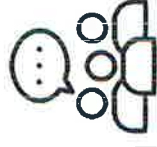


# Best Practices for Family Engagement Adviser Summer Training 2019



Communication and Outreach	Your Office	At School	In the Community
<ul style="list-style-type: none"> <li>• Be the <b>positive phone call home</b>; call families during or after student meetings</li> <li>• Use family's <b>home language</b> as much as possible</li> <li>• <b>Collect phone numbers</b> from students early on, <b>develop scripts</b> for cold calling, and schedule 10-20 minutes each day – be creative and persistent with outreach (call/email/text/etc.)</li> <li>• Meet families at <b>times and places that are convenient for them</b></li> <li>• Send monthly newsletters (email or paper)</li> <li>• <b>Add questions for family members in student homework assignments</b> (e.g., have them review a students' college list).</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate <b>bright colors and multiple languages</b> into your space</li> <li>• Utilize <b>school structures</b> (inside, outside, online) to call attention and access to your space</li> <li>• Find <b>better space</b> if your office isn't accessible!</li> <li>• Keep It Short Simple Clear - <b>develop clearly understandable process</b> and procedures so families can understand your role and purpose (as well as theirs in the college admissions process) Ex. Checklists, and "how-to" guides</li> <li>• Why are you asking this of families – What's In It For Me (WIIFM): <b>Clearly describe and explain rationale and benefit</b> for asks of families</li> </ul>	<p><b>Connect and Collaborate! Tack on to existing events</b></p> <ul style="list-style-type: none"> <li>• PTA or other parent group meetings</li> <li>• Grade, school, or area-wide open houses</li> <li>• School-based family workshops</li> <li>• Athletic or school-based events</li> </ul> <p><b>Diversify and Delegate! - Ensure college nights contain multiple engagements and supports</b></p> <ul style="list-style-type: none"> <li>• Provide food and childcare</li> <li>• Get faculty and staff to support activities (e.g., stations in both languages for FAFSA, college apps, and scholarships)</li> </ul> <p><b>Integrate and Innovate! – Identify ways to align actions and activities with dept. and school goals</b></p> <ul style="list-style-type: none"> <li>• Can you invite families to go on your planned college visits?</li> </ul>	<p><b>Take family engagement to the streets!</b></p> <ul style="list-style-type: none"> <li>• Libraries</li> <li>• Community-based nonprofits</li> <li>• Major employer in the community</li> <li>• Religious houses of worship</li> <li>• Community fairs, symposiums, workshops</li> </ul>

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This chart contains guidance around how to approach family engagement. Successful family engagement is based on asset-based mindsets, and strategies that seek to understand and build deep connections with families. thinking and

Mindsets for Family Engagement	Strategies
<ul style="list-style-type: none"> <li>❖ Assumes good intentions</li> <li>❖ Meets families where they are</li> <li>❖ Seeks to understand familial and community culture</li> <li>❖ Takes time and is comprehensive (think marathon, not sprint)</li> <li>❖ Find (and use) family experiences and strengths</li> </ul>	<ul style="list-style-type: none"> <li>❖ Provides multiple and diverse opportunities for communication and shared decision making</li> <li>❖ Shares power and responsibility with families; focuses on trust</li> <li>❖ Utilize two ears, one mouth</li> <li>❖ Is built into the work you're already doing</li> <li>❖ Have fun!</li> </ul>

Before jumping into family engagement, it's helpful to explore your school community and resources. This will help you understand how to make your work relevant to families and also how to build your practices into structures that exist within your school and community. Doing this helps make your family engagement work part of your day to day rather than an additional task.

Understanding your school community	Understand school resources
<ul style="list-style-type: none"> <li>❖ What is the demographic breakdown of your school?</li> <li>❖ What languages are spoken at home?</li> <li>❖ What institutions are strong influencers in your school community?</li> <li>❖ What assets are reflected in your school's familial community?</li> <li>❖ What challenges or myths may you have to overcome?</li> </ul>	<ul style="list-style-type: none"> <li>❖ What is your school's approach to family engagement?</li> <li>❖ What materials or resources are available within your school?</li> <li>❖ What committees or program structures are available at your school?</li> <li>❖ What community-based structures or organizations are available locally?</li> </ul>