

NOVEMBER 2019

# Family Engagement That Works

MOVEMENT SCHOOL, ASHLEY PARK,  
WELLS FARGO, AND SCHERMCO

The Erikson Institute





Charter & District  
Dynamics



Family Engagement &  
Empowerment



"...one of valuing and co-creating with them."

CARNEGIE REPORT, 2018









The Wells Fargo logo, consisting of a red square with the words "WELLS" and "FARGO" in yellow, serif, all-caps font. A thin horizontal line passes behind the square.

**WELLS  
FARGO**







# Goals



## GOAL 1

Create a platform for charter and district schools to work together.



# Goals

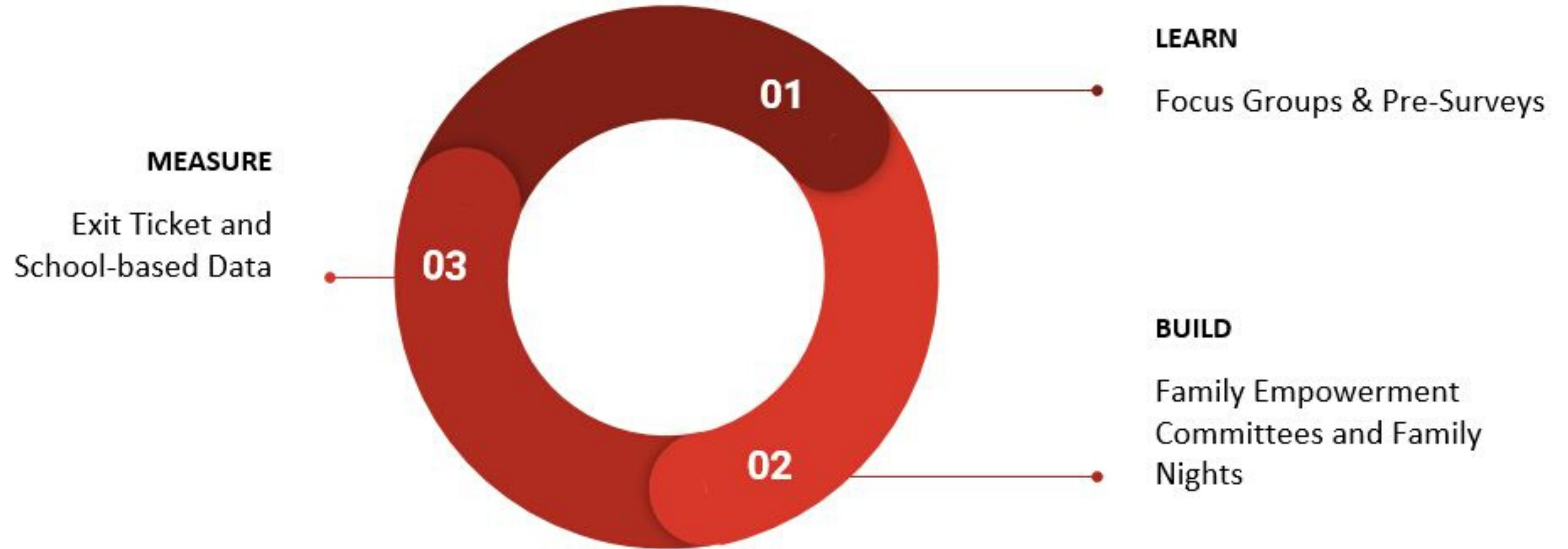


## GOAL 2

Increase family engagement and empowerment to build stronger relationships between the schools, families, and the community.



