

Family Engagement Planning Tool

This step-by-step guide provides reflective questions and culturally responsive considerations for the planning and development of inclusive family engagement opportunities.

Steps	Guiding Questions	Considerations	Reflections & Actions
1. Identify the event or engagement			
2. Create goals and outcomes	Why do you want families to engage <i>and</i> what's in it for them?	Define what you hope to accomplish. 1. Is the goal family involvement or engagement? 2. How are families included in the creation of these goals and outcomes? 3. How will each stakeholder (families/ students/school) benefit from the engagement or involvement? 4. How can we communicate our goals to families?	

<p>3. Determine your audience</p>	<p>Which families do you hope to engage with in order to meet your goals?</p> <p>(Note: Your audience may be the entire school community, or a sub-section such as 12th-grade families, families of English learners, etc.)</p>	<ol style="list-style-type: none"> 1. When engagement is planned for “all” families without specifically considering underrepresented and marginalized groups, it is likely that they’ll continue to be left out. 2. Determine which groups and/or families you’ll need to reach out to specifically. 3. Gather input from audience members about the upcoming event. 	
<p>4. Understand the Barriers to Engagement</p>	<p>What are the barriers to effectively engaging the audience?</p>	<ol style="list-style-type: none"> 1. Begin with a discussion about barriers, perceived and actual, for families. 2. Consider ways in which you might be creating barriers with perceptions, behaviors, practices, and policies. 	

<p>5. Setup and Implementation</p>	<p>How can you <i>effectively</i> reach the audience with your engagement plan?</p>	<p>Your engagement plan will look differently depending on the goal and audience.</p> <ol style="list-style-type: none"> 1. Does the plan (activities, interactions) give thought to language and power dynamics between staff and parents, and between parents from different socioeconomic, educational, and cultural backgrounds? 2. How do we include, validate and empower marginalized families? 	
<p>6. Create an effective communication strategy</p> <p>How to Create a Culturally Responsive Flyer</p>	<p>Does your audience know the engagement is for them?</p>	<p>Outreach must be tailored to your intended audience in order for your message to be effectively received, and acted upon.</p> <ol style="list-style-type: none"> 1. Does the target audience have easy access to communications? 2. Does the outreach plan include multiple forms of communication? 3. Are messages (written/verbal) free of jargon and acronyms? 4. Are both text and graphics included to help convey the information? 5. Are messages translated into all relevant languages? 	

7. Evaluate	Did the engagement or event meet your intended goal(s)?	<p>This important feedback can be used to inform and improve future planning.</p> <ol style="list-style-type: none"> 1. How will you evaluate overall participant satisfaction? Also, gather responses from those that were NOT in attendance. 2. What steps can you take to thank families for their participation and feedback? 3. What are the important takeaways that will inform future engagement activities? 	
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