

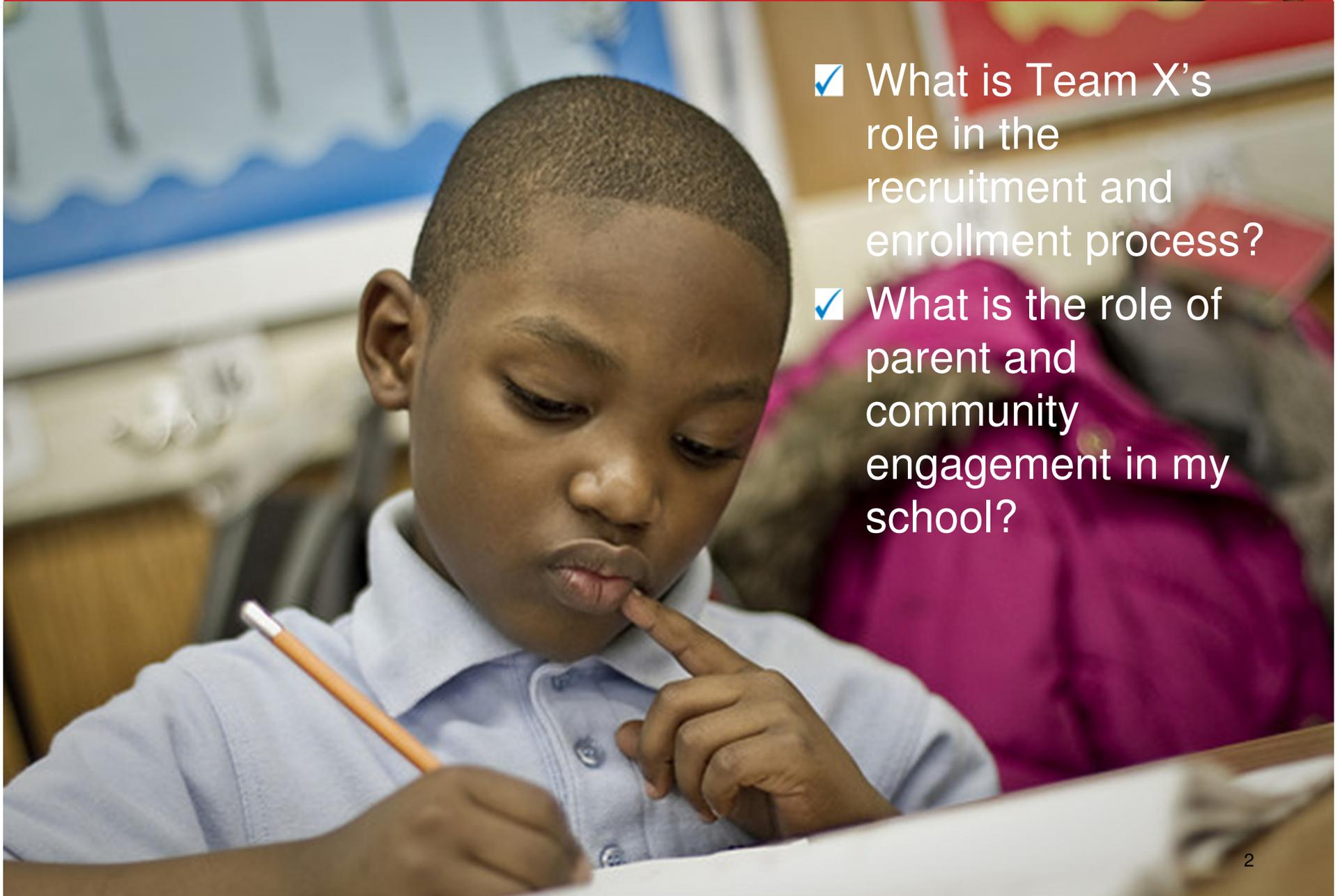


**2012-2013 Parent Engagement  
PIR Cohort Session-February**

# Essential Questions for our session



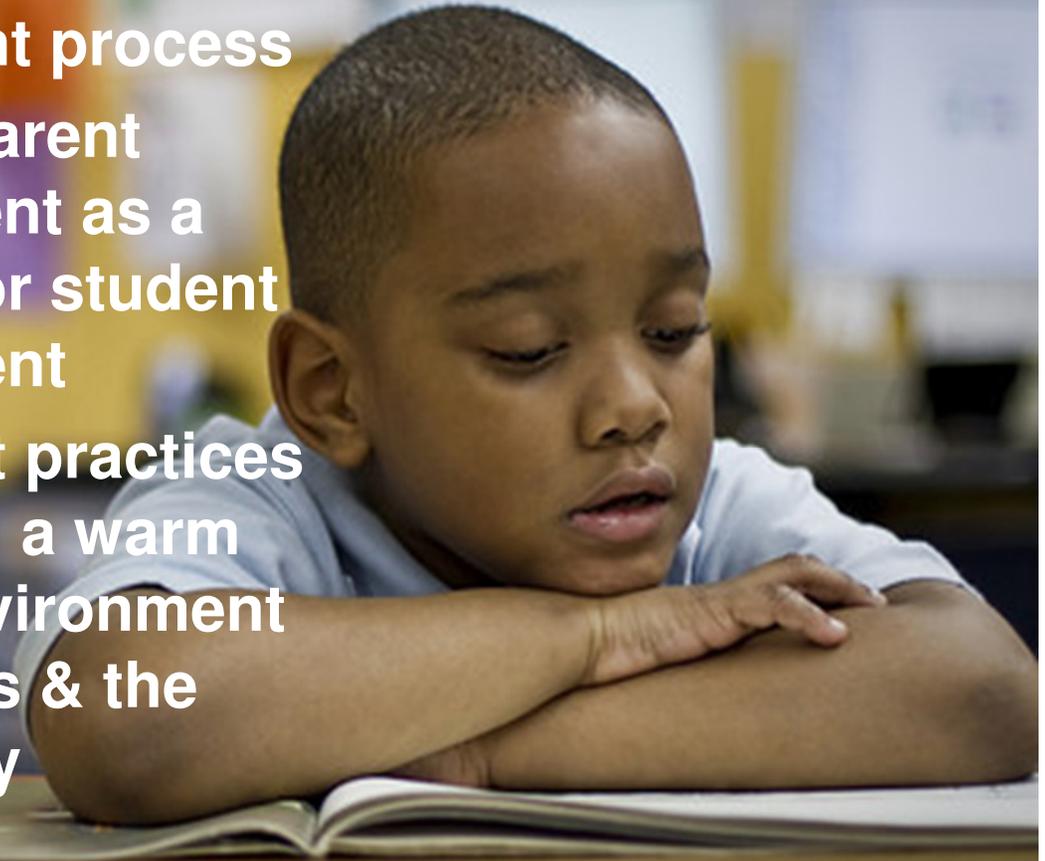