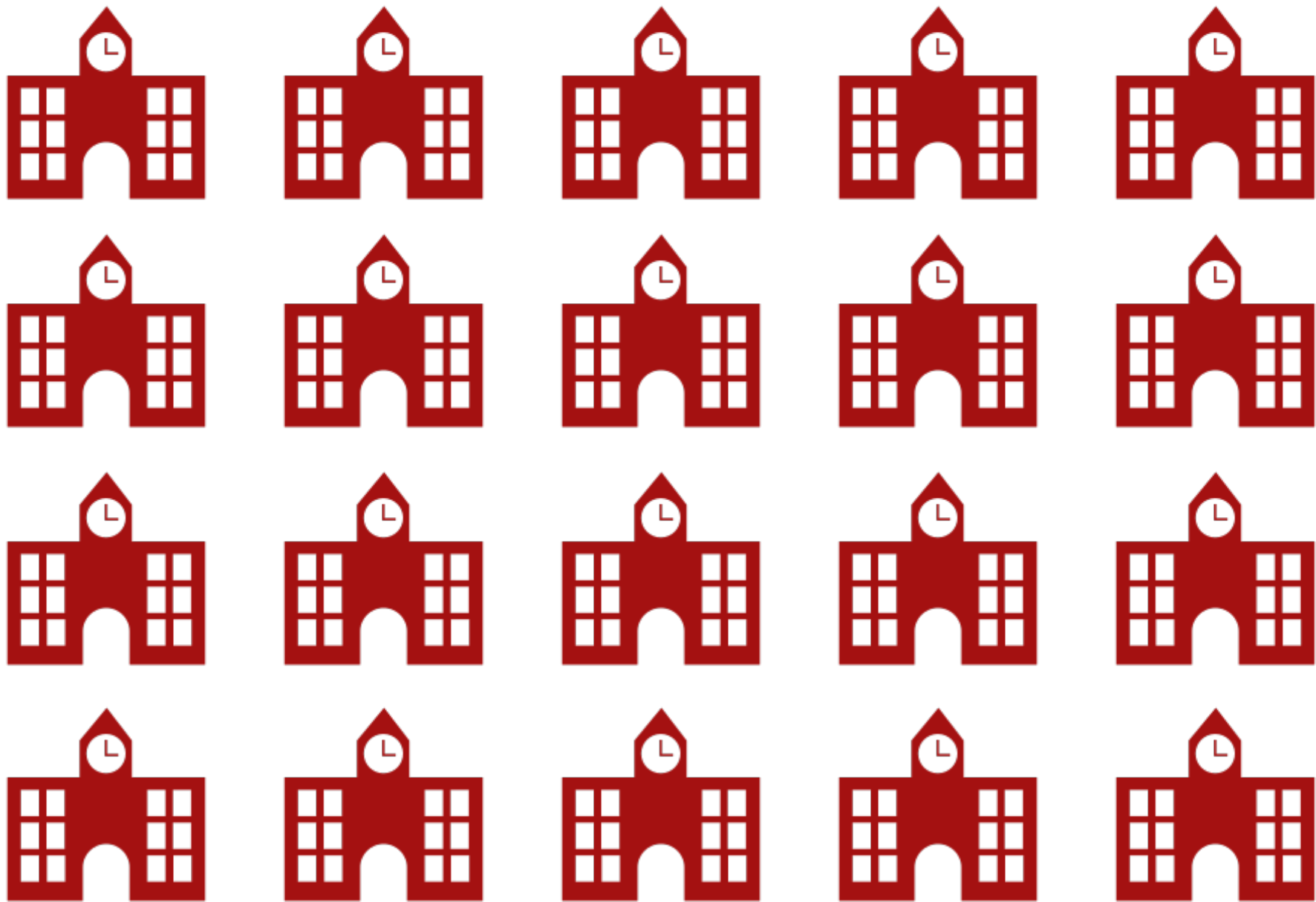
# Our Process



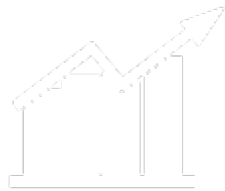


# 20 Data-Based Family Nights

Financial Literacy, Math Madness, Book Character Literacy

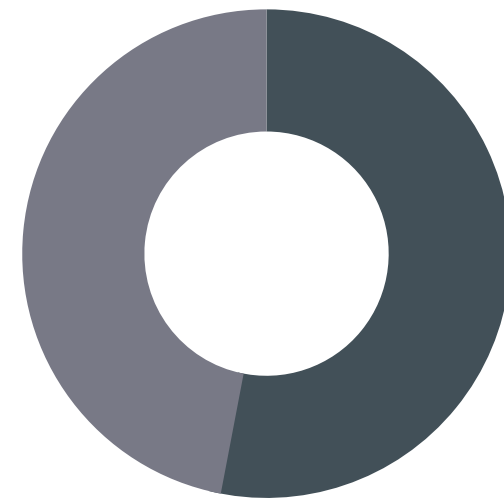


# Results



## FAMILY-NIGHT ATTENDANCE

483/912 unique families attended at least one family night across both schools.



**53%**  
BOTH SCHOOLS





# 2018-2019 Exit Ticket Data



89%

