



**Nadine Johnson Elementary School
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.

NJES Equity Statement

Family engagement equity at NJES is...

- Partnership
- Communication
- Equal participation and invitation
- Supported
- Providing ways to make sure everyone has the same opportunities; providing resources
- Representation & access to be able to participate
 - Cultures, individuals with different needs

Family Engagement at NJES

NJES is an inclusive campus that believes in forming partnerships to create a cohesive environment aimed to benefit all NJES children!

- We will create a fun and inviting **atmosphere**, with an open-door policy where all families' perspectives are valued and respected.
- We will collaborate with problem-solving together by bridging the gap with two-way **communication**.
- We will be teachable, flexible, and conscientious to develop an unparalleled level of **trust**.

Priority Focus Areas

Culture

Communication

Connection

Strategies by Focus Area

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	Strengthen the parent/school connection in all grade levels.
S.M.A.R.T. Goal	<p>Technical: By the fall conference 90% of families will report that they have been contacted more than once (positive phone calls, newsletters, social media, etc.)</p> <p>Adaptive: By the fall conference 90% of families will report that they feel engaged through the (positive phone calls, newsletters, social media, etc.)</p>
Roles & Responsibilities	Principal Assistant Principal Teachers
Policies & standard operating procedures	<ul style="list-style-type: none"> - Expectations on forming relationships - Pacts on partnership - Campus collective commitments - Communication scripts use
Strategies	<ul style="list-style-type: none"> - Positive referrals - Positive postcards BOY and throughout school year - Accompany district reading book bus and hand out reading journals - Visit neighborhood parks/pools and

¹

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

² Steve Constantino

	<p>hand out popsicles</p> <ul style="list-style-type: none"> - Engage families with Leader in Me nights - Boo-hoo Breakfast - Institute Classroom Parents - Communicate positively through the leaders on campus
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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.”³

Lead Research:

Growth area	Strengthen partnerships with families through positive, purposeful, and proactive communication
S.M.A.R.T. Goal	Increase the number of verbal parent contacts by 20% by implementing the positive referral process, the low-level referral system, and personal phone invitations to events from teachers.
Roles & Responsibilities	Principal Assistant Principal Teachers

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.

Policies & standard operating procedures	NJES Parent Contact Log
Strategies	<ul style="list-style-type: none"> - provide scripts for teachers to use for verbal communication (positive and negative) - require all teachers to keep a NJES parent contact log - implement the low level referral system - implementing positive referrals

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 incentivised. Meaningful relationships and trust make the difference.⁵

Sample strategies:

Growth area	<ol style="list-style-type: none"> 1. We have an opportunity to re-build respectful and trusting relationships with families and invite them into our building. 2. Teachers, parents and students collaboratively set WIGs (wildly important goals) at the BOY.
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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.

S.M.A.R.T. Goal	100% of students can communicate their reading and math WIGs to their parents and the steps they will take to accomplish it by the September family connection event as measured through the QR code results and virtual parent meeting follow-ups.
Roles & Responsibilities	Principal AP IC Teachers/Aides Custodial Staff Nurse Cafeteria Staff
Policies & standard operating procedures	-Leadership notebooks (LIM)
Strategies	-WIG checks -Visual representations of all campus WIGs

NJES Family Engagement Traditions
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Meet the Teacher Open House Veteran's Day Celebration Month of the Military Child Pumpkin Carving with Dad Boosterthon Bookfair Literacy Night Numeracy Night Hispanic Heritage/Title I Night Leader in Me Family Connect Nights Black History Month Night 7 Habits Recognitions
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Compliance

Campus Family Engagement Calendar

Month	Date	Engagement Activities	Focus Area	Artifact of Impact
July		Popsicles w/PK Kindergarten Signing Day		
August		Meet the Teacher Open House		
September		Hispanic Heritage Night Grandparents Day/Book Fair		
October		Numeracy Night Unity Day Pink Out Red Ribbon Week		
November		Parent/Teacher Conferences Thanksgiving Lunch Veterans' Day		
December		Jingle Run ZooCrew		
January		Dudes' Night 100th Day of School		
February		Black History Month World Hippo Day		
March		Texas/Women's History Assembly Leader in Me Day Literacy Night		
April		Month of the Military Child		
May		PK/K/5th Graduations Field Day		
June				

Continuous Improvement Schedule

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