

INVEST



FOR YOUR CHILD

JOIN



FOR YOUR CHILD

ADVOCATE



FOR YOUR CHILD

ENGAGE



FOR YOUR CHILD

ACT



FOR YOUR CHILD

# Transformative Family

## Engagement:

*Strengthening Family-School Partnerships for Student Success*

*Presented by Yvonne Johnson*

*National PTA President*

National  
**PTA**  
*everychild.one voice.*

# PTA FOR YOUR CHILD

CHAMPION



FOR YOUR CHILD

GUIDE



FOR YOUR CHILD

PROTECT



FOR YOUR CHILD

CONNECT



FOR YOUR CHILD

VOLUNTEER



FOR YOUR CHILD

# PTA FOR YOUR CHILD



## **Our Shared Mission:**

*To make every  
child's potential a  
reality by engaging  
and empowering  
families and  
communities to  
advocate for all  
children.*

**National  
PTA<sup>®</sup>**

*everychild.onevoice.<sup>®</sup>*

# National PTA Values

**ADVOCATE  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**VOLUNTEER  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**UNITE  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**ENGAGE  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**CHAMPION  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**ACT  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**INVEST  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**CONNECT  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**JOIN  
FOR  
YOUR  
CHILD**

National  
**PTA**  
mychild.myvoice®

**PTA  
FOR  
YOUR  
TEEN**

National  
**PTA**  
mychild.myvoice®

**Collaboration:** We will work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.

**Commitment:** We are dedicated to children's educational success, health, and well-being through strong family and community engagement while remaining accountable to the principles upon which our association was founded.

**Diversity:** We acknowledge the potential of everyone without regard, including but not limited to: age, culture, economic status, educational background, ethnicity, gender, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.

**Respect:** We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's goals.

**Accountability:** All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic initiatives.



## Learning Objectives:

- ✓ Review the importance of family engagement
- ✓ Learn about the 6 tenets of PTA's National Standards for Family School Partnerships
- ✓ Gain a better understanding of Transformative Family Engagement
- ✓ Learn to apply the 4 I's of Family Engagement
- ✓ Hear about our new tool "Family Engagement Solutions"
- ✓ Explore how to apply what you learned in your PTA

# THERE IS NO WRONG WAY TO PTA



**Family or Parent** refers to *any* caring adult in a child's life – grandparents, siblings, foster parents, mentors, etc.

# Parental Involvement vs. Family Engagement



“An **involved parent** takes part in the activities already determined by the school. An **engaged parent** takes a step further, often becoming part of the school’s decision-making process.” - Annie E. Casey Foundation

**P•T•A**

*VERB /PEE-TEE-AY/*

TO SUPPORT YOUR CHILD'S POTENTIAL IN  
ONE OR MULTIPLE WAYS:

- 1) To invest in your child's potential.
- 2) To volunteer for your child's potential.
- 3) To advocate for your child's potential.



# How can your school or PTA change the way you approach family engagement?

- What can you do differently?
- Where are you able to meet the needs of your current families?
- Where are you able to serve new families?
- What are some best practices for meeting families where they are

# How to Make PTA's Mission a Reality

PTA's National Standards for  
Family-School Partnerships



Transformative Family  
Engagement



**THERE IS NO WRONG WAY TO PTA**



# ***Transformative Family Engagement***

A shared effort of families, schools, and community leaders to advance programs, practices, and policies that *empower every parent to realize their child's potential.*

# Guiding Principles Of Family Engagement: The 4 I's

## INCLUSIVE

Embracing and valuing diverse perspectives.



## INDIVIDUALIZED

Meeting the unique needs of every family and child.



## INTEGRATED

Connecting and aligning with the educational system.



