



HNES Family Engagement Playbook
2024-2025

1. What is a family engagement playbook?
 - a. A family engagement playbook is a collection of all your organization's policies, processes, standard operating procedures and a library of research-based strategies to improve partnerships with families.
2. What will guide the development of this playbook?
 - a. District Equity Statement Including Family & Community Engagement
3. Who should use this playbook?
 - a. This playbook is for district leaders who oversee the system-level strategy for effective family and educator partnerships?
4. How should this playbook be designed?
 - a. The playbook should be co-designed with representatives from all stakeholder groups in a district.
5. When should this playbook be updated?
 - a. The playbook is a living document that should be updated on a regular basis. It is up to the system-level leaders to set a consistent schedule to update.
6. What areas will this playbook focus on?
 - a. The playbook will have 7 focus areas:
 - i. Culture
 - ii. Capacity
 - iii. Curriculum
 - iv. Communication
 - v. Connections
 - vi. Compliance
 - vii. Counts (Measurement and Evaluation)
7. What is included in each of the focus areas?
 - a. Each focus area should:
 - i. Vision
 - ii. Roles and responsibilities
 - iii. Policies & Standard operating procedures
 - iv. Strategies (Research-based & Innovative)
8. Does this playbook include a calendar?
 - a. Yes a calendar summary is included and should be updated continuously.
9. Can I share the district playbook with another district?
 - a. No. As you will learn through the process, the playbook is specific to your school district and to arrive at your playbook you had to engage stakeholders to co-develop. Every community, district, school, classroom is different and thus will need their own playbook.
10. Do I need to know all the family engagement research to design a playbook?
 - a. No. We will guide you through the research as well as the process to develop a custom playbook.

Family Engagement at HNES

At Howard Norman Elementary, our mission is to create an inclusive and informed community where every individual feels comfortable and valued. We believe in the power of reciprocal trust and strive to foster an environment where trust is not just earned but mutual.

We are committed to providing consistent and reliable support, services, and opportunities that empower our members to thrive and grow. Through our unwavering dedication to these principles, we aim to build a community where everyone feels included, informed, and valued, ensuring that trust remains the foundation of our reciprocal relationships.

Focus Area	Curriculum, Communication, Connections & Compliance
Curriculum	*Share NWEA MAP, mCLASS and CBA scores with parents *Parent Virtual Lunch Topic - Reading Levels and Strategies
Communication	*Weekly newsletter from Principal (HNES Highlights) sent via Parent Square *Parent Surveys shared via QR codes at family events (i.e. Meet the Teacher, Open House)
Connections	*Monthly “Positive Postcards” sent home by teachers (2/teacher)
Compliance	*Title One Meetings (1 In-Person and 1 Virtual)

CIP Connections:

Goal 8: (3.1) Meaningfully engage parents and community as inclusive partners.
 Performance Objective 3.1.1 Increase the number of high-level engagement activities hosted by campuses (utilizing a rubric of high-level engagement for parents)

Performance Objective 3.1.2 Parent perception survey shows an increase in parent/guardian trust in school and district.

Performance Objective 3.1.3 Increase the number of positive customer service survey responses.

Culture

Family engagement is the process we use to build genuine relationships with families. Positive relationships with families promote strong parent-child relationships, family well-being, and better outcomes for children and families. Understanding the cultural beliefs, values, and priorities of families is key to the family engagement process.¹

“The collective beliefs, attitudes, norms, values, actions, and assumptions of the school organization explicitly embrace and are committed to the notion of families as a foundational core component to improvement.”²

Growth area	Culture
S.M.A.R.T. Goal	HNES will showcase and celebrate the various cultures of families on campus.
Roles & Responsibilities	Action team planning, teacher participation, action team contacting families
Policies & standard operating procedures	
Strategies	* HNES Culture Carnival * Music program * Hispanic Heritage Month and Black History Month celebrations

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https://childcareta.acf.hhs.gov/sites/default/files/public/family_engagement_and_cultural-perspectives-508_2-20-18.pdf

