

# Family Engagement

Adelle Wellens, Communications Officer

Shalon Monroe, Community and Family Engagement Specialist

# Communications Officer

- Manages
  - Websites
  - Social Media
  - Family Communication from District
  - Crisis Communication
  - Weekly Newsletter
  - ParentSquare
  - Advertising
  - Unity In Our Community
- Graphic Design
  - Handbook
  - Flyers
  - WBWF
  - Strategic Plan
- Photography



# Family Engagement Specialist

- Met with all principals
- Spent time in all buildings
- Attended Family Freedom Center Thanksgiving Dinner
- Build deep connections with community members and students/families
- Once a week, all day visit to school
- Outside organizations visits
- Working on Reading Event for March 1
- Attending Family Nights
- Attended School Events



# Steve O'Neil Apartment Community Resource Night

- Resources were brought to the families
- DAE, ECFE, Community Schools
- Lincoln Park, Denfeld, Myers-Wilkins staff members and principals attended
- Food provided
- Great Conversations
- “Best attended event by families at this building,” Chum Staff.
- “I met a parent of a student I’ve never met before,” Myers-Wilkins Staff member



# Methods of Family Engagement

- Social Media
- Newsletters
- ParentSquare
- Printed Material
- Community Meetings
- Face to Face Conversations
- Unity In Our Community
- Engaging and spending time at community outreaches like the Washington Center, Lincoln Park Boys and Girls Club, etc.



# Social Media January Report



Total Followers:

12,202

Growth:

966  (Jan. 2022)

Monthly Reach:

13,991



Total Followers:

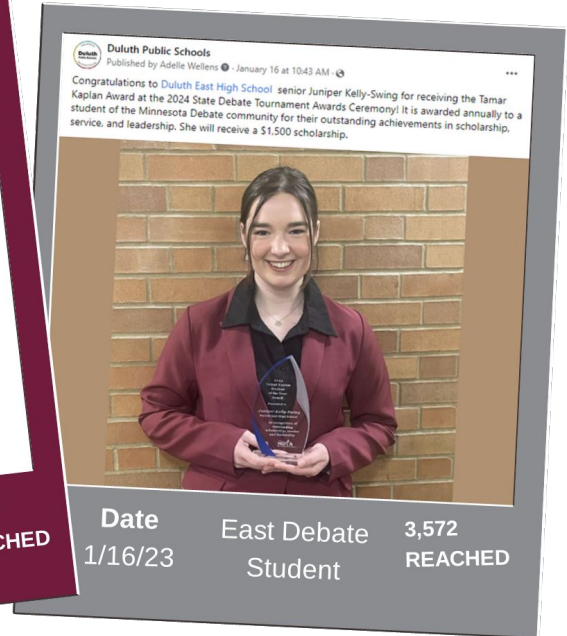
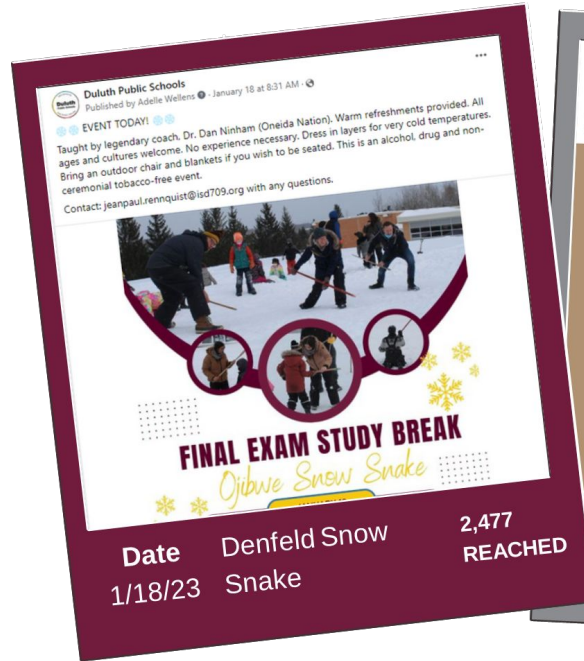
1,576

Growth:

170  (Jan. 2022)

Monthly Reach:

194



# Newsletter January Report



## Family Newsletter

**Total Views:**  
15,608

**Average Views:**  
3,902

**ParentSquare Average Views:**  
6,985

## Employee Newsletter

**Total Views:**  
11,295

**Average Views:**  
2,823

## ParentSquare Early Stats

**46.7%**

of Staff Registered

**19%**

of Parents on App

**Lowell**

Top School User with  
41% of Parents on App

**ALC/AEO**

First Adopter of the App



ParentSquare



# Family Engagement Framework Draft

## Family Engagement Definition

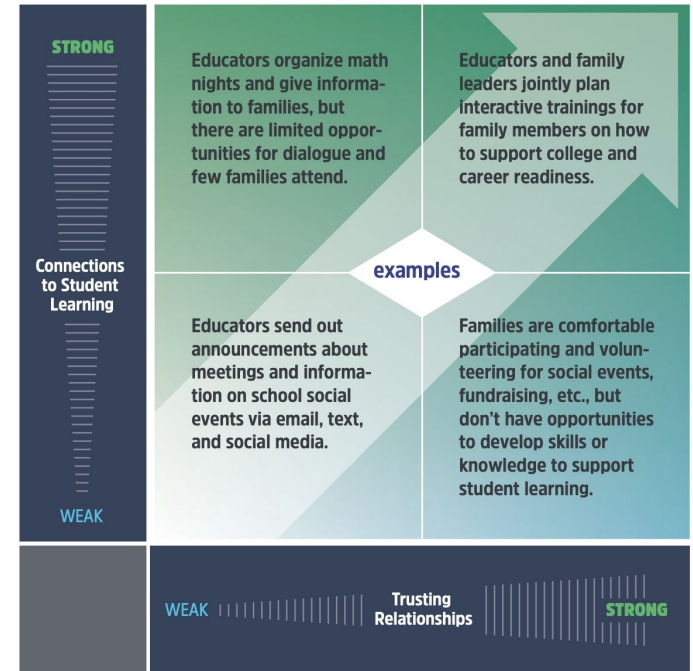
- A full, equal, and equitable partnership among families, educators, and community partners to promote children's learning and development, from birth through college and career.

## Vision

- Families are engaged in their child's education and feel empowered to support learning at home through strong partnerships with schools. Our relationships with families are at the center of success for every child at school.

## The Purpose

- The Family Engagement Framework is our commitment to working in partnership with families. It is the foundation for how we can develop quality family engagement strategies. Our commitment applies to the whole district and includes district, school-based, and support staff. It gives us a shared understanding of what effective family engagement practices look like. Through this understanding, we can build on our existing work and develop strategies that will allow us to achieve our vision.



Questions?