

Uploading Your Parent Engagement Program to a Digital World

2015 GCEL Conference

Celebrating 30 Years: Honoring the Past & Envisioning the Future

March 3, 2015

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Georgia Department of Education



Address Parental Involvement Requirements



Richard Woods,
Georgia's School Superintendent
"Educating Georgia's Future"
ga DOE.org

Session Objectives



Develop an
Intentional
Communication
Plan



Learn Effective
Strategies



Obtain
Educational
Engagement
Resources

Expectations



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Georgia's School Superintendent
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How will this session help you to meet Title I, Part A parental involvement requirements with meaningful and strategic actions?



Title I, Parental Involvement



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Provide parents with **timely information** about Title I programs

Each school receiving Title I funds shall jointly **develop with**, and **distribute to**, parents a written parental involvement policy

Conduct an annual evaluation of the content and effectiveness of the parental involvement policy to improve the academic quality

Parental Involvement

Building Staff Capacity



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Educate faculty and staff, with the assistance of parents, in the value and utility of contributions of parents, and in how to reach out to, communicate with, and work with parents as equal partners, implement and coordinate parent programs, and build ties between parents and the school;

POLICY AND PROGRAM GOALS

To build and enhance the capacity of staff/families in the "4 C" areas:

- **Capabilities** (skills and knowledge)
- **Connections** (networks)
- **Cognition** (beliefs, values)
- **Confidence** (self-efficacy)

What's Your Communication Plan?



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“While strong communication is vital to effective home-school relationships, it is only one component of a more comprehensive engagement strategy”



Great Expectations? Critical Discourse Analysis of Title I School-Family Compacts. Evans, M. & Radina, R

What's Your Communication Plan?



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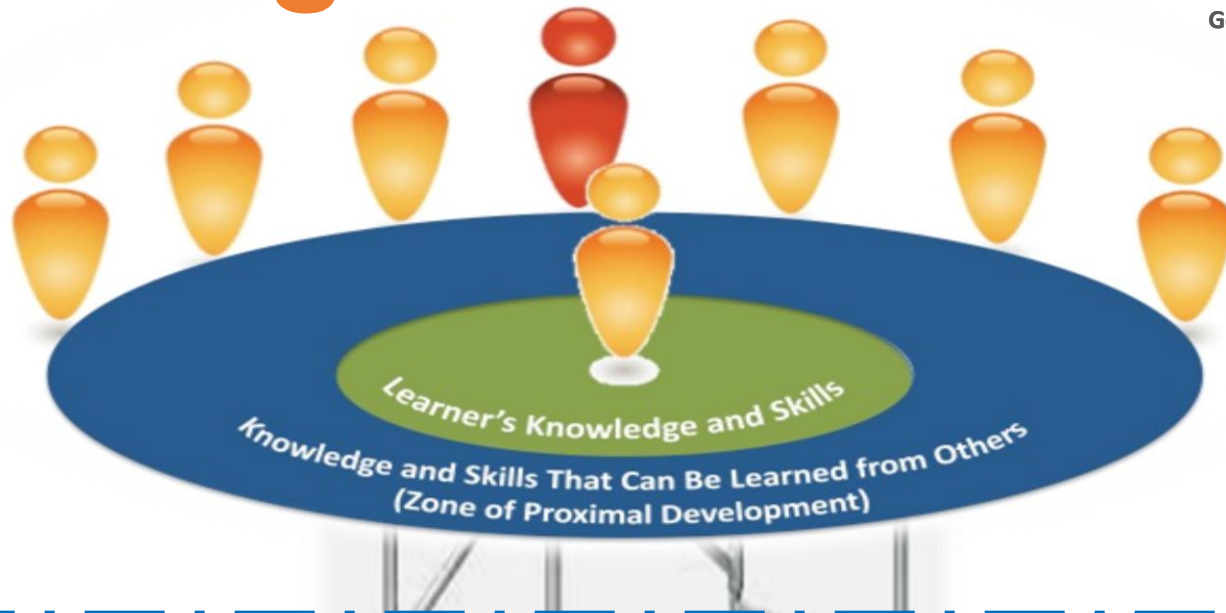
How do we know *what* and *how many* communication methods or tools to use to reach families so they are engaged in achievement ?