² Steve Constantino

Communication

“Ensure that communication between schools and families is consistent, proactive, responsive, and inclusive throughout the year. Experts stressed that communication between parents and schools needs to be consistent throughout the year and not occur only during open houses or semi-annual parent-teacher meetings, or when a child is experiencing an academic or behavioral problem. Instead, interactions should be regular and reliable; be responsive and respectful of each other’s questions and concerns; and include data about individual students, as well as information about how to improve student learning that is understandable and actionable for parents. Many experts suggested that all materials should be translated for non-English-speaking parents, and a few suggested surveying parents at the beginning of the year to determine their preferred method of communication.”³

Growth area	*Communication
S.M.A.R.T. Goal	The principal will send out a newsletter with important news, updates, events, and information; QR Codes with 3 questions + Comments will be shared after each PFE activity (Meet the Teacher, Open House, SLAM Night, etc.)
Roles & Responsibilities	The principal creates a Survey with a QR code for each event. The action team will determine the incentive for the grade level with the highest percentage of surveys completed.
Policies & standard operating procedures	
Strategies that will	*Weekly newsletter from Principal (HNES Highlights) sent via Parent Square *Parent Surveys shared via QR codes at family events (i.e. Meet the Teacher, Open House)

³ Pineau, M.G., L’Hôte, E., Davis, C., & Volmert, A. (2018). Beyond Caring: Mapping the Gaps between Expert, Public, Practitioner, and Policymaker Understandings of Family, School, and Community Engagement. Washington, DC: FrameWorks Institute.

Connections

“Initiate engagement early in the school year. Many experts emphasized the importance of practitioners and parents meeting at the beginning of the school year (or earlier) to discuss children’s strengths and needs, inaugurate teachers’ knowledge of each student and their learning style, and to agree on goals for their children/students. These early interactions establish school-family relationships and collaboratively set expectations for their respective roles in helping children achieve their goals.”⁴

Build respectful, trusting relationships. This serves as the foundation for learning, responsibility, and motivation. If families have experienced a history of mistrust with schools, they are unlikely to participate even when incentivized. Meaningful relationships and trust make the difference.⁵

Sample strategies:

Growth area	Connections
S.M.A.R.T. Goal	Teachers will complete two post cards for two students each month sharing how those students are doing great things while in school
Roles & Responsibilities	*Purchase postcards - principal *Incorporate into staff meeting agenda *Campus secretary will mail out
Policies & standard operating procedures	
Strategies	*Monthly “Positive Postcards” sent home by teachers (2/teacher)

⁴ Pineau, M.G., L’Hôte, E., Davis, C., & Volmert, A. (2018). Beyond Caring: Mapping the Gaps between Expert, Public, Practitioner, and Policymaker Understandings of Family, School, and Community Engagement. Washington, DC: FrameWorks Institute.

⁵ Mapp, K. and Kuttner, P. (2013). Partners in Education: A Dual Capacity-Building Framework for Family-School Partnerships. Austin, TX: SEDL.

Family Engagement Traditions

Campus Family Engagement Calendar

2024-2025

Month	Engagement Activities	Desired Outcome (culture connection, communication)
July	PK Popsicles on the Playground Campus Tours	Connection, Communication, Culture
August	Meet the Teacher Open House	Connection, Communication, Culture, Curriculum
September	Grandparent Lunch	Connection, Communication, Culture
October	Day of Awesomeness; Monster Mash/Trunk or Treat Fall Book Fair 1st Grade Music Program WATCH Dog Dad Kick-Off (continues throughout the year)	Connection, Communication, Culture
November	Parent/Teacher Conferences Veteran's Day Thanksgiving Lunch	Connection, Communication, Culture
December	PTA "Winter Wonderland"; Student Holiday Shopping; Music Performance; Cultural Night Holiday Parties	Connection, Culture
January	SLAM Night	Curriculum, Culture, Communication
February	STAAR Parent Information Session Valentines Parties	Curriculum, Culture, Communication
March	Texas Day	Curriculum, Culture, Communication
April	2nd Grade Living Museum	Curriculum, Culture
May	End of Year Awards Field Day Glow Dance End of Year Parties Wishing Day	Connection, Curriculum, Communication, Culture
Monthly	Positive Postcards Home	Connection, Communication