



Parent 2.1: Parent and Community Collaboration

Please Note: Items discussed in this presentation are available for viewing or download from <http://www.ShelbyESimmons.me/scata-2014.html>

Summary: *Most districts have a wide variety of programs and activities for parents already in place. How do schools and districts build a brand to promote recognition of your ongoing activities and get parents and the community involved? How do you partner to fund events that bring parents by the score or more? What place does technology have and how can you put it to work? Find out from a Parent Involvement Coordinator who is making it happen!*

Outline:

- Identifying Program Strengths
 - Parent and Staff Surveys, Parent comment, Activity Reports, Annual Review, Logs
- Building A Brand
 - Vision/Mission, Signature Event(s), Logo(s), font(s), colors, Clearly identify all components of your program
- Logos
- Programs & Events
 - Back to School Bash, Family Field Day, Lunch Buddies, Literacy Initiative, Parent Volunteer Program, MKV Clothing Closet, TEAM Colleton TALKS, New Websites
 - Annual District Forum, Boys/Girls Retreats, Academic Olympics
- Reaching the Community
 - Use evaluations to determine methods of communication, Create a plan and method to measure, Identify strategic partners, Create or purchase content, Personalize interactions
- Social “Engineering”
 - Social Networking is a tricky business, Find one thing that works for you, Be consistent, Have realistic expectation, Use NEW images/video when available,
- Evaluating Your Program
 - Parent and Staff Surveys, Activity Reports, logs, Parent comments,
 - Annual Review:
 - Create a written report for major events/activities
 - Share your results with others
 - Try to identify best practices for constituents

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