How is this done, particularly with those who are hard to reach?

Let's THINK about Scaffolding



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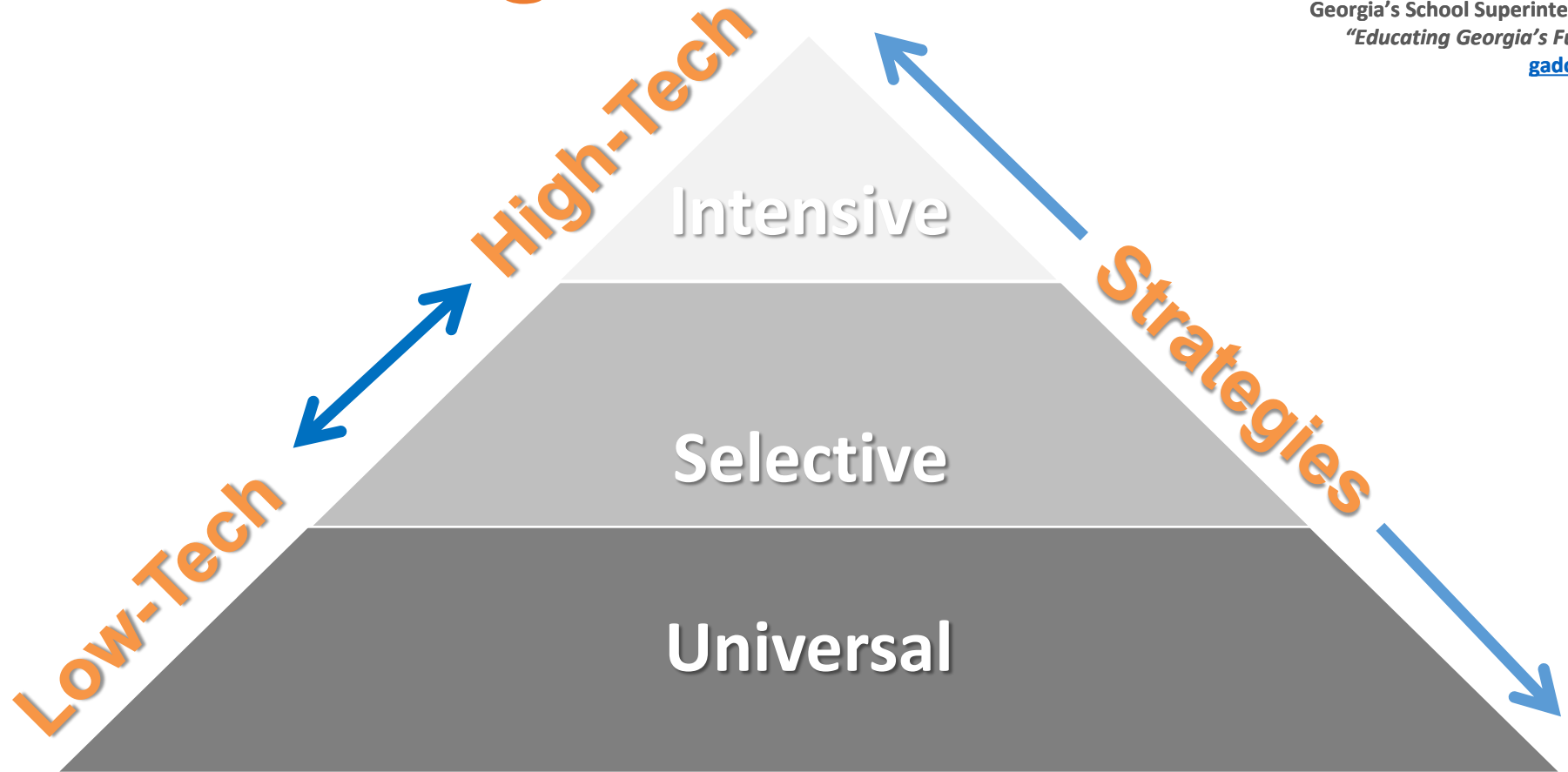
Scaffolding is considered a way to *close the gap* between what the student *must learn* and the *skill level* of that learner

If educators recognize where a parent or a group of parents fall within a *Zone of Proximal Communication*, wouldn't they then be able to scaffold the type, the method, the content and amount of information sent home in a more purposeful and effective way?