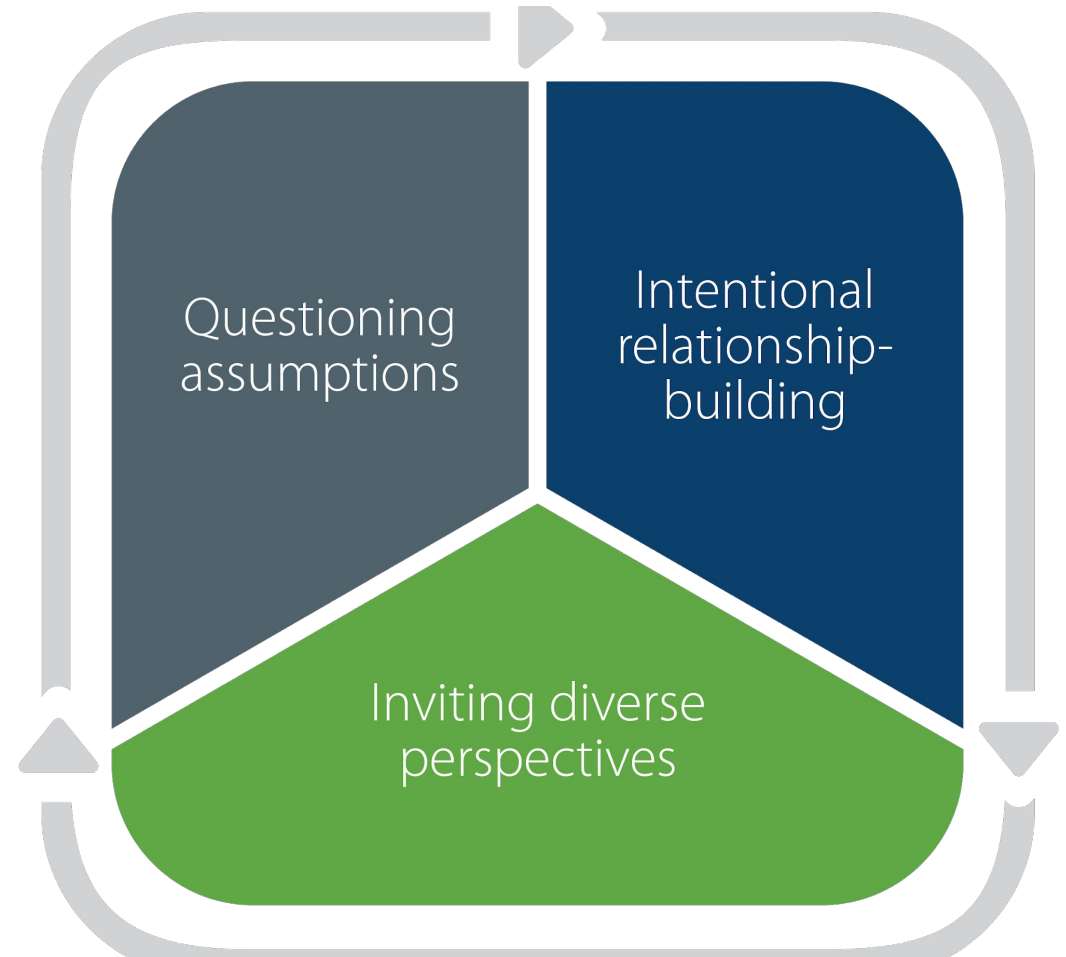
## IMPACTFUL

Empowering families to support their child's success.