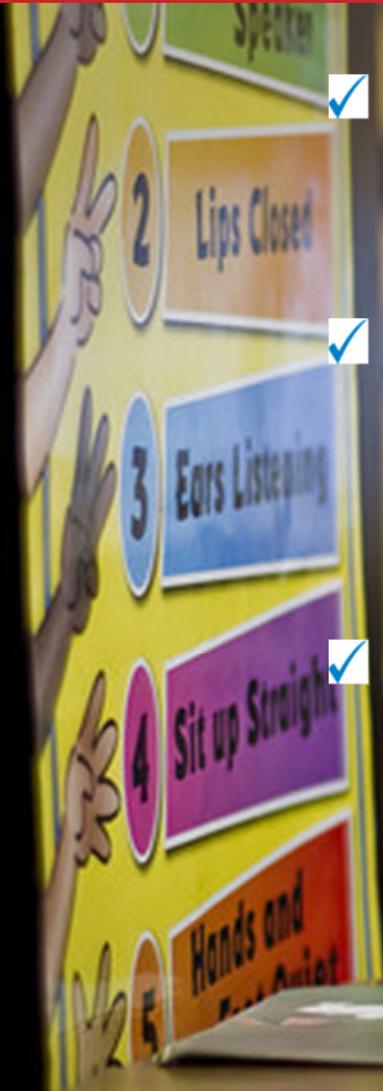
- ✓ What is Team X's role in the recruitment and enrollment process?
- ✓ What is the role of parent and community engagement in my school?



