



**Family Engagement Playbook
Kerley Elementary School
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.

District Equity Statement

To inspire and support excellence for every Hutto ISD student and adult by enabling equitable mindsets and disabling inequitable barriers.

Family Engagement at Kerley Elementary

Vision Statement Benjamin “Doc” Kerley Elementary School is committed to creating a collaborative, inclusive partnership between our school, families, and our community that values cultures & facilitates positive relationships in a fun and welcoming environment.		
Priority Focus Areas		
Communication	Connections	Culture

Focus Area 1: 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 comprehensible 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.”¹

Sample strategies:

- Communication apps
- Translation of information as a regular practice

Growth area	KES has the opportunity to create consistent communication as well as translate the communication into the multiple languages represented.
S.M.A.R.T. Goal	At Open House we will promote the use of Parent Square by ensuring that parents have downloaded the app and know how to adjust their language settings. Within the first 90 days, we will survey the parents about their use of Parent Square and if they are receiving the messages in their preferred language.
Roles & Responsibilities	District, Principal, PFE Action Team, Social Committee, Leadership Team, Counselor, and PTA
Policies & standard operating procedures	• Employee handbook • Communication log • Surveys • Parent Square App • SeeSaw for Grades PK & K
Strategies	• Teachers survey parents on how they like to be communicated • Whole class positive contacts in first nine weeks

¹ 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.

	• Provide just-in-time trainings on Parent Square app • Host numerous Spirit Nights at local restaurants • Meet the teacher • Title 1/PTA/ Open House • Parent-teacher conferences • Send out newsletters translated in student's home language • Survey the parents about their use of Parent Square and if they are receiving the messages in their preferred language.
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Focus Area 2: 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.”²

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 incentivised. Meaningful relationships and trust make the difference.³

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.⁴

“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.”⁵

² 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.

³ Mapp, K. and Kuttner, P. (2013). Partners in Education: A Dual Capacity-Building Framework for Family-School Partnerships. Austin, TX: SEDL.

⁴

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

⁵ Steve Constantino

Sample strategies:

- Home visits
- Cultural Nights
- Funds of Knowledge Inventory

Growth area	Making strong and meaningful connections to establish traditions that define Kerley with an emphasis on prioritizing open lines of communication and school wide events. Where parents and families feel safe, welcomed, valued, and partners in their students' education.
S.M.A.R.T. Goal	KES will see a 30% increase in engagement through parent volunteers.
Roles & Responsibilities	KES staff Teachers: Communicating with parents daily/ weekly Admin and PTA: Planning events Staff: Supporting events planned Parents: Attending the events
Policies & standard operating procedures	• Employee Handbook • Sign-in sheets • Surveys
Strategies	• Principal Palooza • Meet the Teacher • WatchDogs • Facebook presence with pictures and videos • Title 1/ PTA/Open House: Increase cultural awareness around the campus; presentations user friendly with booths • Literacy Night • Trunk-or-Treat (expanded to two stories) • Music Programs • Surveying parents and asking how they want to be celebrated at KES

Focus Area 3: 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.

“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.”

Sample research-based strategies:

- Home visits
- Cultural Nights
- Funds of Knowledge Inventory

Growth area	Connecting with human beings on a holistic level.
S.M.A.R.T. Goal	KES will create systems & provide opportunities for 100% of our students & families to take pride in their individual cultures, establish traditions and build connections, so that all stakeholders feel a part of the Kerley Family.
Roles & Responsibilities	Administration Teachers PTA Business sponsors
Policies & standard operating procedures	Making genuine connections with people by establishing traditions & creating opportunities for teachers, students, families, & community to engage in quality time with each other.
Strategies	● Establish Annual Traditions ● Teaming with Families ○ Principal Palooza ○ Popsicles with Pre K ○ Family Community Classes ■ Evening or Saturdays ● Tap into parent/teacher funds of knowledge