OF FAMILIES  
WOULD  
RECOMMEND  
FAMILY NIGHTS



88%

OF FAMILIES  
WOULD  
RECOMMEND  
FAMILY NIGHTS





# 90%

On average, 90% of families feel more  
engaged and empowered.

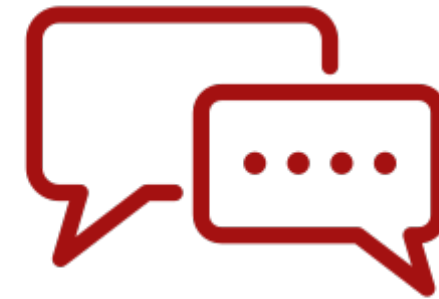




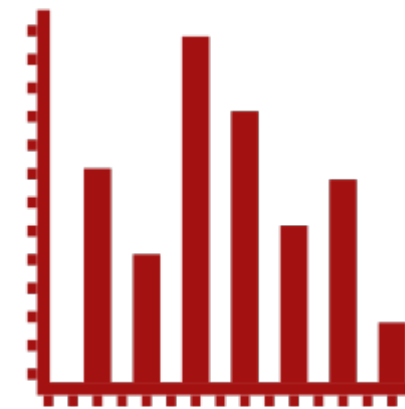
# 70%

On average, 70% of families reported using resources or skills from family nights at home with their scholar or family.