# PIRs/DIRs WBAT



- ✓ Identify next steps in the student recruitment process
- ✓ Discuss Parent Engagement as a strategy for student achievement
- ✓ Share best practices in creating a warm school environment for families & the community



# Overview of Admissions Lottery



**AF schools are free, public, charter school and open to all students living in our catchment areas (NYC and 4 RI cities). Students can apply to an AF school through one of two ways:**

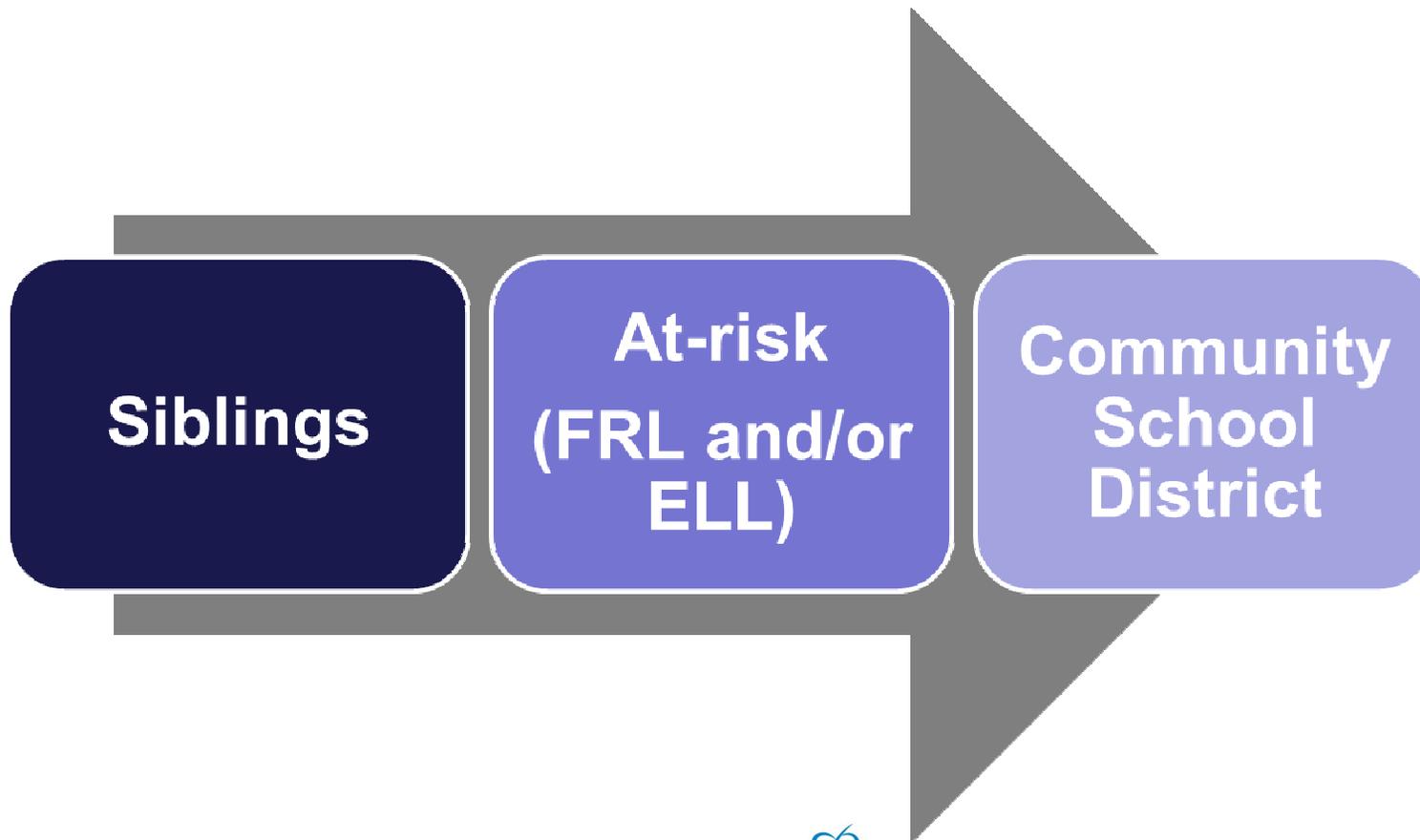
- 1. Lottery:** Beginning in the fall of each year, Team X works to recruit new students for new or transitioning grades. Then, in March/April of every year, new students are randomly selected through the lottery for kindergarten and, in some cases, grades 1 and 5. This school year, the lottery will be conducted for the following grades/schools:
  - All AF BK Elementary Schools (**K**)
  - AF Aspire and AFPMA (**K and 1**)
  - AF Endeavor and AF N. Brooklyn (**5<sup>th</sup>**)
- 2. Waitlist:** All AF schools maintain a WL for every grade. The waitlists are derived in one of two ways:
  - Applicants not admitted through the lottery
  - Applicants who applied: **a)** after the lottery concluded or **b)** to a grade not conducting a lottery (i.e. 3<sup>rd</sup> or 7<sup>th</sup> grade)



