

FAMILY ENGAGEMENT IN EDUCATION MONTH VIDEO CONTEST

The Florida Department of Education (FDOE) recognizes November as Family Engagement in Education Month. This year, we have partnered with the Florida Education Foundation and the Florida Lottery to highlight the importance of building strong family and community relationships to support student success.

Family engagement plays a crucial role in student achievement. When schools work together with families to support learning, children are more motivated to succeed, not just in school, but throughout life. There are many great ways to incorporate family engagement in education and we want to see YOUR school in action!

All Florida K-12 public schools are invited to participate in a video contest highlighting one family engagement strategy used in your school that links to student learning. This campaign-style video should appeal to anyone looking for ways to promote family engagement. Families, students and school staff are encouraged to be a part of their school's video submission!

THEME: Strengthening Families Strengthens Students

CONTENT: Florida K-12 public schools are invited to participate in a video contest promoting the theme '*Strengthening Families Strengthens Students*'. Each video submission must exhibit a specific learning strategy used to engage families, the positive impact family engagement plays on student learning and how it contributes to student success. To obtain information and resources, visit the [Bureau of Family and Community Outreach website](#).

DEADLINE: DECEMBER 13, 2019

ELIGIBILITY & SUBMISSION:

- Videos must be clearly visible and audible. Videos **DO NOT** have to be professional quality.
- Video cannot exceed two minutes in length. Videos longer than two minutes will not be considered.
- Videos must include a summary of the strategy used in the video and its impact on student learning. The summary should be added in the description section upon YouTube submission. The summary must be typed and cannot exceed 200 words in length.
- Video must be uploaded to YouTube with the comment feature turned **OFF**.
- Videos must comply with [YouTube guidelines found here](#).
- Language and music used in the video must be free of copyright violations.
- Video must be free of violence and images portraying violence.
- All videos must be accompanied by a completed photo and video release agreement.
- Videos received after the submission deadline will not be considered.

[Entries must be submitted online](#) by the district volunteer coordinator or designee to include: links to YouTube videos, video descriptions, parental consent release agreements, and principal/district coordinator certifications. Each district can submit up to THREE (3) videos per school category (elementary, middle and high) for a total of NINE (9) submissions.



2019 Florida Family Engagement Month Video Contest Scoring Rubric

School Name: _____ District: _____
 School Contact: _____ Phone: _____
 District Contact: _____ Phone: _____
 Video Link: _____

PRE-SCREENING	Note: Any videos scoring "NO" in any of the four criteria will be ineligible.	
	Video posted on a YouTube Channel	YES NO
	Video is accompanied by completed Parental Consent & Release Agreement for each student	YES NO
	Video is accompanied by completed Principal/District Coordinator Certification	YES NO
	Video is no longer than 2 minutes	YES NO
	Free of violence and images portraying violence	YES NO

SCORING	CRITERIA (5 POINTS EACH)		POINTS
Creativity/Originality	1	Video is creative and shows innovative strategies	
Production Quality	2	Video is clear and visually appealing	
	3	Video quality is good- includes steady shots; appropriate lighting; and appropriate editing	
	4	Voice quality is good; can be heard/understood clearly	
Content Elements	5	Video is focused on theme	
	6	The video invites families to participate in their child's education	
School Staff, Parents & Students	7	The video features school staff, families, and students	
	8	The video promotes diversity	
Impact On Student Learning	9	The featured message has a positive impact on student learning	
Featured Message	10	The featured message is clearly established and promotes family engagement	
BONUS (up to 4 points)	The video displays any of the following: <ul style="list-style-type: none"> • Mental Health Awareness • School Safety • Career and College Readiness • Early Intervention Strategies 		

TOTAL SCORE OUT OF 50 POINTS:

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