



## **VHES Parent & Family Engagement Playbook**

**2024-25**

**We are committed to designing a family engagement  
playbook at VHES:**

**Eric Johnson**

**Toby Chiz**

**Aida Finlayson**

**Melissa Sotelo**

**Hillary Axtell**

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 VHES

Our vision for family engagement at VHES is one that allows for every family to see themselves as part of our school community. We will build family diversity and collaborate with families to ensure students' success. We will establish trust through celebrating family traditions. We will embrace our students' and families' multicultural identity throughout our school and instruction.

Focus Area	Themes
Culture	We want to create a three-way partnership between parents/students/educators using family backgrounds to reflect individual and collaborative pride as a school and to build an effective learning community of leaders. <ul style="list-style-type: none"> <li>● Room for parents</li> </ul>
Capacity	
Curriculum	Teach the Leader in Me and 7 Habits to our VHE families. <ul style="list-style-type: none"> <li>● Host a family event/training for parents every semester.</li> </ul>
Communication	Making sure we are communicating in a way that meets parents' needs and according to their preferences <ul style="list-style-type: none"> <li>● Meet with families who say they did not receive information through ParentSquare</li> <li>● Send home weekly newsletters</li> <li>● Partner teachers to make phone calls</li> </ul>
Connections	Making authentic connections with parents/families and allowing them to create those same connections with us <ul style="list-style-type: none"> <li>● Take home projects</li> <li>● Rewards for artifacts being brought in.</li> <li>● Gather parent input for PFE events.</li> </ul>
Compliance	
Counts	

# Strategies by Focus Area

## A. 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.<sup>1</sup>

“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.”<sup>2</sup>

*Sample strategies:*

- Home visits
- Cultural Nights
- Funds of Knowledge Inventory

<b>Growth area</b>	Connecting as human beings vs. compliance, don't see themselves as part of school community or feel inadequate or that they don't have things to offer
<b>S.M.A.R.T. Goal as of</b>	During the 2024-25 school year, VHE will expose 100% of our students to the cultures represented in our campus by means of a cultural fair. Within 90 days, we will find out which cultures are represented within our campus and ask parents how they would like to be celebrated and engaged.
<b>Roles &amp; Responsibilities</b>	Leadership and PFE Design Team
<b>Policies &amp; standard operating procedures</b>	Parent-Teacher-Student Compact Parent Involvement Policy Cultural events in campus improvement plan Title I Presentations Meet the teacher night
<b>Strategies</b>	<ul style="list-style-type: none"> <li>● Getting to know your family</li> <li>● Physical artifacts and displaying on the campus</li> <li>● Morning announcements about culture</li> </ul>

<sup>1</sup>

[https://childcareta.acf.hhs.gov/sites/default/files/public/family\\_engagement\\_and\\_cultural-perspectives-508\\_2-20-18.pdf](https://childcareta.acf.hhs.gov/sites/default/files/public/family_engagement_and_cultural-perspectives-508_2-20-18.pdf)

<sup>2</sup> Steve Constantino

	<ul style="list-style-type: none"> <li>● Cultural Nights</li> <li>● Cultural board</li> <li>● Create a parent space</li> <li>● Create a parent day in the teachers lounge</li> <li>● Culture fair</li> <li>● VHE Parent culture committee</li> </ul>
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## B. 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.”<sup>3</sup>

### Sample strategies:

- Communication apps
- Translation

<b>Growth area as of</b>	VHE has the opportunity to create consistent communication as well as translate the communication into the multiple languages represented.
<b>S.M.A.R.T. Goal as of</b>	At Meet the Teacher night 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, all families will be receiving communication in Parent Square in their native language.
<b>Roles &amp; Responsibilities</b>	District, Principal, PFE Action Team, Social Committee, Leadership Team, Counselor, and PTA <ul style="list-style-type: none"> <li>● Leads: Leadership and PFE Design Team</li> </ul>
<b>Policies &amp; standard operating procedures</b>	<ul style="list-style-type: none"> <li>● Employee handbook</li> <li>● Communication log</li> <li>● Surveys</li> </ul>

<sup>3</sup> 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.