## BK and RI Elementary Schools, Endeavor middle and N. Brooklyn Prep

- ✓ Manage all waitlist applications
- ✓ Enroll new students from lottery and waitlist
- ✓ Communicate with Team X regarding recruitment issues
- ✓ Distribute/receive paper applications (and return them to Team X weekly)
- ✓ Verify sibling status
- ✓ Support Team X with Information Session logistics
- ✓ **New!** Support middle/high school with enrollment of rising 5<sup>th</sup>/9<sup>th</sup> graders

# Lottery Preferences



# Things to Know about the Waitlist

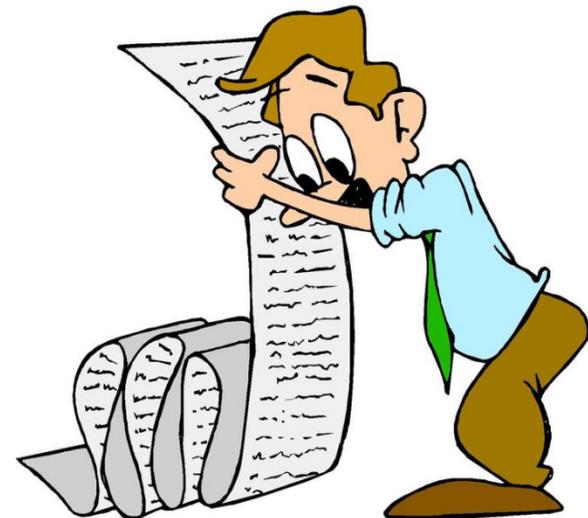


## ✓ Waitlists are made up of:

- Applicants not selected in the lottery
- Applicants who applied after the lottery

## ✓ AF Brooklyn Waitlists:

- In NY only, waitlists roll over year to year and applicants are offered seats on a first come, first served basis excepting siblings, who are placed at the top of the waitlist behind all other applicants
- Waitlists are maintained by school ops staff
- Starting in Spring of 2013, NY waitlists will be managed in an online database system. The tools for managing your waitlist will be distributed at that time.





## Challenge:

While we often receive more applications than we have seats available, once the lottery is over, we often find it difficult to fully enroll the class. Over the summer, families may move away, opt to enroll in other charters or find that the school is not a right fit.

1. Take 5 minutes to brainstorm ways in which you can keep families excited about enrolling in your school.

**Example:** *Hold orientations and family chats early so parents are fully onboarded and ready start school.*

2. Take 2 minutes to share your ideas with the group.



By HikingArtist.com

That was a lot of information, so what are my immediate next steps?