Let's THINK about Scaffolding



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Newspaper

Website

**Text
Message**

Letter

Friday Folders

Newsletter

Blog

Parent Portal

Facebook



How do you get news/information?

- a. TV
- b. Internet
- c. Social media
- d. Newspaper



Poll Everywhere

“Technology keeps evolving, and always finds a way to be helpful to society” - Unknown



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Social Media

Facebook

Twitter

Pinterest

YouTube

Blogging

Google Drive

Mobile

Skype

Why do we need social media?



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- Many parents of school-aged children grew up in a technology driven world.
- Social media can streamline information
- Instant news and information
- Two-way communication
- Most parents are on social media. We must go to them!



73% of internet users use social media



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Facebook

Twitter

Pinterest

YouTube

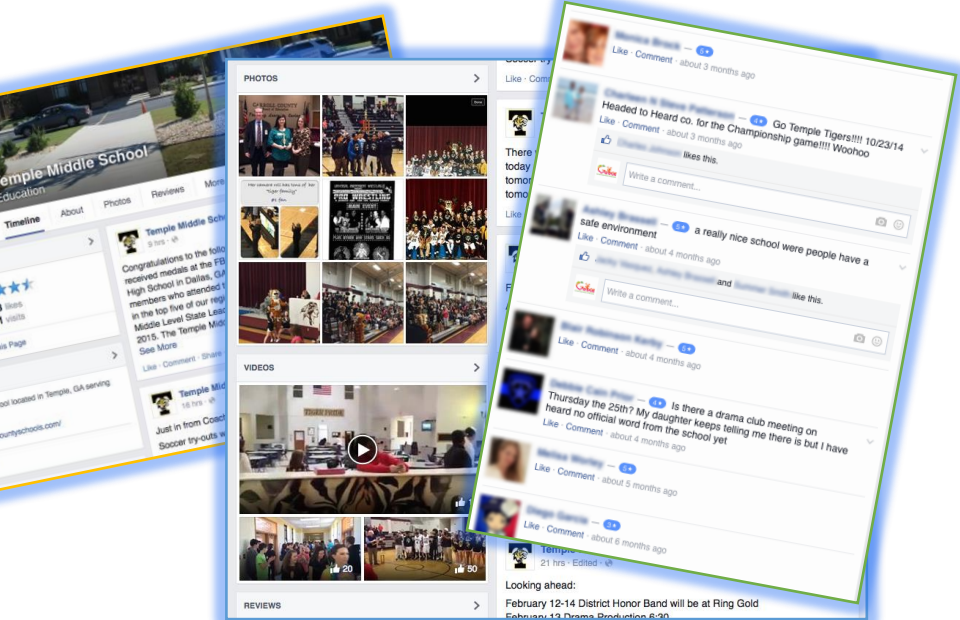


Facebook

Temple Middle School – Temple, GA



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Celebrate student, staff, or school achievement!

- *Promote school events*
- *Post announcements, news, blog articles*
- *Share educational resources*
- *Respond to comments or questions*



Facebook Insights provide helpful data

Twitter

Atlanta Public Schools – Atlanta, GA



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Document student learning!

- *Share what students are doing in their classes*
- *Ask parents questions*
- *Share resources*
- *Make announcements*
- *Create a hashtag*