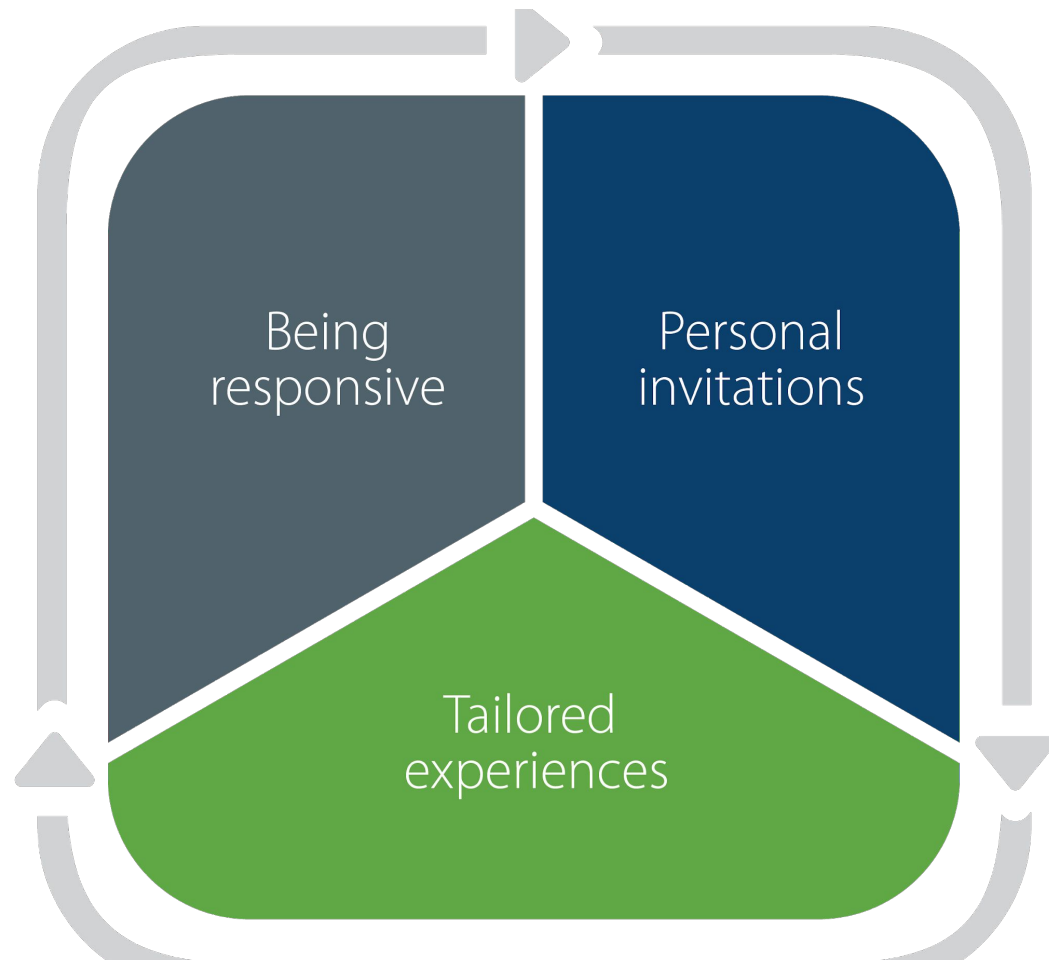


# Inclusive

*Inclusive*  
Embracing and  
valuing diverse  
perspectives.



