diversity, school safety, bullying and gangs, substance abuse, the arts, family life/sex education or social media and cyber safety
 - Contact local preschools, nearby schools and neighbors to invite them to participate

Learn more at: California State PTA - capta.org - |
National PTA - pta.org

National Standards for Family-School Partnerships

National PTA identifies six Standards that can help schools, PTAs and school districts improve their family-school partnerships so that all students can thrive:

STANDARD 1 – Welcoming All Families

The school treats families as valued partners in their child's education and facilitates a sense of belonging in the school community.

STANDARD 2 – Communicating Effectively

The school supports staff to engage in proactive, timely, and two-way communication so that all families can easily understand and contribute to their child's educational experience.

STANDARD 3 – Supporting Student Success

The school builds the capacity of families and educators to continuously collaborate to support students' academic, social and emotional learning.

STANDARD 4 – Speaking Up for Every Child

The school affirms family and student expertise and advocacy so that all students are treated fairly and have access to relationships and opportunities that will support their success.

STANDARD 5 – Sharing Power

The school partners with families in decisions that affect children and families and together—and as a team, inform, influence and create policies, practices and programs.

STANDARD 6 – Collaborating with Community

The school collaborates with community organizations and members to connect students, families and staff to expanded learning opportunities, community services and civic participation.

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