Pinterest

Bibb County, GA

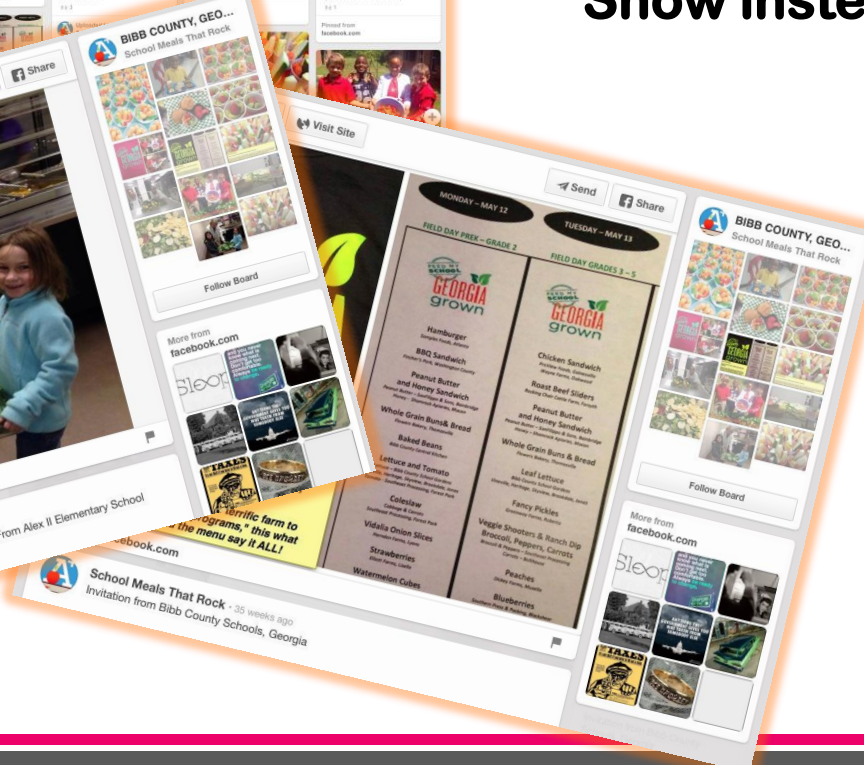
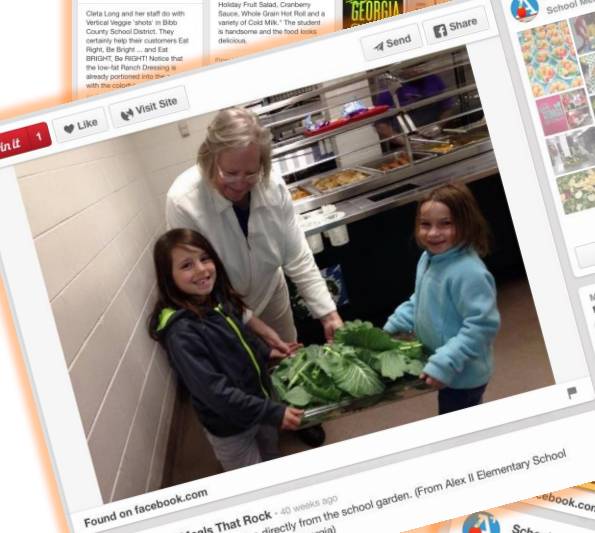


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Show instead of tell!

- *A digital bulletin board*
- *Share creative ideas and collaborate with parents*
- *Can have multiple boards*



