

2009 SES Provider Workshop

# Strategies for Engaging Parents in SES

Anna Moore - FLDOE

Thursday, July 30, 2009

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## Strategies for Engaging Parents In SES

- Notification Requirements
- Outreach Activities
- Provider Fairs
- Parental Involvement

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## Intent and Spirit of Parent Outreach

Districts, schools, and providers must ensure that parents understand their NCLB Choice Options and are able to make informed decisions to best meet the needs of their children.

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## Building Awareness of SES through Notification

- Notification officially comes from each district to eligible families. This notification is the first step in increasing parental awareness of the SES program.

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## Notification Requirements

NCLB requires districts to notify eligible families regarding SES both prior to and after the start of the school year. This notification must include:

- Informational Letter
- Application Form
- Provider Directory

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## Enrollment- The District's Responsibility

We suggest that providers *not* enroll students because:

- Parents must be notified of all options under NCLB
- Parents must be given an unbiased description of all SES providers
- There are certain eligibility requirements (SINI school and Free or reduced priced lunch)
- Children may only enroll in SES or school CWT, not both

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## Districts' Parental Outreach Activities

- Mailings and Notices
- School Staff Training
- Informational Meetings
- Partnering with Community or Faith-Based Organizations
- Mass Media

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## Provider Fairs: Best Practices for Providers

- Properly train staff members on ethical behavior and best practices for effective marketing
- Promote professional standards for staff attending fairs (proper attire and communication skills)
- Provide literature in multiple languages (Spanish, Creole, etc.)
- "Dress-up" tables and presentation

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## Provider Fairs: Best Practices for Providers

- Engage bilingual staff to assist with parents' language needs
- Spend less time "selling" and more time educating *A good program will sell itself*
- Acknowledge parents' needs during the fairs
- Proactively provide answers to common questions about your program (rate per session, number of sessions, tutor qualifications, program locations, subjects offered, etc.)

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## SES Parent Involvement Requirements

- Parents must actively request to have their child participate in SES by completing an enrollment form
- Parents must be a part of the development of their child's SLP
- Parents must be notified of their child's academic progress through SES through Provider's regular progress reports

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## Why is Family Involvement Important?

Research indicates that children experience increased academic success when their families are effectively involved in their education:

The evidence is consistent, positive, and convincing: Families have a major influence on their children's achievement in school and through life....When schools, families, and community groups work together to support learning, **children tend to do better in school, stay in school longer, and like school more.**

Henderson, A.T., & Mapp, K. L. (2002). *A New Wave of Evidence: The Impact of School, Family, and Community Connections on Student Achievement*, 7. 11

## What Specific Benefits will Children Experience?

**Enhanced parent involvement can lead to many positive outcomes.**

Benefits for students include:

- Higher grade point averages and scores on standardized tests or rating scales
- Enrollment in more challenging academic programs
- More classes passed and credits earned
- Better attendance
- Improved behavior at home and at school
- Better social skills and adaptation to school

Henderson, A.T., & Mapp, K. L. (2002). *A New Wave of Evidence: The Impact of School, Family, and Community Connections on Student Achievement*, 24.

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## How do Providers and Districts Benefit from Engaging Parents?

If you effectively engage families, your students will demonstrate greater academic gains and success. Students will be more likely to arrive to tutoring sessions on time, regularly, and prepared to learn.

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## First Steps to Engaging Parents

- Know your audience!
- As mandated by the No Child Left Behind Act of 2001, students that receive SES must qualify for free or reduced price lunch. Many of these families face challenges that may prevent them from becoming involved in their child's tutoring sessions.

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## Barriers SES Parents May Face

- Lack of transportation
- Difficult work schedules
- Cultural differences
- Lack of financial resources
- Limited educational background

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## Barriers SES Parents May Face

- Negative experiences when parents were in school
- Limited proficiency in the English language
- Limited literacy levels
- Potentially poor perception of SES due to past experiences
- Little understanding of the SES programs and potential benefits for their child

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## How Can Tutors Engage Parents?

### **Two-way Communication**

- Parents must receive frequent, consistent, and regularly scheduled communication from tutors about their child's progress
  - progress reports
  - phone calls
  - home visits
  - conferences
- Contact parents to report on the negative AND the positive
- Make positive comments about the child *every* time you speak to the parent

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## Two-way Communication

- Contact parents early to discuss problems
  - Collaborate with parents to determine how you can work as a team to solve the problem.
- Show parents you care about their child!
- Listen to parents about their child's needs—they are the first experts!
- Consistently communicate with your students' teachers
  - Teachers and providers must work together with parents to encourage success.

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## Parent/Family Involvement Resources

- Title I Parent Involvement:  
<http://www.fldoe.org/flbpso/pi.asp>
- USDE After school Training Toolkit:  
<http://www.sedl.org/afterschool/toolkits>
- On the Road to Reading - A Guide for Community Partners: Involving Families in Tutoring Programs:  
<http://www.ed.gov/pubs/RoadtoRead/part4.html>
- Working Together: School-Family-Community Partnerships : A Toolkit for New Mexico School Communities  
<http://www.cesdp.nmhu.edu/toolkit/index.html>
- Dr. Ruby Payne : <http://www.ahaprocess.com>

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## Parental Information and Resource Centers (PIRCs)

- Florida PIRC of Family Network on Disabilities of Florida (FND)  
Please visit their Web site at:  
<http://www.fndfl.org/projects/pirc/index.asp>
- Florida PIRC at University of South Florida (USF)  
Please visit their Web site at:  
<http://www.floridapirc.usf.edu>

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## Contact Information

Anna Moore  
Program Specialist  
Bureau of Student Assistance  
Florida Department of Education, Suite 348  
Phone: 850.245.0479  
E-mail: [anna.moore@fldoe.org](mailto:anna.moore@fldoe.org)  
Website: [www.fldoe.org/flbpso](http://www.fldoe.org/flbpso)