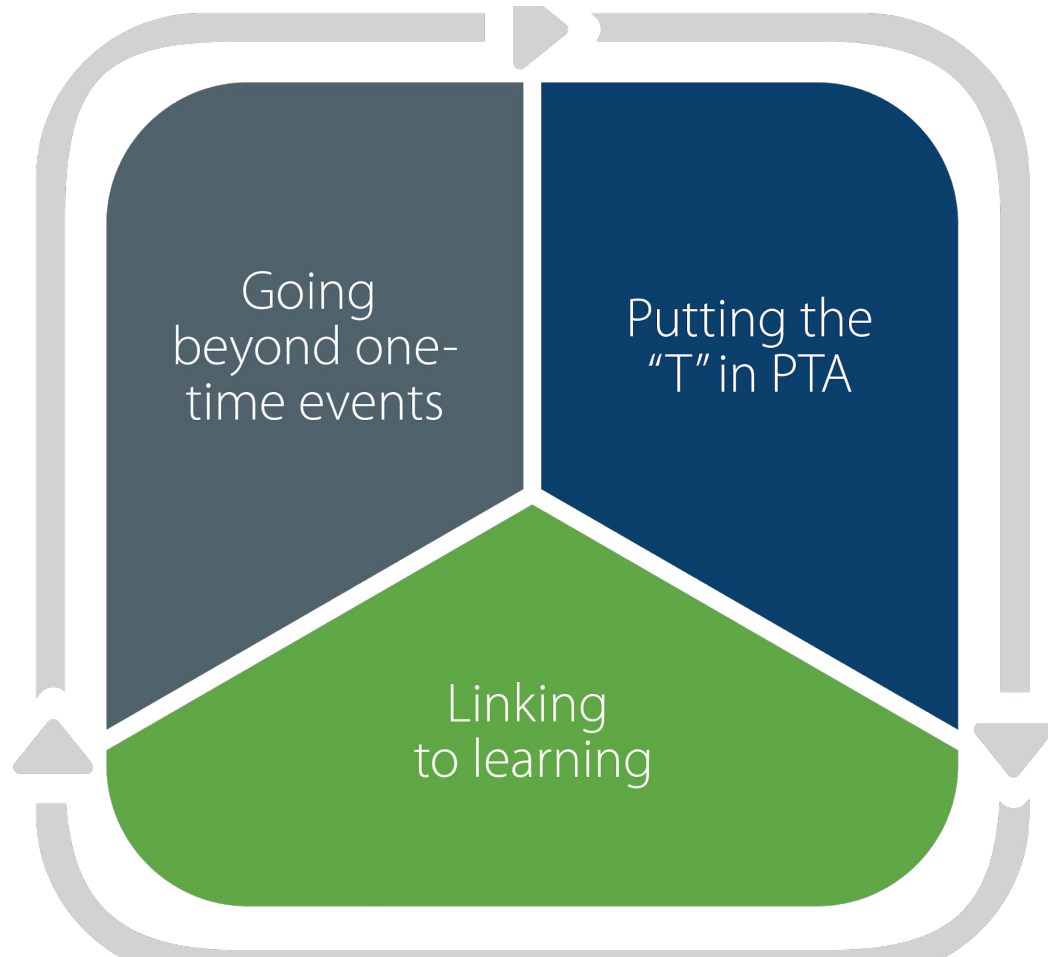
# Individualized



## *Individualized*

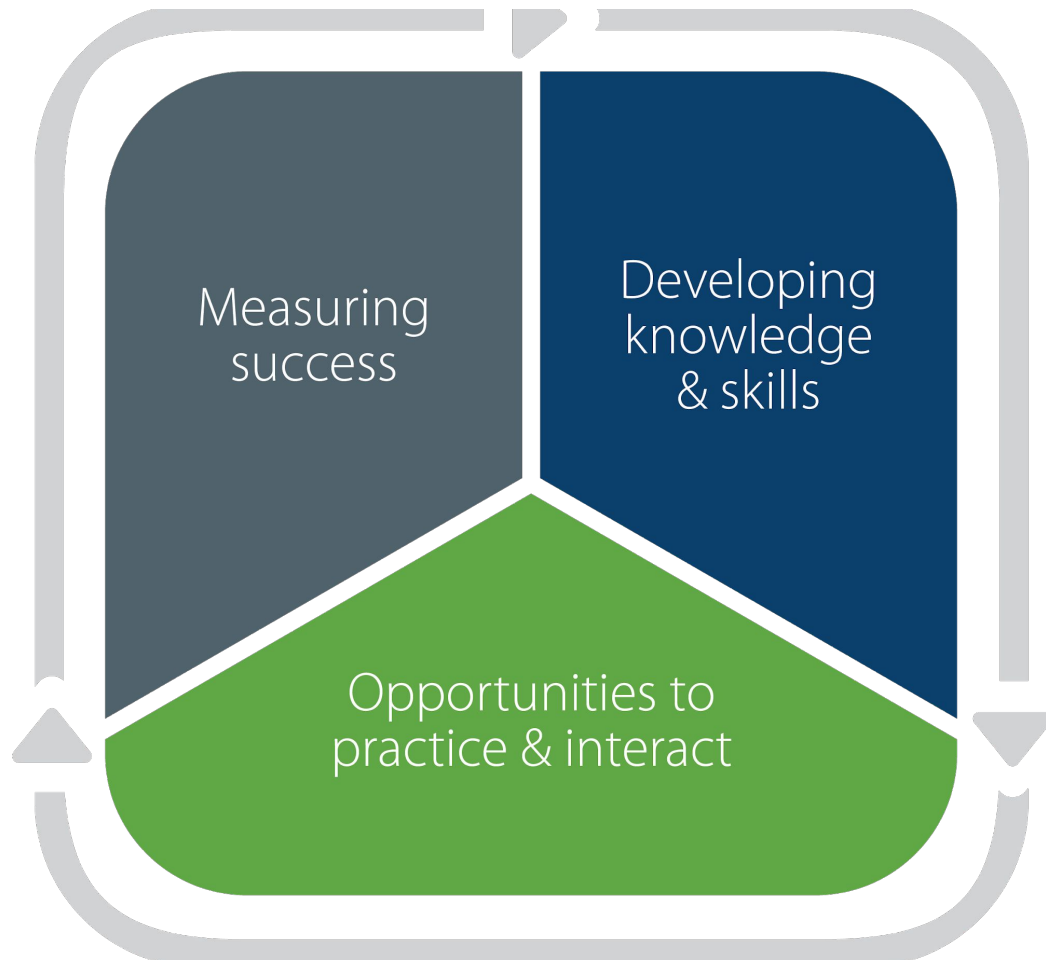
Meeting the unique  
needs of every  
family and child.