# Differentiators



Professional  
Development &  
Collaboration

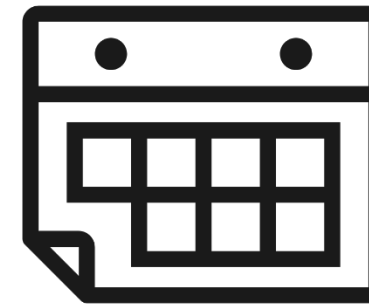


Data



Community  
Partners

# Communication Schedule



10 Days Out



Paper and  
Electronic RSVP



5 Touchpoints















# What's Next?



CAREER AND JOB SUPPORT



ACADEMIC SKILL TRAINING



FAMILY LED PODCAST

Q/A

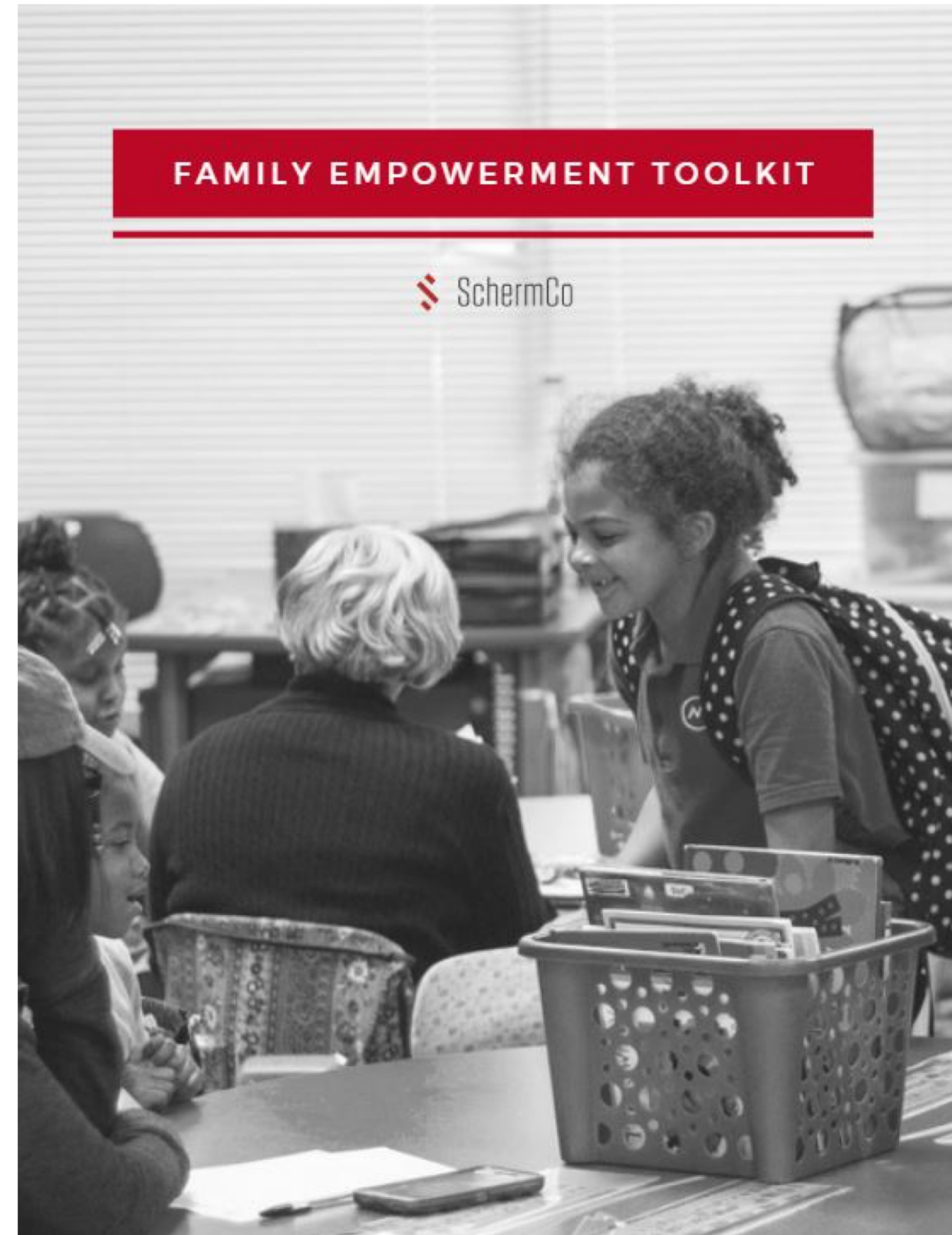
THANK YOU, ALL!





# Appendix

# The Toolkit

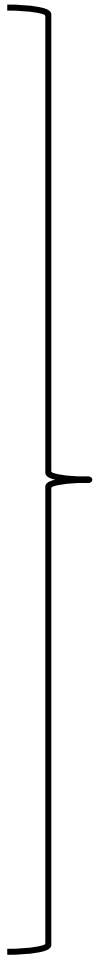


# Strategies

**INCREASE FAMILY ENGAGEMENT AND  
EMPOWERMENT**

+

**FAMILY-NIGHT  
MODEL**



**KNOWLEDGE**

**RESOURCES**

**CONNECTIONS**

**COMMUNITY**

**PARTNERS**



# Measurement

## **INCREASE FAMILY ENGAGEMENT AND EMPOWERMENT**

As it pertains to the family, engagement indicators include:

- Awareness that schools value parent involvement
- Increased family voice
- Increased participation in events that support scholar's learning
- Increased use of community resources