YouTube

Little Mill Middle School – Cumming, GA



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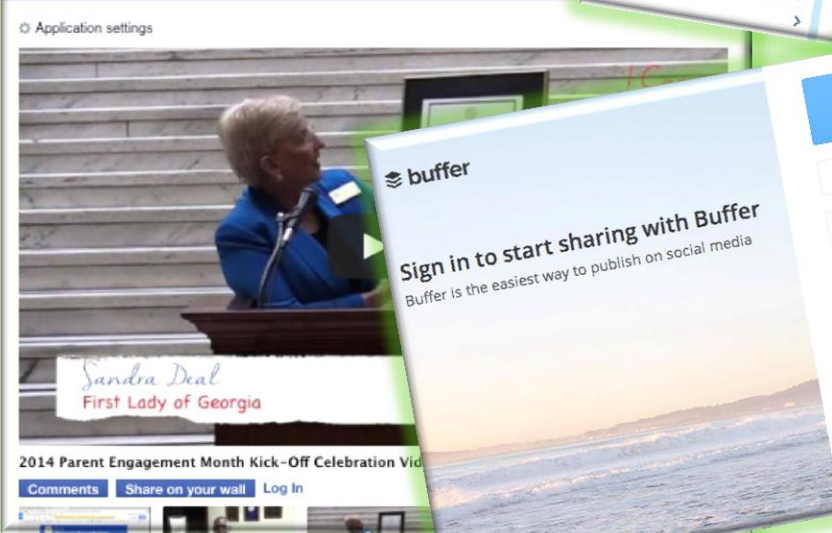
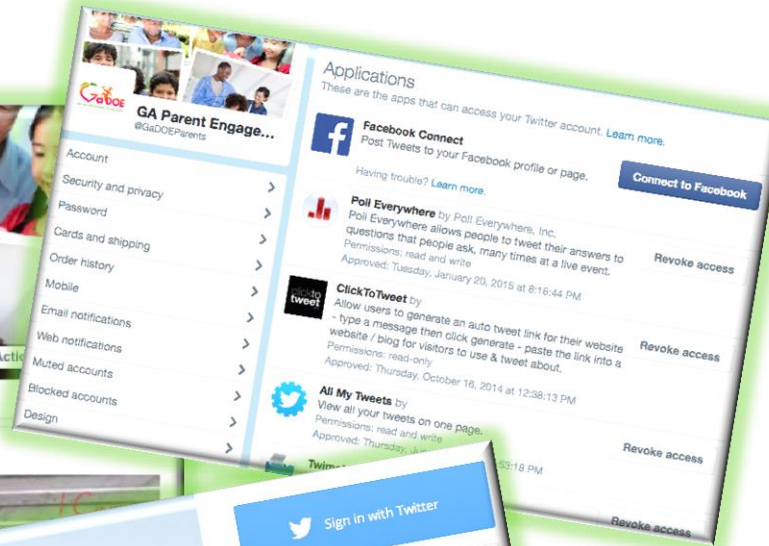


**Engage your
parents with
video!**

Social Media Management



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- *Link accounts*
- *Social Media Management websites*

Blog

Kincaid Elementary – Marietta, GA



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Mrs. Cohen's Fifth Grade Class
Home First Quarter Book Report Math Websites Participant Profile Science Websites
Social Studies Websites Textbooks Online
February 2, 2015

STEM Lab Parent Volunteer Opportunity
Filed under: [Uncategorized](#) — [cohen @ 4:13 am](#)

Parents,
Student research and planning of the 5th grade STEM project is coming along and Mrs. Studdill, STEM lab coordinator, will soon start "building" creatures/animals with the students. She is asking for two parent volunteers during our class STEM instructional time, Thursday at 9:55 – 10:40, to help with using the hot glue gun, cutting plastic bottles and card board boxes, etc. Volunteers are needed each week through the end of February (the only exception being Feb. 13th—no volunteers that day).
Please send in a note with your child or email me if you are available to help. Thanks!
[Comments \(0\)](#)

A Message from the Yearbook Committee
Filed under: [Uncategorized](#) — [cohen @ 4:08 am](#)

Parents, if you are planning to recognize your student in the yearbook, please remember to return the 5th Grade Yearbook Ad form and payment no later than Friday Feb 6). The photos can be emailed to yearbook@kincaidga.org. Please be sure put your student's name in the subject field.
[Comments \(0\)](#)

Cohen's Corner: February 2 – 6, 2015
Filed under: [Uncategorized](#) — [cohen @ 4:08 am](#)

Remember to...
Home About May 7 – May 24 Participant Profile

KincaidScience
Just another Cobb Learning site

Search for:

Look what we have been up to in the Science Lab
Filed under: [Uncategorized](#) — [Bridget Nastasi at 2:07 pm on Thursday, November 20, 2014](#)

The first graders had fun making homemade silly putty. If you would like to try it at home, here is the recipe:

- Mix three parts Elmers glue with one part water. Fill half a 5 oz Dixie cup with the diluted glue.
- Add 3 drops of food coloring to the glue and stir with a wooden craft stick.
- Dissolve 2 tsp of Borax laundry powder in 1 cup of water.
- Pour some of the Borax solution on top of the glue and stir it into the glue. The mixture should begin to stick to the craft stick.
- Remove the "silly putty" from the cup and squeeze all of the water out until it is rubbery.
- You are done! Have fun with your new plastic ziploc bag to keep it from drying out.
- Note: The silly putty will...