# Recap of Next Steps



- ✓ **Identify dates, times, locations for your parent orientations** and family chats.
- ✓ Based on what you brainstormed to keep families warm, write **out a plan** for how you can make it happen.
- ✓ **Finalize your enrollment materials** and if you would like, schedule time with Devyn to **finalize your enrollment timeline** and to review your plans.



**2012-2013 Parent Engagement  
PIR Cohort Session-March**

# Turn and Talk(6 minutes)



## What is parent engagement?

(What does it look like? Who is involved? When is it implemented?)

# Core Beliefs About Students



What are the core beliefs you want staff to have about students?



# Core Beliefs about Families & Communities



- ✓ All parents have dreams for their kids
- ✓ All parents can grow to support their child's learning
- ✓ Parents and staff should feel like equal partners in their child's success
- ✓ The responsibility for building parent partnerships rest with the school leadership and staff
- ✓ All communities have historical contexts and narratives
- ✓ All communities have cultural assets



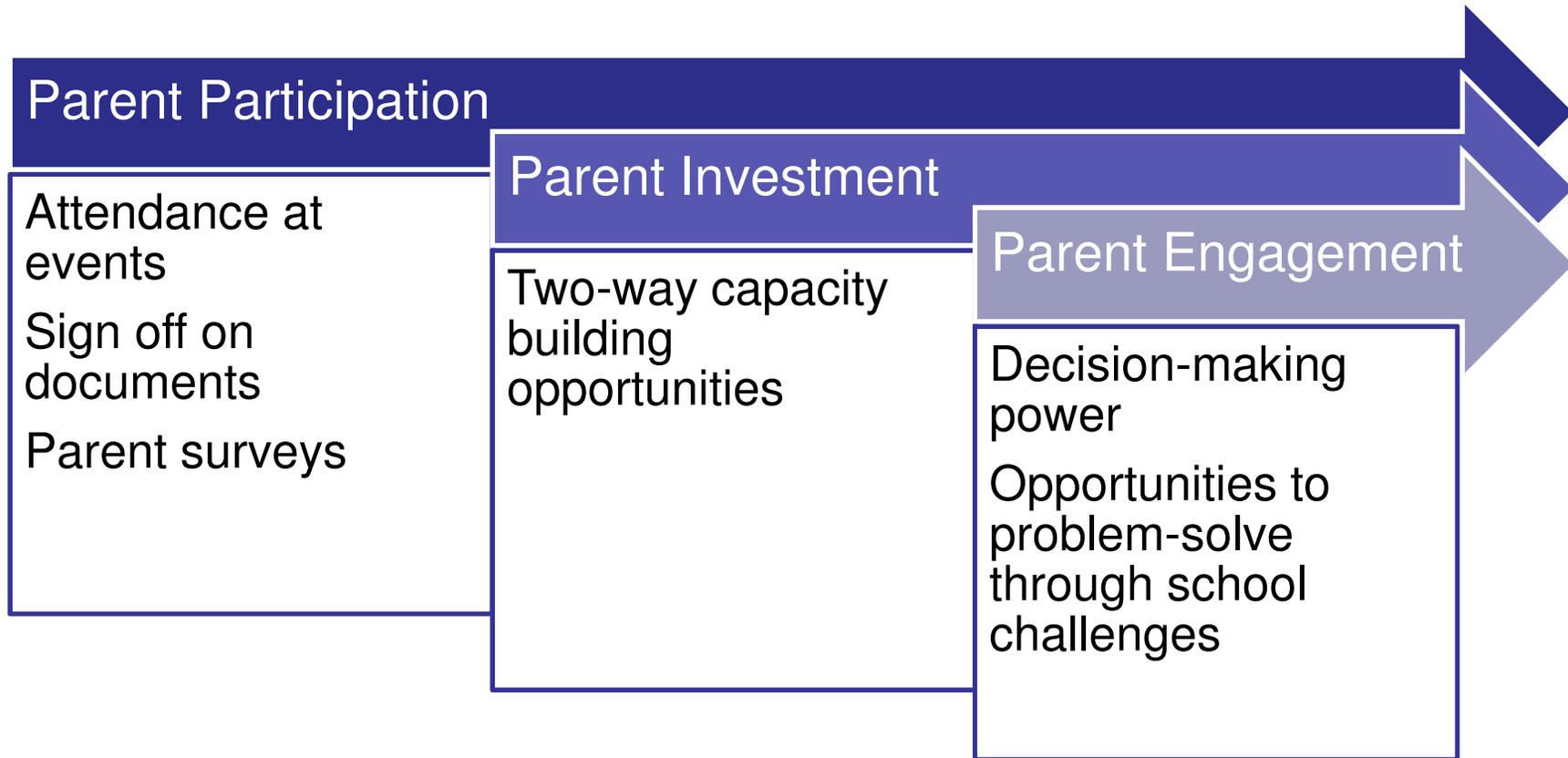


“Parent Engagement is not an end in and of itself. It is a strategy for schools to meet their goals around student achievement, graduation, and life success for their students.”



Barbara Taveras  
Director of Parent Engagement  
New Visions Schools

# The Parent Involvement Continuum



# Examples of Parent Involvement at AF



- ✓ Student Recruitment
  - Information Sessions
  - Street Teams
- ✓ Advocacy
  - Parent Training
  - Legislative Meetings
- ✓ Parent Engagement & Community Outreach
  - Crossing Guard
  - Waverly Traffic Changes
  - Teacher Outreach Day
  - Bathroom monitors

# Building the Family and Community Paradigm



- ✓ The BIMs for Family and Community Engagement
  - What are the **Barriers**?
  - What are the **Incentives**?
  - What are the **Messages**?
- ✓ How will we **get to know** the community?
- ✓ How will we **demonstrate our** core beliefs about the community?
- ✓ How will we **anchor our school** in what is special or **what families honor** in this community?
- ✓ How can we **engage** the community in **solving** schools challenges?
- ✓ How will this school be **involved** in addressing problems in the community?



# Low Hanging Fruit



## Look & Feel

- Provide staff name tags
