

# Parent Engagement Workgroup

## Merced County Local Child Care and Development Planning Council

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### Workgroup Charge

Name: Parent Engagement Workgroup

Parent Body: Merced County Local Child Care and Development Planning Council (LPC)

### Purpose

The Parent Engagement Workgroup works to strengthen family involvement in children's early learning and care. The group supports meaningful partnerships between families, schools, and providers by promoting best practices, increasing parent access to resources, and ensuring families have a voice in decision-making.

### Scope of Work

- Promote parent-child reading and distribute easy-to-understand child development resources.
- Expand opportunities for parent education and engagement in schools and ELC programs.
- Ensure parents are connected to resources that support child and family well-being.
- Identify and share effective parent engagement practices across providers.
- Develop best practices for communication between providers and families.
- Partner with community organizations to expand family awareness and participation.

### Membership

LPC members, sub-committee appointees, and partners including UC Merced, Merced College, LEAs, First 5, All Dads Matter, Family Resource Centers, Help Me Grow, Parents Helping Parents, PLTI, R&R, community organizations, and local businesses.

### Responsibilities

- Attend monthly meetings and contribute ideas.
- Share community insights and best practices for family engagement.
- Champion parent voice in planning and advocacy.
- Support the development and dissemination of family engagement resources.

### Proposed Monthly Meeting Series (Sept – May)

September – Kickoff & Charge Adoption

October – Promoting Parent-Child Reading & Developmental Materials

November – Expanding Family Engagement in Schools & ELC Programs

January – Connecting Families to Resources & Supports

February – Best Practices in Parent Engagement (Case Examples)

March – Communication Strategies for Engaging Parents

April – Community Partnerships for Expanding Family Awareness

May – Reflection, Progress Review & Next Steps

## **Draft Agendas**

### **October 1st: Kickoff & Charge Adoption**

- Welcome & Introductions
- Review LPC Goals and Workgroup Charge
- Approve Workgroup Charge and Membership Roster
- Map desired outcomes (4A–4D) to year-long meeting topics
- Next Steps: Assign sub-tasks for October

### **November: Promoting Parent-Child Reading & Developmental Materials**

- Review Desired Outcome 4A-1
- Presentation: Current parent resources and reading promotion programs
- Brainstorm strategies to expand distribution and usage of materials
- Assign development of resource distribution plan

### **December: Expanding Family Engagement in Schools & ELC Programs**

- Review Desired Outcomes 4B-1 and 4B-2
- Presentation: Family engagement options offered by LEAs and ELC providers
- Brainstorm ways to make engagement a two-way partnership
- Assign development of parent engagement toolkit

### **January: Connecting Families to Resources & Supports**

- Review Desired Outcome 4B-2
- Presentation: Current family support networks (FRC, Help Me Grow, Parents Helping Parents)

- Identify gaps in family awareness of resources
- Develop plan to strengthen outreach and referrals

### **February: Best Practices in Parent Engagement (Case Examples)**

- Review Desired Outcome 4C-1
- Presentation: Successful parent engagement examples from local providers
- Brainstorm methods for sharing best practices countywide
- Assign development of case study compendium

### **March: Communication Strategies for Engaging Parents**

- Review Desired Outcome 4C-2
- Presentation: Research on communication methods that resonate with families
- Brainstorm new tools (bilingual flyers, apps, videos, etc.)
- Assign team to develop communication guidelines

### **April: Community Partnerships for Expanding Family Awareness**

- Review Desired Outcome 4D-3
- Presentation: Role of pediatricians, WIC, social service agencies, and businesses in family outreach
- Brainstorm strategies for engaging new community partners
- Assign partner recruitment and outreach roles

### **May: Reflection, Progress Review & Next Steps**

- Review accomplishments against Desired Outcomes 4A–4D
- Identify unfinished business and recommendations for next year
- Document successes for annual LPC reporting
- Celebrate contributions of members
- Transition planning for summer/fall 2026

## One-Page Calendar Overview (Sept – May)

<b>Month</b>	<b>Focus Topic</b>
October	Kickoff & Charge Adoption
November	Promoting Parent-Child Reading & Developmental Materials
December	Expanding Family Engagement in Schools & ELC Programs
January	Connecting Families to Resources & Supports
February	Best Practices in Parent Engagement (Case Examples)
March	Communication Strategies for Engaging Parents
April	Community Partnerships for Expanding Family Awareness
May	Reflection, Progress Review & Next Steps