Search for:

Recent Posts

- Look what we have been up to in the Science Lab
- Sweet Potato Harvest
- Fun in the Science Lab!
- Welcome Back!
- April in the Science Lab

Recent Comments

Bridget Nastasi on Hello Kincaid Families, Jay Swann on Hello Kincaid Families, Anonymous on Hello Kincaid Families,

Scheffel's Shining Stars
A blog for 1st grade

February 2 – February 6
Posted by [Viascheffel](#) | Posted in [Uncategorized](#) | Posted on February 1, 2015

Hello Parents and Students!
This week in math we will be doing some review work. We will practice missing numbers a little more and play some games to practice addition and subtraction within 20.
We finished our social studies unit on continents and oceans and we began our study of Harriet Tubman.
Our focus in phonics this week is on the oo sound spelled oo such as in foot.
Our words this week are hook, good, cook, book, look, foot, shock, hood, stood and wood.
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Mrs. Froy's Class
Fabulous First Graders

About Mrs. Froy Classroom Procedures Educational Websites Participant Profile

February 2nd - February 6th

What's happening this week?

- We have check-out and story time in the library on Monday.
- On Thursday we have a guidance lesson with Mrs. Escobar.

Spotlights

- Great job **Nick, Colin, Donica, and Ariel** for having Outstanding behavior!
- Way to go **Indy** for achieving 100% on 3 AR chapter books and 3 AR picture books!
- Very proud of **Ara** for achieving 100% on an AR chapter book and a AR picture book!
- Amazing job, **Colt** on achieving 100% on 9 AR books!
- Congratulations **Donica, Liam, and Emily** for achieving 100% on 4 AR books!
- Hooray for **Payton, Nick, John, Joshua, Nicolas, Grace, and Colin** for achieving 100% on 3 AR books!
- Thank you **McKenzie Family, Davidson Family, and Atquin Family** for your classroom donations of EXPO markers! The kids are so excited to have new markers!
- We LOVE Mystery Readers! Thank you, **Sara McKenzie (Colin's sister)**, for reading a fun Fly Guy book to our class!
- Thank you **Nieshae Family** for your donation of snacks for the classroom!

Spelling / Phonics

Announcements

- February 2015
- January 2015
- December 2014
- November 2014
- October 2014
- September 2014
- August 2014
- July 2014

Alerts

- Register
- Log In

Search:

The new newsletter!

- *Frequent updates*
- *Post articles*
- *Share resources/videos*
- *Make announcements*
- *More personal*

Social Media Case Studies



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Vista School District

Vista, CA

Knapp Elementary School

Lansdale, PA

Getting Parents on Board



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- Get teachers to use social media to share homework assignments, and educational resources.
- Encourage them to share things they find useful or helpful. Always encourage two-way communication!
- Make it personal. Showcase student work or school activities.
- Reply to questions and comments a timely manner!
- Update frequently!

Google Drive

A free file storage and synchronization service created by Google that provides user cloud storage, file sharing and collaborative editing, and much more.



