Finding the Right Lures to Catch Them All Parent Outreach and SES

Jessica Taylor Florida Department of Education Bureau of Public School Options July 25-27, 2007

SAIL Into Tutoring!
Steering Academic Instruction for Leaders

2 Finding the Right Lures to Catch Them All: Parent Outreach and SES

- Parent Notification Requirements
- Understanding FERPA
- Parent Outreach
 - · Practices from Columbia,

Tina Roberts

Practices from Miami-Dade,

Rafael Urrutia

■ Resources

3 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.

4 Darent Notification Requirements

- Districts must notify eligible families in a clear and understandable format of their options
- Schools that have been identified as SINI for 2 or more years must offer
 - Choice with Transportation

to all students

• Supplemental Educational Services (SES) to eligible students

5 | Parent Notification Includes...

- Schools achievement status, reason for identification, and what the school is doing about it
- Description of options
- Enrollment form
- Procedures for enrollment and commencement of services

6 SES Parent Notification Includes...

- Description of SES
- Offer to assist parents in selecting a provider
- Enrollment form
- Provider Directory
 - Brief Description of Services
 - Tutor Qualifications

Contact Information

SES Parent Notification and Enrollment Timelines

- SES notification letters must be distributed to eligible families both prior to and after the start of the school year
- Parents should have at least two weeks to make informed decision
- Districts must hold open enrollment until the majority of eligible families accept or reject SES

8 SES Enrollment Forms

- Enrollment forms must be made freely available to parents and providers
- Enrollment is the District's Responsibility, Not Provider's
 - Requirements Providers May Miss
 - Parents must be notified of all options
 - Unbiased description of SES providers
 - Eligibility Requirements- FRPL
 - Eligibility Requirements- may only participate in one NCLB option per year

9 FERPA

- Family Education Rights and Privacy Act (FERPA): Federal law that protects the privacy of student education records
- Qualifying for free or reduced priced lunch is confidential information
 - No postcards telling families they are eligible
 - Districts cannot distribute a list of eligible students
 - Therefore, there are no direct mailings from providers

10 Luring Families into SES:

Information and Accessibility

- Share information about SES in places where eligible families work, live, and hobby
- Partner with local community and faith-based organizations
- Provide clear information regarding program and enrollment
- Be prepared to answer questions from parents

11 Once you Catch Them, Keep Them

- Parent Involvement after Enrollment
 - Informing parents regarding procedures enhances success
 - Assessment
 - SLP development
 - Attendance policies
 - Pick up/drop off policies
 - When and how progress reports are sent
 - Who to contact at school/district and provider
 - Encouraging attendance encourages achievement
 - Communicating student academic progress allows everyone to be involved

12 A Closer Look at District

Best Practices

- Columbia- Tina Roberts
 - # Students Eligible: 2,870
- Miami-Dade- Rafael Urrutia
 - # Students Eligible: 83,800

13 Get Your Key Players on Board

- Superintendent
- Administrators
- Principals
- SES School Contacts
- Teachers
- School Staff
- Parents
- Providers

14 Teamwork and Commitment

- Providers should meet face to face with the SES coordinator, principals, or the SES school contact
- Stay in touch and work together to get the job done
- Don't shoot the messenger
- "Don't find fault, find a remedy"
- Be part of the solution

15 School Involvement

- Make sure staff is knowledgeable about SES
- Provide "Scripts"
 - To teachers for open house
 - · To secretaries for phone calls
- Include SES basics, eligibility, how to enroll, provider information, contact information

16 Figure out who...

- Will represent their school at the provider fair
- Will represent the provider
- Will coordinate and be designated contact

Stay in touch with school contacts

Parents respond to familiar faces

17 Attend Provider Fairs

- Providers should locate and view possible tutoring locations before the Provider Fair
- If possible, have a local contact that represents your company present
- Districts may want to start with SES overview

18 Community Outreach

- Be aggressive and creative
- Look for opportunities to participate in already scheduled events
 - Don't wait to be invited to participate, call them and tell them you want to participate and distribute information

19 Columbia's 2006 Events

- Family and Community Involvement
- United Way's "Operation backpack"
- Homeless Coalition
- Christian Service Center

20 More Events

- Another Way
- Catholic Charities
- Florida Crown Workforce
- Even Start
- Adult Education
- Public Library
- Church Presentations and Bulletin Inserts

21

- Carnival
- Back to School- "No Tax" week at local mall

22 Communicate, Communicate, Communicate!

- Say what you mean, and mean what you say
- Other methods to communicate to parents:
 - Public Service Announcements on Radio or TV
 - Newspaper Article
 - Web-based newspaper

23 Parent Notification: How Dade Communicates SES to Parents

- Mail-out of SES packets
- Information sent home via back-pack
- Parent's toolkits
- Miami Dade County Public School Choice Website

24 Dissemination of Information to the Broader Community

■ Tri-ethnic radio, television, major and community newspaper advertisements and articles

Parent Council

- Flyers are accessible to families, at places such as:
 - Parent resource centers
 - · Community centers
 - Retail stores
 - · Grocery stores
 - Pharmacies
 - Churches
 - Restaurants

25 Dissemination of Information to the Broader Community

- Dedicated telephone information line
- Automated messages
- Parental Choice Fairs held at malls and community centers throughout the

4

county

26 School-Level Staff Involvement

- Professional Development
- Title I CIS and SES Facilitators provide information to parents
- Title I office develops toolkits, memoranda, and informational packets

27 Involvement of Local Community Organizations

- The district has established partnerships with organizations, such as:
 - Chamber of Commerce
 - Florida Power & Light Co.
 - Greater Miami Hotel Association
 - Miami-Dade County Public School Police Department
 - South Florida Hotel Association
- Communications with various faith-based organizations

28 Institutionalization of SES

- Open Houses through Resource Fairs
- PTA Meetings
- Parent training sessions through The Parent Academy
- Title I District Advisory Council Meetings
- Title I Parent Advisory Council Meetings
- Parent-Teacher Conferences
- Title I Community Involvement Specialists' Meetings
- Miami-Dade Co. Schools athletic events
- SES is included in district documents: Opening of Schools Manual, Summer Programs Manual, and Master Calendar
- School Parents Resource Centers
- School's marquee featuring information on SES Fairs

29 Outreach Resources

- Technical Assistance paper regarding Parent Outreach and Notification: http://info.fldoe.org/docushare/dsweb/Get/Document-4362/k12-08-58memo.pdf
- Parent Outreach Packet with Department Outreach Materials: http://www.fldoe.org/flbpso/nclbchoice/ses/parentoutreach.asp
- Parent Survey: http://www.fldoe.org/flbpso/doc/parent-questionaire.doc
- Linking SES to Community and Faith-Based Organizations Brochure: http://www.fldoe.org/flbpso/nclbchoice/ses/faithbasedregs.asp
- Tutors for Kids: http://www.tutorsforkids.org/
- Building Choice: http://www.buildingchoice.org/cs/bc/print/bc docs/home.htm

30 Contact Information

Jessica Taylor

Program Specialist

Bureau of Public School Options

Florida Department of Education, Suite 316

Phone: 850.245.0479

E-mail: jessica.taylor@fldoe.org Website: www.fldoe.org/flbpso