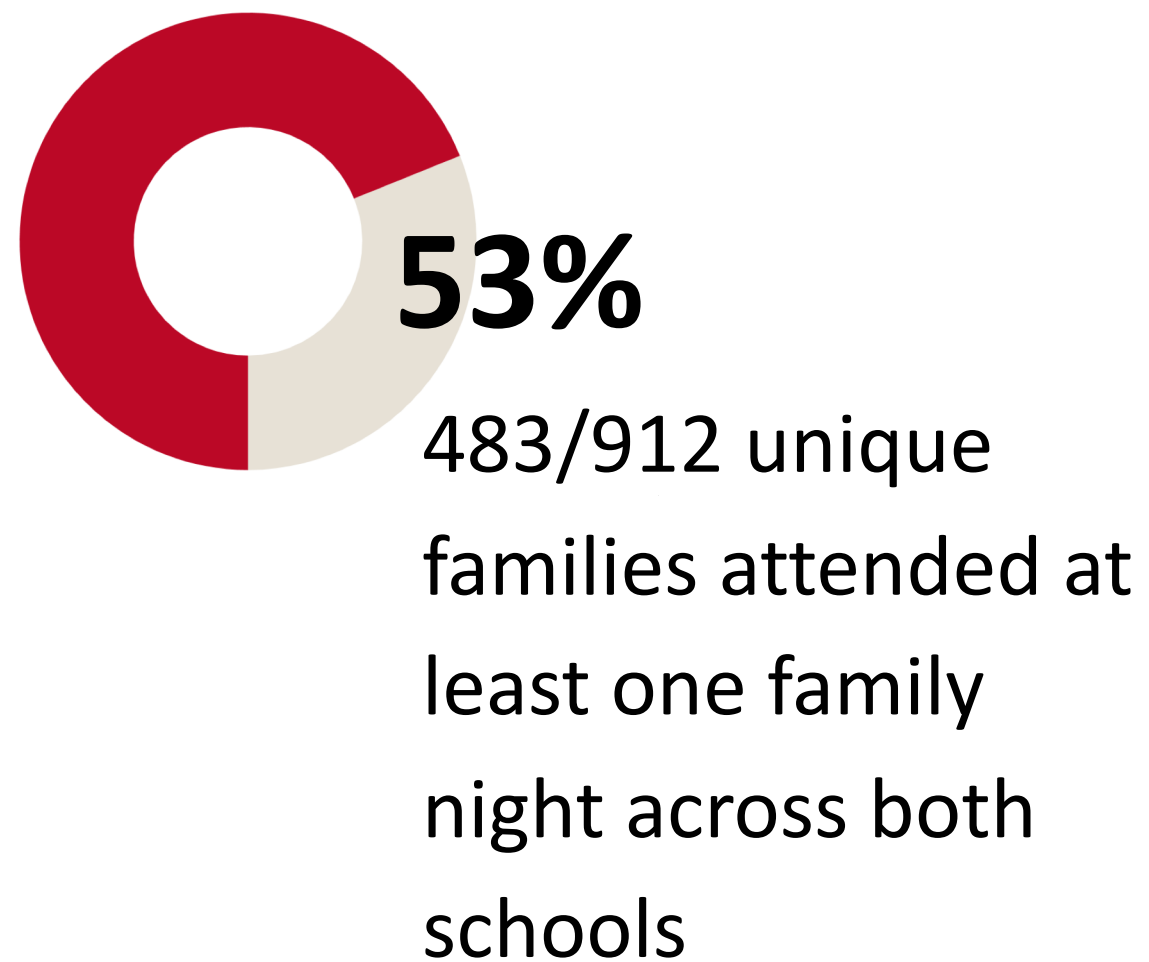
Empowerment indicators include:

- Family's belief in their ability to make a difference in their child's education.