# Integrated



*Integrated*  
Connecting and  
aligning with the  
educational system.

# Impactful



*Impactful*  
Empowering families  
to support their  
child's success.

# National Standards for Family-School Partnerships

- Updated in 2022
- Reflects recent best practices and the voice of over 600 families, educators & youth
- Used by states, districts, schools and parent/community associations for accountability and support



# National Standard 1: Welcome All Families

**WELCOME  
ALL FAMILIES**

**STANDARD 1**

- Build a Community of Belonging
- Create an Inclusive Environment

# National Standard 2: Communicate Effectively

**COMMUNICATE  
EFFECTIVELY**

**STANDARD 2**

- Exchange Information Between School and Families
- Facilitate Parent-Teacher Communication

# National Standard 3: Support Student Success



- Team Up for Student Success
- Support Learning by Engaging Families

# National Standard 4: Speak Up for Every Child



- Navigate the School System
- Address Inequitable Outcomes and Access

# National Standard 5: Share Power

## SHARE POWER

STANDARD 5

- Strengthen the Family's Voice in Shared Decision Making
- Build Families' Connections

# National Standard 6: Collaborate with Community

**COLLABORATE  
WITH COMMUNITY**  
STANDARD 6

- Build a Strong Foundation for Community Partnerships
- Connect the School to Community Partners