	■ Cupcakes & Canvas ■ Nachos & Numbers ■ Literacy Nights ■ Basketball Nights (Thursdays) ■ Teacher Read -Alouds to families ■ Book VS Movie Challenge ● Family Book Club ■ Grandparents Day ■ Dot Day ■ Reading Buddies ■ Buddie Classroom ■ Literacy Night in conjunction with Holiday musical or other special night event
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Campus Family Engagement Calendar

Month	Engagement Activities	Focus Area
August	Popsicles with Pre K & K - August 2nd, 2024 Meet the Teacher Night- August 13 th, 2024 Title 1 Night/ Open House- 9/21 - August 29th, 2024	Connections Culture Communication
September	WatchDogs Volunteers (Weekly throughout Sept) PFE Committee Meeting : Hippo Way Celebrations of Positive Behavior (Weekly) Hispanic Heritage Day - Grandparent's Week - September 10th - 12th 2024 Dot Day: September 13th, 2024 PFE: LIM Night Workshop with Principals- September 12th, 2024 Hispanic Heritage Night - September 19th,2024 Kerley Basketball Clinic- 9/17-10/24	Connections Culture Communication
October	Hippo Way Celebrations of Positive Behavior (Weekly) Hippo Way Awards Assembly Trunk or Treat Kerley Basketball Clinic- 9/17-10/24	Connections Culture Communication
November	Veterans Day Celebration Thanksgiving Lunch PFE: LIM Night Workshop with Principals-	Connections Culture Communication

	Music Program	
December	Hippo Way Celebrations of Positive Behavior (Weekly) BookBuddies Nutcracker (family Event) 1st & 2nd Music Program Career Day	Connections Culture Communication
January	PFE: LIM Night Workshop with Principals- Hippo Way Celebrations of Positive Behavior (Weekly) Hippoway Awards Ceremony Kerley Basketball Clinic- Honor Choir Concert	Connections Culture Communication
February	Hippo Way Celebrations of Positive Behavior (Weekly) Valentines Family Date Night : February 7th, 2025 SLAM Night 6:00 - 7:00 PM - February 11th, 2025 Kerley Basketball Clinic- STEAM Day: February 28th, 2025 An Evening in Africa Student: Black History Month Assembly:	Connections Culture Communication
March	PFE: LIM Night Workshop with Principals- 4th Grade Wax Museum Texas Day Celebration Choir Concert	Connections Culture Communication
April	Military Family Night Choir Performance	Connections Culture Communication
May	Talent Show Family Night Field Day Musical Performance	Connections Culture Communication

Continuous Improvement Schedule

January	February	March	April
May	June	July	August
September	October	November	December

Committed Design Team Members:

Red Team: Leadership Team Red Team Leaders: Pina & White					
Crystal Bagot					
Natalie Johnson					
Aneta Duarte					
Kristi White					
Nicole Pina					
Erin Rhoden					
Nathan Gaitan					
Ashley Ramirez					
Jennifer Darr					
Hector Vazquez					
Krystal Swope					
Amber Mittchell					
Bethany Hoffman					

Green Team: Culture Green Team Leaders: Harris, Stokes, & Williams					
Lisa Williams					
Jeanna Mendoza					
Emilee Pollock					

Mandy Olson					
Maria Gonzalez					
Amanda Geyer					
Krystel McDade					
Monica King					
Jocelyn Adams-Duarte					
Joyce Bowen					
Jane Maddox-Coale					
Kathryn Garrett					
Crystal Hampton					
Hannah Bean					
Ana Ramirez					
Kiana Craighill					

Blue Team: Academic Blue Team Leaders: Amling & Caswell						
Tracy Scholes						
Samantha Caswell						
Kayal Holeman						
Ivette Rentas						
Bobbie Jo Vavra						

Lacy Gill						
Tiffany O'Connell						
Brittney Janda						
Jen Spradley						
Leanna Stewart						
Mia Hurtado						
Erin Maness						
Amorita Ladwig						
Madison Zavala						
Megan Gurrola						
Laurie Mynar						
Salvador Perez						