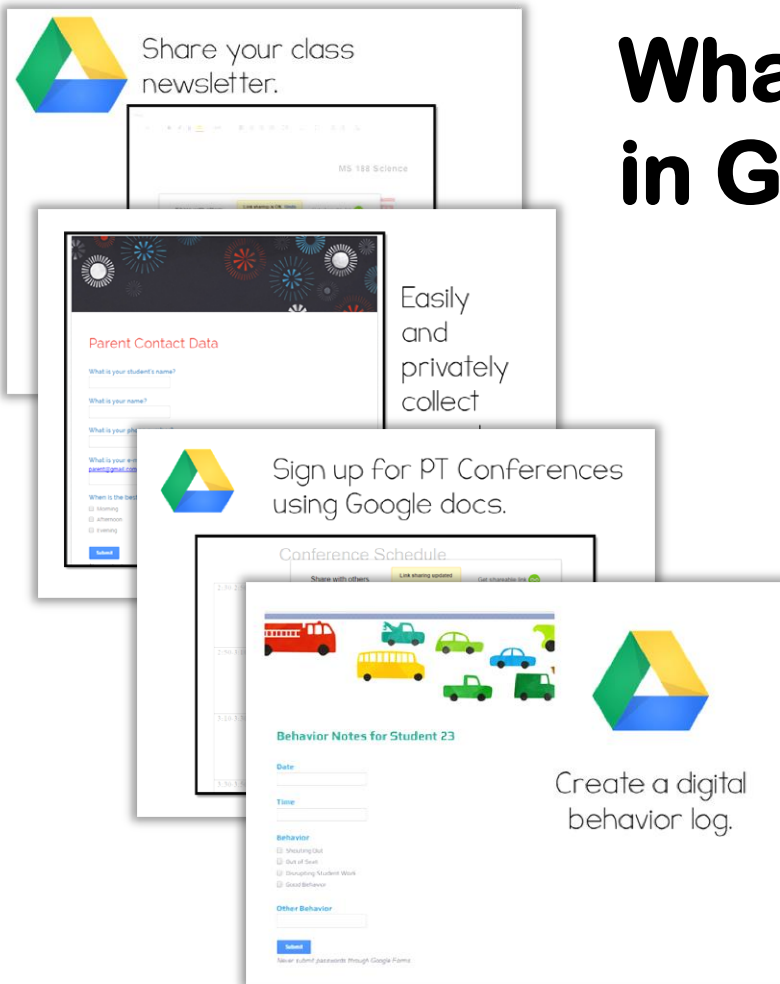
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What can you do in Google Drive?



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- Collect parent contact information or survey results by using Google forms – which automatically exports to a Google spreadsheet.
- Create and send engaging e-newsletters directly to e-mail lists created through Google Spreadsheets
- Share student information with parents (ex- behavior or progress logs)
- Share presentations
- Electronically coordinate parent conference sign-ups
- Create shared school/classroom calendars

Google Drive Tutorials



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edublogs My Sites The Georgia Parent Involvement Coordinat... 2 + New Follow + Pro Account Howdy, gaparentengagement

Home The Georgia Parent Involvement Coordinator (PIC) Network Contact

The Georgia Parent Involvement Coordinator (PIC) Network Blog

Supported by the Georgia Department of Education's Parent Engagement Program

News I CAN Play A Role! Media Stories Of Success Share Your Story

Join Your LLC Invite Us!

Parent Information

* Required

What is the best way to contact you?

Text
 Phone Call
 E-mail
 Other:

What information would you like to hear more of? *

Check all that apply.

Homework Help

Winter 2014

Parent Newsletter

Visit the Parent Resource Center!

The Parent Resource Center is Open for all parents and families to use!

Hours are:
Monday - Friday : 8:00AM - 8:00PM
Saturday : 8:00AM - 12:00PM

Share Your Best GET INVOLVED Moment

I CAN Play A Role!

To participate in the campaign and support their child's school, parents can select

Visit www.gadoeparentengagement.edublogs.org
for Google Drive tutorials.

Text Messaging and Apps



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[gadoe.org](http://ga.gov)

*90% of American adults
have a cell phone*

Harlem Success Academy

New York, NY

Smithfield High School

Smithfield, VA

North Hills School District

Pittsburgh, PA

Skype



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Skype in the classroom



- Host guest speakers from anywhere in the world
- Connect students with other students around the world
- Have virtual parent/teacher conferences
- Conduct meetings with parents unable to travel to the school

What is your professional development experience on social media?

- This is my very first social media training
- I have taken a couple specific social media workshops
- I have taken many specific social media workshops



Poll Everywhere

Educational Websites for Families

Amazing Kids Magazine
mag.amazing-kids.org
 A kid-created online magazine dedicated to helping kids realize their amazing potential.

Appinventor
www.appinventor.org
 This site helps beginners program mobile apps for android by offering tutorials and an on-line book.

Between the Lions
www.pbkids.org/lions
 Based on the hit award-winning television program, this site combines fun games, songs, and stories for early readers.