# Introducing Family Engagement Solutions!



*Powered by National PTA*

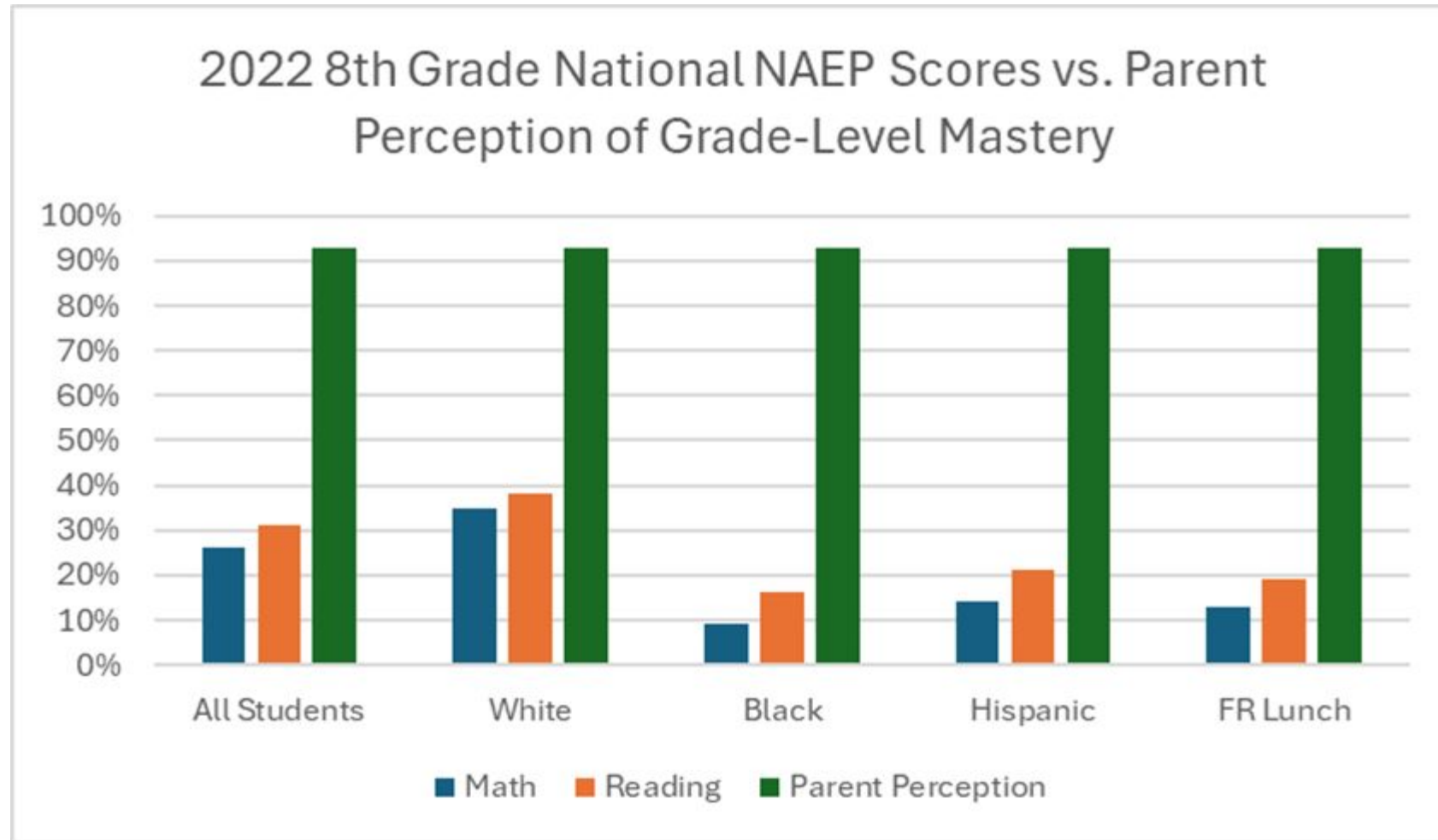
**FamilyEngagementSolutions.org**

- A **FREE** online tool for evidence and resources on effective family engagement programs.
- Programs reviewed by parent leaders and the Evidence for ESSA team from the Center for Research and Reform in Education at Johns Hopkins University and included in [EvidenceforESSA.org](https://evidenceforessa.org).

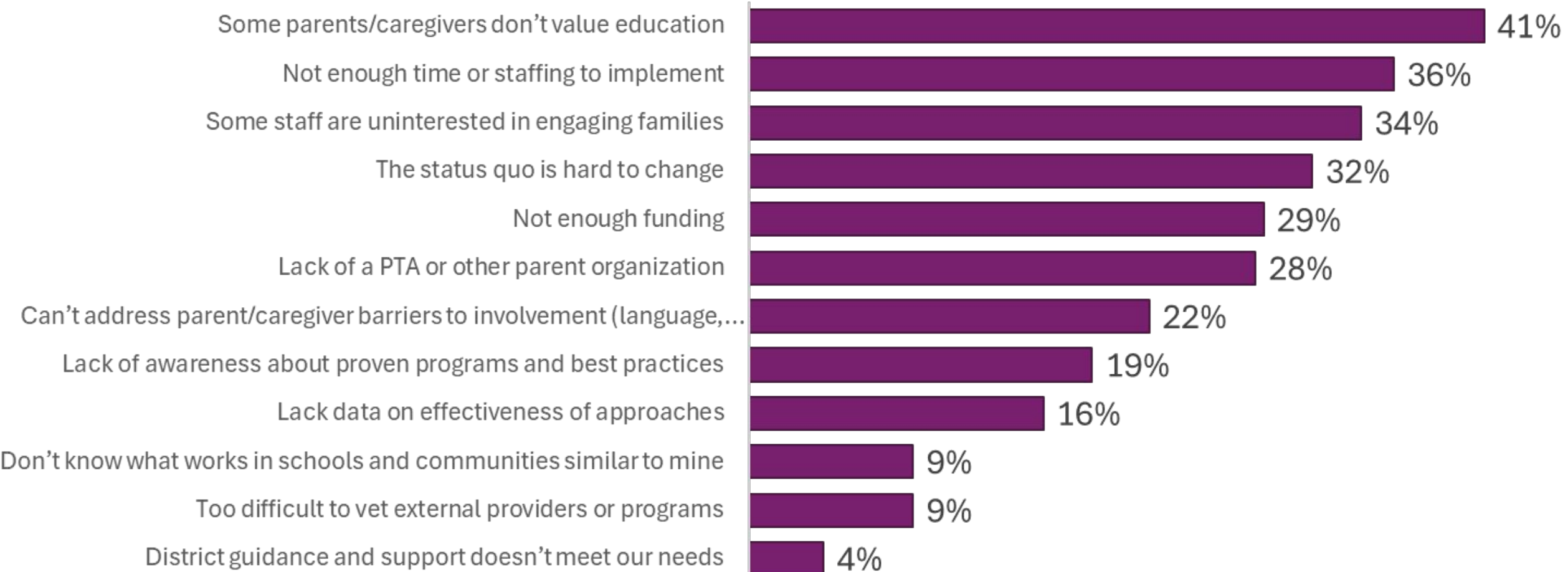


# Barriers to Family Engagement

- Despite substantial achievement gaps, families across demographic groups all tend to **overestimate their child's grade-level mastery**.
- All families and schools need to work together to address this **perception gap**.



