

Comprehensive Parent Engagement Plan for School Leaders

Goal: Create a **systemic, collaborative, and culturally responsive** approach to family engagement, rooted in research and aligned with the *Dual Capacity-Building Framework* (Mapp & Kuttner, 2014).

I. WHY - The Importance of Parent Engagement

- **Research-based Benefits:**

- Improved student achievement (higher test scores, grades, graduation rates) (Mapp, K. L., & Kuttner, P. J., 2014 *Partners in Education*. U.S. Department of Education.)
- Reduced absenteeism and disciplinary issues (U.S. Department of Education, *Chronic Absenteeism in the Nation's Schools*.)
- Increased teacher morale and job satisfaction (Learning Policy Institute, 2017).
- Stronger school-community relationships (Harvard Family Research Project.)

II. GUIDING PRINCIPLES (Based on Mapp & Kuttner's Dual Capacity-Building Framework)

- **Shared Responsibility:** Schools and families are partners in student success. Everyone contributes!
- **Two-Way Communication:** Open and continuous dialogue between school and home.
- **Respect for Diversity:** Honor all cultural, linguistic, and socioeconomic backgrounds.
- **Active Parent Involvement:** Provide opportunities for parents to participate in school decision-making and activities.
- **Building Trust:** Establish relationships based on mutual respect and understanding.

III. KEY COMPONENTS

A. Leadership and Vision

- **Principal as Champion:** The principal must be a strong advocate for parent engagement and model effective practices.
- **School-Wide Commitment:** Embed parent engagement in the school's mission, vision, and improvement plans.
- **Parent Engagement Coordinator:** Designate a staff member to lead and coordinate parent engagement efforts.
- **Parent Leadership Teams:** Establish parent advisory groups to provide input and feedback on school policies and programs.

B. Communication and Outreach

- **Multiple Channels:** Utilize a variety of communication tools to reach all families (e.g., digital platforms, email, text messaging, phone calls, translated materials).
- **Regular Updates:** Provide frequent and informative communication about school events, student progress, and learning activities.
- **Welcoming Environment:** Create a school climate that is inclusive and inviting to all families.
- **Culturally Responsive Communication:** Use communication strategies that are sensitive to language and cultural differences.

C. Learning at Home

- **Workshops and Training:** Offer workshops for parents on topics such as supporting learning at home, homework help, and digital literacy.
- **Resources and Materials:** Provide access to books, online resources, and other materials that can help families support their children's learning.

- **Family Literacy Programs:** Implement programs that promote literacy development for both parents and children.

D. School Decision-Making and Advocacy

- **Parent-Teacher Organizations (PTOs/PTAs):** Strengthen PTOs/PTAs to provide a platform for parent voice and leadership.
- **School Site Councils:** Ensure parent representation on school site councils and other decision-making bodies.
- **Parent Advocacy Training:** Empower parents to advocate for their children's education.

E. Collaborating with the Community

- **Community Partnerships:** Build relationships with community organizations to provide resources and support to families.
- **Volunteer Opportunities:** Create opportunities for parents and community members to volunteer in the school.
- **Family Resource Centers:** Establish or partner with family resource centers to provide comprehensive support services to families.

IV. PROFESSIONAL DEVELOPMENT

- **Ongoing Training:** Provide regular professional development for all staff on effective parent engagement strategies.
- **Cultural Competency Training:** Equip staff with the knowledge and skills to work effectively with diverse families.
- **Collaborative Practices:** Promote collaborative practices between teachers and parents, such as joint goal setting and shared decision-making.
- **Data-Driven Decision Making:** Use data to monitor parent engagement efforts and make adjustments as needed.

V. EVALUATION AND CONTINUOUS IMPROVEMENT

- **Data Collection:** Gather data on parent participation, satisfaction, and impact on student outcomes.
- **Feedback Mechanisms:** Solicit feedback from parents and staff on the effectiveness of parent engagement initiatives.
- **Plan Adjustments:** Regularly review and revise the parent engagement plan based on data and feedback.
- ***Celebrate and Message:*** *Celebrate and message your successes.*

VI. TOOLS AND RESOURCES

- **Digital Platforms:** ClassDojo, Bloomz, Seesaw, Google Classroom
- **Communication Tools:** Remind, TalkingPoints
- **Surveys and Feedback Tools:** Google Forms, SurveyMonkey
- **Parent Engagement Resources:** [National PTA](#), [National Network of Partnership Schools](#), [Parent Teacher Home Visits](#)

VII. REFERENCES

- Mapp, K. L., & Kuttner, P. J. (2014). *Partners in Education: A Dual Capacity-Building Framework for Family-School Partnerships*. U.S. Dept. of Education.
- Henderson, A. T., & Mapp, K. L. (2002). *A New Wave of Evidence: The Impact of School, Family, and Community Connections on Student Achievement*. SEDL.
- Epstein, J. L. (2018). *School, Family, and Community Partnerships*. Routledge.
- Harvard Family Research Project. *Family Involvement Makes a Difference* – <https://archive.globalfrp.org/>
- Mapp, K. L. (2003). Having their say: Parents describe why and how they are engaged in their children's learning. *The School Community Journal*, 13(1), 35-64.