Building Big
www.pbkids.org/buildingbig/index.html
 Explore the history behind the worlds greatest feats of engineering and the learn about the architects who designed them.

CIA for Kids-Games
<https://www.cia.gov/kids-page>
 Kids can find out what the CIA is all about by playing games and solving puzzles.

Discovery Education
www.discoveryeducation.com/parents
 Free family resources that provide high quality, relevant material for parents and children.

EPA Environmental Kids Club
www.epa.gov/students
 Learn about pollution, global warming, and recycling at this site from the Environmental Protection Agency.

Helping Your Child Series
www2.ed.gov/parents/academic/home/hs.html
 Provides parents with tools and information to help their children succeed in school and life.

Kids Reads
www.kidsreads.com
 Offers reviews of the best new books & authors for kids.

Money as a Game
www.moneygame.com
 Learn important financial concepts through interactive games and responsive content.

Mocommunicator
www.mocommunicator.com
 This website provides students about the stock market and fun activities.

NASA Kids Club
www.nasa.gov/audience/for_kids/home
 Junior astronauts will have a blast exploring this fun and exciting website.

Ocean Portal
www.ocean.si.edu
 Discover the sea through a fun-filled blog, media gallery video, and current museum happenings.

SciGirl
www.pbkids.org/scigirl
 A great site for girls interested in science. SciGirls includes games, videos and more.

BrainPOP Featured Movie
 Each day, there is a new animated documentary spanning everything from planet Mars to Mexican artist Frida Kahlo.
www.brainiac.com
 Available for iPhone, iPad Touch, and Apps for Windows.

Duolingo
 PC Magazine awarded this app the Editors' Choice for Language Learning.
www.duolingo.com
 Available for iPhone, iPad Touch, and Android.

Google Earth
 Allows kids to explore the globe with a touch of a finger.
www.google.com/earth/
 Available for iPhone, iPad Touch, and iPad.

iTunes U
 This app offers access to free educational content from top schools and prominent libraries around the world.
www.apple.com/itunes/u/
 Available for iPhone, iPad Touch, and iPad.

Read Me Stories
 With this app, a new eBook for kids is added every day. Each word is highlighted as the voice tells the story so that kids can learn to read along.
www.readmestories.com
 Available for iPhone, iPad Touch, and Android.

Educational Apps for Families

Bill Nye the Science Guy
 An interactive, multifaceted science app that will get kids excited about science.
www.billnye.com
 Available for iPhone, iPad Touch, and iPad.

Blue Planet Tales
 Offers an educational approach to the past with read along stories that include highly colored and attractive characters children love.
www.blueplanet.com
 Available for iPhone, iPad Touch, and Android.

Monster Physics Lite
 Colorful graphics and fun missions make this app engaging, as kids practicing principles of physics.
www.monsterphysics.com
 Available for iPhone, iPad Touch, and iPad.

NASA App
 Official NASA app, jam-packed with information on the U.S. space program and astronomy.
www.nasa.gov/apps/
 Available for iPhone, iPad Touch, and Android.

News-O-Matic
 This kid-friendly current events app boils down the daily news into simple articles that are appropriate for kids.
www.newsomatic.com
 Available for iPhone, iPad Touch, and iPad.

Parent Toolkit
 This app helps parents to navigate their child's growth and development from kindergarten through 12th grade in the classroom and beyond. Test TOOLKIT to 3773 to get the app on your mobile device!

VideoScience
 A growing library of over 80 hands-on Science lessons that demonstrate easy to recreate experiments designed to inspire and excite kids of all ages.
www.videoscience.com
 Available for iPad.

Weird but True
 This app, by the National Geographic Society, teaches kids about all their favorite subjects - animals, weather, space, history, and more.
www.nationalgeographic.com/weirdbuttrue/
 Available for iPhone, iPad Touch, and iPad.

WWF Together
 The app offers information on tons of species, including elephants, whales, and kids can learn how far they live from their favorite animals, play with on-screen origami animals, or try out "tiger vision."
www.wwf.com/together/
 Available for iPhone, iPad Touch, and iPad.

Elementary Level
 High School Level
 Middle School Level



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Questions?