- Printed staff bios

## Communication

- Begin with and consistently reinforce overall student achievement goals in newsletters or other parent communication
- School staff as PR consultants- your main office staff sets the first impression for the entire school

## Accommodating

- Parent badges for security and visiting as opposed to visitor badges only

## Relationships

- Identify an initial set of affinity groups for parents
  - Language
  - Advisories



# A little extra goes a long way



## Look & Feel

- Promote community diversity by using signage using identified student body languages (in addition to Spanish & various national flags)
- Encourage parent activity by creating a “Parent Wall of Fame” that highlights volunteers, PLC members and highlights event attendance and goals.

## Communication

- Create a suggestion box and post prominently in the main office or entryway. Commit to a posted timeline for responses.
- Color code backpacking materials- eg: forms to return home are always yellow so that parents know immediately if their action is required on materials.

## Accommodating

- Post a list of languages available for translation by staff
- Post a list of commonly used phone numbers: main office, leadership, taxi, local hospital, district transportation, school nurse

## Relationships

- Be service oriented when offering support or constructive feedback.
- Publicize open door policy, principal chats, etc.



# Deeper Impact



## Look & Feel

- ✓ School as an extension of home
  - Is there a comfortable place to sit in your waiting/greeting area?
- ✓ Family Resource Center/room/area
  - This space can serve many functions- meeting, gathering, relaxing, snacking, etc.

## Communication

- Parent ELL Support- identify parents who can help with translation of languages represented at your school (flyers/meetings)

## Accommodating

- Vary hours of meetings and staff availability
- Support parents to help students at home through subject nights (math/reading), etc.)

## Relationships

- Create a shared vision with parents about parent engagement. Engage your PLC and other interested parents.
- Appoint parent ambassadors by affinity group to give parents ownership of enhancing school culture. Parent ambassadors can reduce the lift of this program on school leadership.



Questions?