# Results

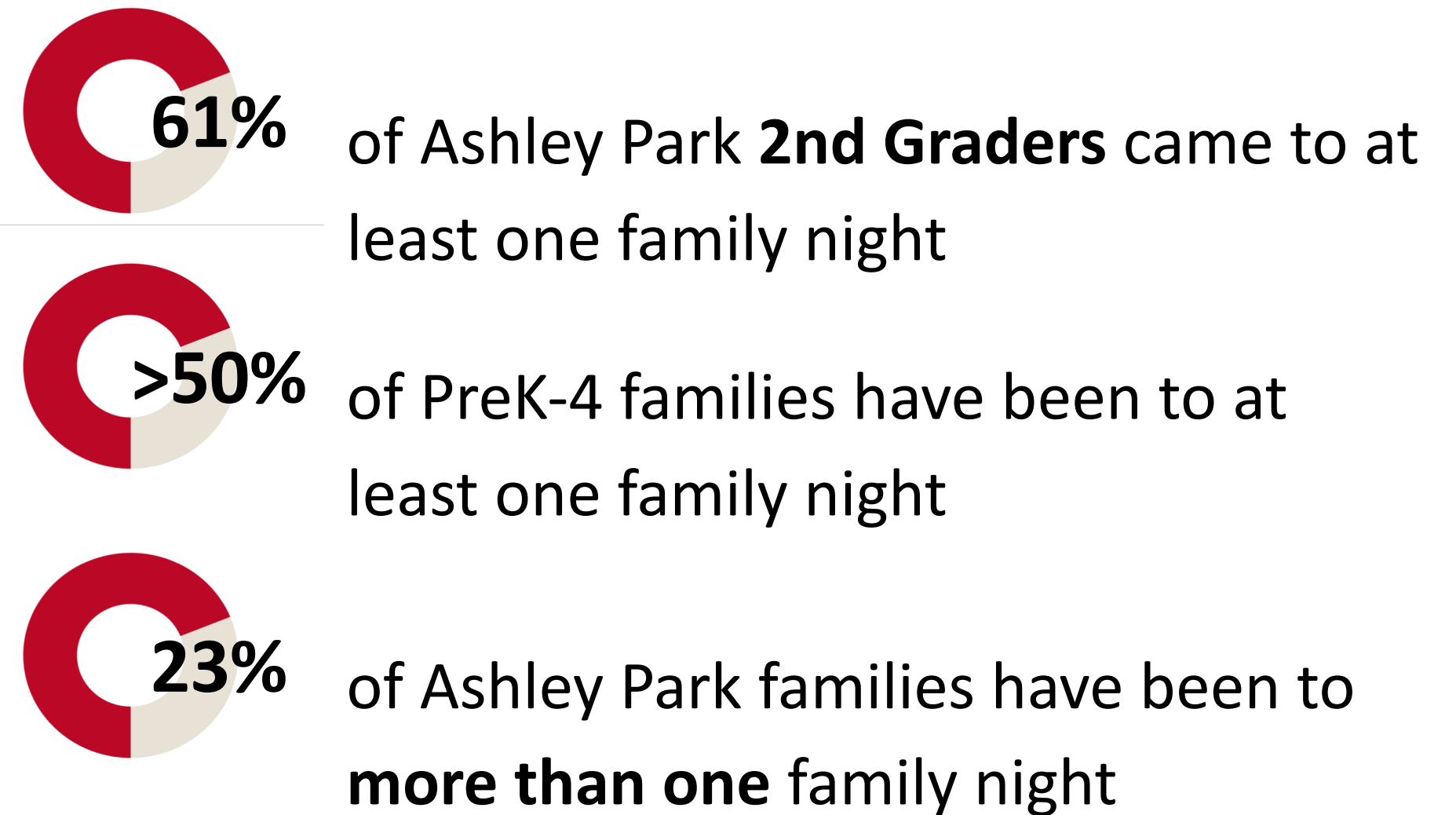
## Both Schools

### Family-Night Attendance



## Ashley Park

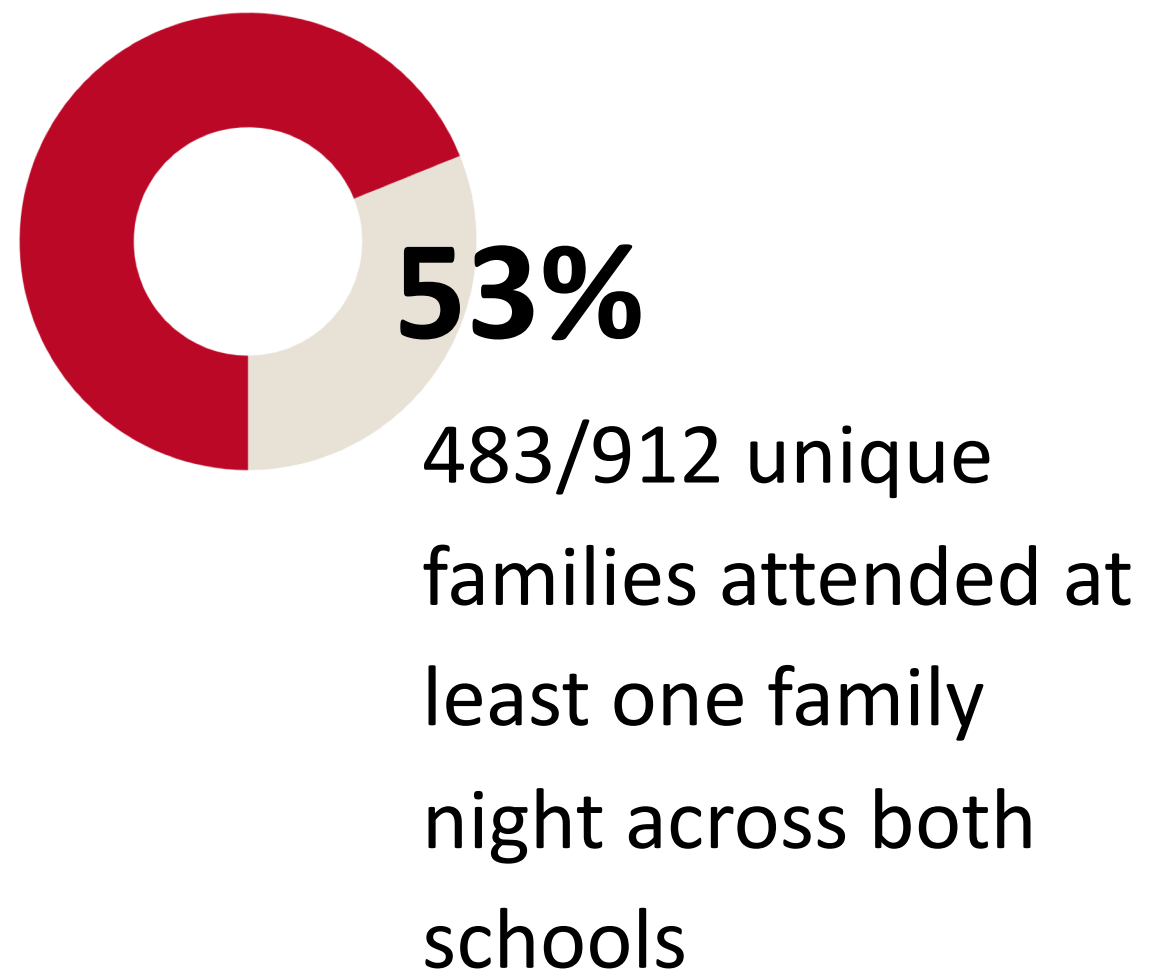
### Family-Night Attendance



# 2018-2019 | Early Results