<b>Strategies that will</b>	<ul style="list-style-type: none"> <li>● Brainstorm session on communication</li> <li>● Send a survey to parents on how they like to be communicated</li> <li>● 5 positive contacts in first nine weeks</li> <li>● Provide just-in-time trainings on Parent Square app</li> <li>● Host numerous Spirit Nights at local restaurants</li> <li>● Meet the teacher</li> <li>● Title 1/PTA/ Open House</li> <li>● Parent-teacher conferences</li> <li>● Send out newsletters translated in student's home language</li> <li>● Survey the parents about their use of Parent Square and if they are receiving the messages in their preferred language.</li> </ul>
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### +C. 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.”<sup>4</sup>

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.<sup>5</sup>

Sample strategies:

<b>Growth area as of</b>	Making strong and meaningful connections so parents want to be here and be involved. Where they feel safe and welcomed. Parents feel that educators are the experts, and we want them to know they are partners.
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<sup>4</sup> 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.

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

<b>S.M.A.R.T. Goal</b>	VHE will see a 25% increase in engagement by parents volunteering.
<b>Roles &amp; Responsibilities</b>	VHE staff Teachers: Communicating with parents daily/ weekly Admin: Planning events Staff: Supporting events planned Parents: Attending the events
<b>Policies &amp; standard operating procedures</b>	<ul style="list-style-type: none"> <li>● Employee Handbook</li> <li>● Visitor Guidelines with COVID</li> <li>● Social Distancing</li> <li>● Sign-in sheets</li> <li>● Surveys</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>● Meet the Teacher</li> <li>● Multiculture Fair</li> <li>● Facebook presence with pictures and videos</li> <li>● Title 1/ PTA/Open House: Having cultural banners everywhere; presentations user friendly with booths</li> <li>● Literacy Night</li> <li>● Trunk-or-Treat</li> <li>● Surveying parents and asking how they want to be celebrated at VHE</li> <li>● Counselor teaching topics to parents through Facebook</li> </ul>

## Family Engagement Traditions

Our annual events:

- Meet the Teacher
- Open House/Title 1 meeting
- Hispanic Heritage Month
- Multicultural Fair
- Literacy Night
- Cinco de Mayo

# Campus Family Engagement Calendar

Month	Engagement Activities	Desired Outcome
January	1/15 & 1/16- MOY In-person Awards Ceremony	Our desired outcome is to celebrate student successes.
February	- Black History month/Math/STEAM night 19 - Donuts with Dudes	Our desired outcome is to connect with fathers and share parenting best practices with them. Honor African-American accomplishments and promote literacy.
March	7 - PTA Glow Dance	Our desired outcome is to bring families together for some fun.
April	15 - Purple up Day 23 - Goodies with Gals 11 - Kite Festival	Our desired outcome is to connect with mothers and share parenting best practices with them. We also seek to build rapport within our community.
May	5/9 Field Day 1/2 - Cinco de Mayo 16-23 - EOY Awards Ceremony & Graduation	Our desired outcome is to celebrate traditions and successes of others' culture. We will celebrate diversity and empowering identity.
June		
July		
August	5 - Popsicles with Pre-K & Keepin Kool with Kinder 8 - Meet the Teacher Night 29 - Open House/Title-PTA meeting	Our desired outcome is to build families' confidence and connections with VHE. We also aim to inform parents of Title 1 requirements and PTA.
September	9 & 10 - Grandparents' Luncheon Sept.15-Oct.16 - Hispanic Heritage Month 19 - Hispanic Heritage Night/Literacy Night	Our desired outcome is to celebrate grandparents, and acknowledge/celebrate Hispanic Heritage month as well as increase literacy.
October	25-31 Red Ribbon Week 10/25 - Trunk or Treat	Our desired outcome is to connect with families at Trunk or Treat.
November	13 - Thanksgiving Luncheon 11- Veterans Day 18 - National Family Involvement Day	Our desired outcome is to honor veterans and teach students about sacrifices made by veterans.

	25 - 29 Thanksgiving Break	Connect with families for Thanksgiving luncheon.
December	<p>- Holiday Gift Shoppe</p> <p>12/5 Multicultural Night</p> <p>12/PTA Holiday Movie Night</p>	<p>Our desired outcome is to allow staff and families the opportunity to celebrate the holidays together.</p> <p>We also plan to empower and connect with all VHE cultures at multicultural fair.</p>

# Continuous Improvement Schedule

January - Review the CIP	February	March	April - Review the CIP
May	June - Review the PFE Playbook	July	August
September	October - Review the CIP	November	December