

The Nuts & Bolts of Engaging Students, Families, Volunteers PD Consortia July 13, 2011

Tips/Comments

Parent Training

- Cobb County (Matt Yancy) Held parent training at residential buildings (large housing developments) in partnership with the development owners/managers. Offered trainings to parents, and development reduced rent (\$100 or \$200 in rent for 1 month) to parents who attended training.
- West Chicago and Cobb Use “Guiding Good Choices” program for parent training
- Consider the role of parent centers – way to help engage parents & others
- Promotoras – community members who have outreach to community and can help bring people. (websites with Promotoras programs:
 - http://www.4children.org/issues/2002/january_february/promotoras_community_health_leaders/; overview of use of promotoras in Planned Parenthood community education
 - <http://www.nmqf.org/presentations/08J3LemusM.pdf>; The Promotora/Community Health Worker Network - overview of promotora and community health worker models
- Yolo County (Panna Putnam) – we had a home visitation program that continued. Built relationships by having home visits and asked families what needed. Part of challenge – student engagement but found needed to develop relationships with youth through services. Held events 3-4 times/year (Halloween, Christmas, Valentine’s Day, etc.) hosting number of vendors (e.g. chef, entrepreneurs and other businesses) present at school to announce about self and introduce students to field/career. Very successful & exciting event for students. Want do similar model with parents. When host this, could have students lead parents thru vendor stations.
- Would have been great to include Parent & student advisory groups. Great opportunity to guide and have conversations with them. Good to have begun early on in district.
- When legislature closed full-day pre-K, had families with only half day programs. Held Parent-led play groups for pre-K students which provided opportunity for parent training on importance of play, and provided parents way to connect with one another.
- Hosted district-wide parenting conferences
- Cobb County (Matt Yancy) – work with faith-based communities – they often are willing to provide food and childcare.

- Madison County (Octavious Tookes)– Had 1st successful engagement night 1 month ago. Partnered with number different agencies. Tried first food, \$20 cash for attending – neither worked. Hired communication consultant to help develop strategy – got businesses to help support event. Had mentoring program celebration, made calls to families, got businesses plus others to attend and encourage everyone in community to attend. This was successful in developing community-wide interest/awareness/attendance at event.

Questions:

- When during the day is the best time to have large # parents in school to do events?

Marjory – most kids walking/bus so do events at dinner & have childcare. Piggybacking multiple activities at events, PTO + Parent-Teacher Conference + Flu shot clinic, etc.

Ben – do before & after school. Some at dinner and provide dinner & childcare. Best to do in morning 8:30 – 9:30 or 2:30-3:30. Flexibility of time. Also be sure to include all info on School/SSHS website and includes events.

- Remember - Stand alone events generally do not work to bring people in. Consider what additional activity or event could be included
- Have concert/program for celebration (families always like to see youth perform. Some have success holding performance first then providing educational activity; some hold education before performance with success.

Funding/Volunteer Opportunities with local businesses

- Approaching businesses who will make grants for volunteerism of employees

1. Kohl's Foundation <http://www.kohlscorporation.com/communityrelations/Community04.htm>

Kohl's Cares Associates in Action Program (\$500 grant for every 5 employees who volunteer 3 consecutive hours)

2. Walmart

Facility Giving Programs (Local grants) <http://walmartstores.com/CommunityGiving/238.aspx>

Minimum \$250; Maximum: \$5,000

Deadline: December 1, 2011 (But submit before Oct 31 to beat the holiday requests)

3. Gap Foundation

http://www2.gapinc.com/GapIncSubSites/csr/Goals/CommunityInvestment/Com_Volunteer_Programs.shtml

3 key volunteer opportunities: \$150 grant to nonprofits for every 15 hours of volunteering, exempt corporate employees receive five hours of paid time off to volunteer each month up to 60 hours annually; also "In Action Days" volunteer events organized by employees.

4. Target Foundation Community Giving program

<http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031700>

5. BJ's Foundation

http://www.bjs.com/community-relations.content.about_community_relations.A.about_community

Also, the new National YMCA brand includes 3 key points: social responsibility, youth development and healthy living. Local Y's are working with corporate sponsors and local businesses to emphasize the social responsibility focus.