# Challenges According to Principals



Data source: National PTA (2024 – unpublished). Survey results from 219 K-8 public school principals

# Practice vs. Program

- A **practice** is a general category of programs, strategies or procedures that share similar characteristics about the issues they address and how they address them.  
Provide times, training and resources for relationship-building
- A **program** is a specific set of activities carried out according to guidelines to achieve a defined purpose  
Implement the Parent Teacher Home Visits program

*Credit: National Institute of Justice Crime Solutions*

# What Counts As Evidence?

*“I can make research look any kind of way. I can always make data look wonderful if I want to.”*  
– District Superintendent

- Anecdotal evidence
- Qualitative evidence
- Quantitative evidence

**Tier 1/Strong**  
**Tier 2/Moderate**  
**Tier 3/Promising**



**Non-Regulatory Guidance:  
Using Evidence to Strengthen  
Education Investments**

EVIDENCE  
for ESSA

**Find Evidence-Based  
PK-12 Programs**

Your standard for the most up-to-date and reliable information on programs that meet ESSA evidence standards.

23

**National  
PTA®**

everychild.onevoice.®

# What do Evidence-Based Programs Provide?

- Confidence in **achieving a certain outcome** for a certain population of students or schools.
- Clearer sense of "**must haves**" and "**nice to haves**" to ensure impact while being adaptable.
- Built-in **tools and training** for schools and families that have been vetted and continuously improved.

# More Resources from National PTA

**PTA**  
Public Policy

**National PTA PUBLIC POLICY PRIORITIES**  
for the 118th Congress (2023-2024)

National PTA will work with the 118th Congress, the U.S. Department of Education, and the White House Administration to ensure that every child has access to a fair and equitable education.

The legislative agenda for this session focuses on equity, being measured in our educational system. National PTA will continue to advocate for an educational environment that is equitable, ensuring all children have access to an equitable, high-quality education that prepares them for the future.

**PTA Calls on Congress and the Administration to Strengthen Family-School Partnerships and Invest in Meaningful Family Engagement.**

Research shows that family engagement matters for student success—students whose families are engaged are more likely to attend school, avoid discipline problems, achieve at higher levels and graduate. Parents and families have always played an important role in education, but the parents in their children's educational system are growing increasingly diverse. To be effective, family engagement policies and practices must be updated to reflect the needs of all children and families. Investment in family engagement is a critical strategy to address the needs of all children and families. PTA believes that family engagement is a critical strategy to address the needs of all children and families. PTA believes that family engagement is a critical strategy to address the needs of all children and families.

**Policy and Legislation Goals:**

- Provide funding to increase and support family engagement initiatives in schools and communities across the country, including increasing funding for the National Network of Family Engagement Centers program.
- Increase awareness of effective family engagement strategies, including expanding research, technical assistance and training for school personnel.
- Encourage greater transparency with families about decisions regarding their children. This includes providing timely and accessible communication in an understandable and accessible format and in a language families can understand.

**PTA FOR YOUR CHILD**

**National PTA**  
everychild.onevoice.®

[www.pta.org/join](http://www.pta.org/join)

**NOTES FROM THE BACKPACK**  
A PTA Podcast

Listen to Notes from the Backpack



*“If the family were  
a boat, it would be  
a canoe that makes  
no progress unless  
everyone paddles.”*

– LETTY COTTIN POGREBIN

**ADVOCATE  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**VOLUNTEER  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**UNITE  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**ENGAGE  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**CHAMPION  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**ACT  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**INVEST  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**CONNECT  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**JOIN  
FOR  
YOUR  
CHILD**

National  
**PTA**  
everychild, every voice®

**PTA  
FOR  
YOUR  
TEEN**

National  
**PTA**  
everychild, every voice®

QUESTIONS



# UTAH PTA SPONSORS