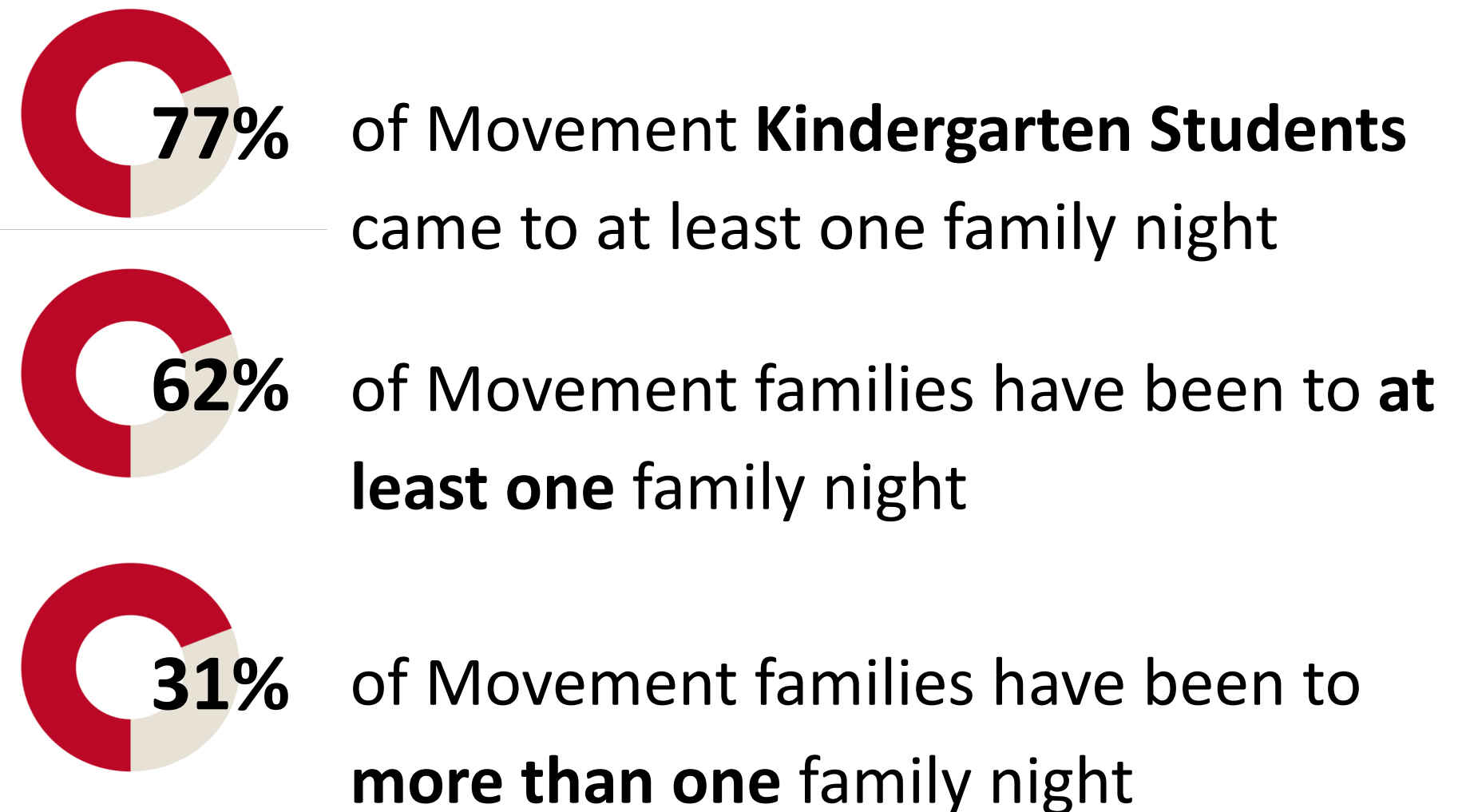
## Both Schools

### Family-Night Attendance



## Movement School

### Family-Night Attendance





# Our Lessons Learned



**Families Will  
Engage**



**Data +  
Collaboration**



**Capacity +  
Partnerships**

# Why Are People Attending?

**Face-to-Face time** with classroom teacher

Academic and personal **support** for their scholar

**Opportunity** to engage with other parents at the school



