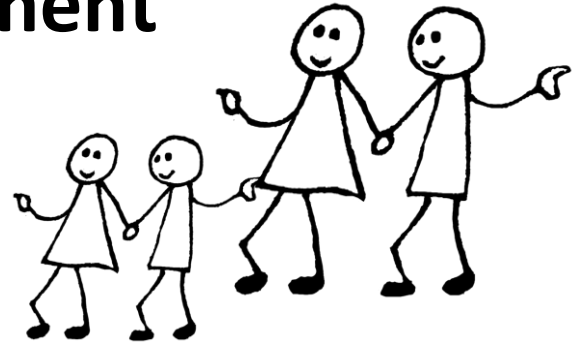


NJDOE Equity:

Family and Community Engagement

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Neel Desai @NeelDesaiBA

Jodi Mahoney @Jodi_Mahoney

South Brunswick School District

Workshop Objective:

- Today, we will examine and reflect on our current practices regarding family engagement by collaborating with our colleagues in order to improve or strengthen our practices.

We will have met our goal(s) if each participant leaves with a new idea to take back to their classroom, school or district.

Agenda:

- Introductions
- Past, Present and Future
- Empathy Map
- Scenarios
- Past, Present and Future - Take 2

Who is in the room? Stand up if you...

...speak more than one language.

...took another language in High School.

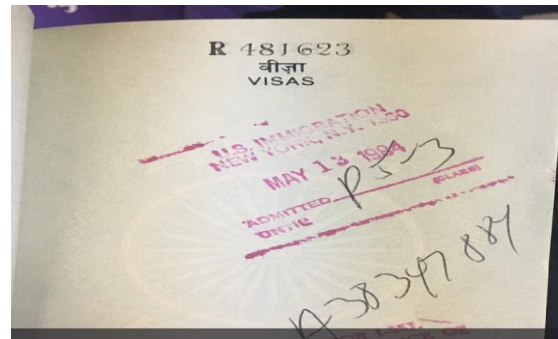
...are the child of an immigrant or if you are an immigrant yourself.

...have ever been in another country and not understood how to communicate.

...have ever found it difficult to communicate with a family.

Neel's Lens...

- Immigrant - Mid 1980s. Worked 6-7 days a week
- **What I see?** All families want their child to succeed and family involvement does not look a certain way. Families who do not visit schools or participate in programs do not care about their child's education = **False.**



Jodi's Lens...

- Raised in Millburn, NJ - white, Jewish, affluent
- Taught in NYC - Greenwich Village, Hell's Kitchen, Upper East Side (Mayor Bloomberg's polling site)
- Took French in HS and Hebrew in College- I don't speak either.
- Best tip: Google translate works!



What Messages Are We Sending to Families of ELL students?



3 Column Activity (Past, Present, Future)

Name: Neel Desai

How might we engage...

Past

-communicate **needs** to guardians

What have you done in the past? How have you tried to

Present

-communicate **positives** and needs with personal invite to events

*What are you currently trying?
What is successful?*

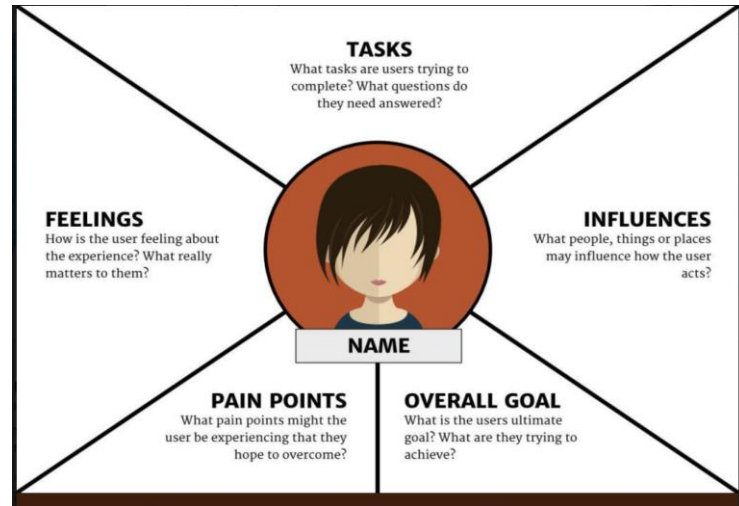
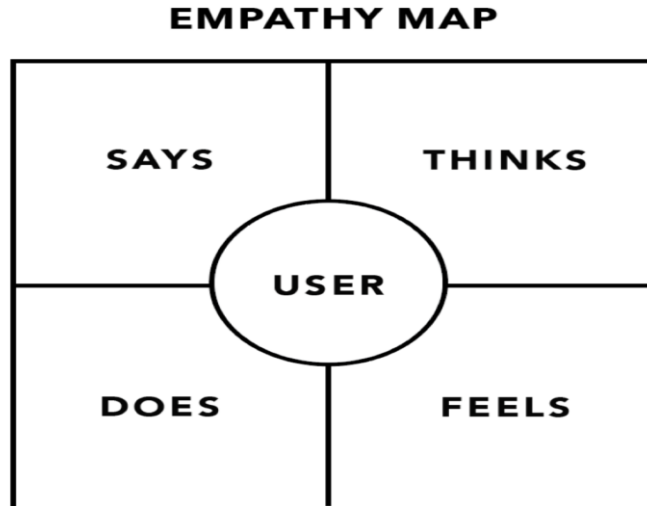
Future

-communicate all, including dates of upcoming events to attend/**committees to join**

What do you want to do in the future? Out of the box ideas?

Empathy Map Activity

Empathy is the foundation for both hope and kindness. *Relationships* are at the heart of everything we do! We need to think deeply about who we serve and we need to build authentic relationships with our families.



Empathy Map

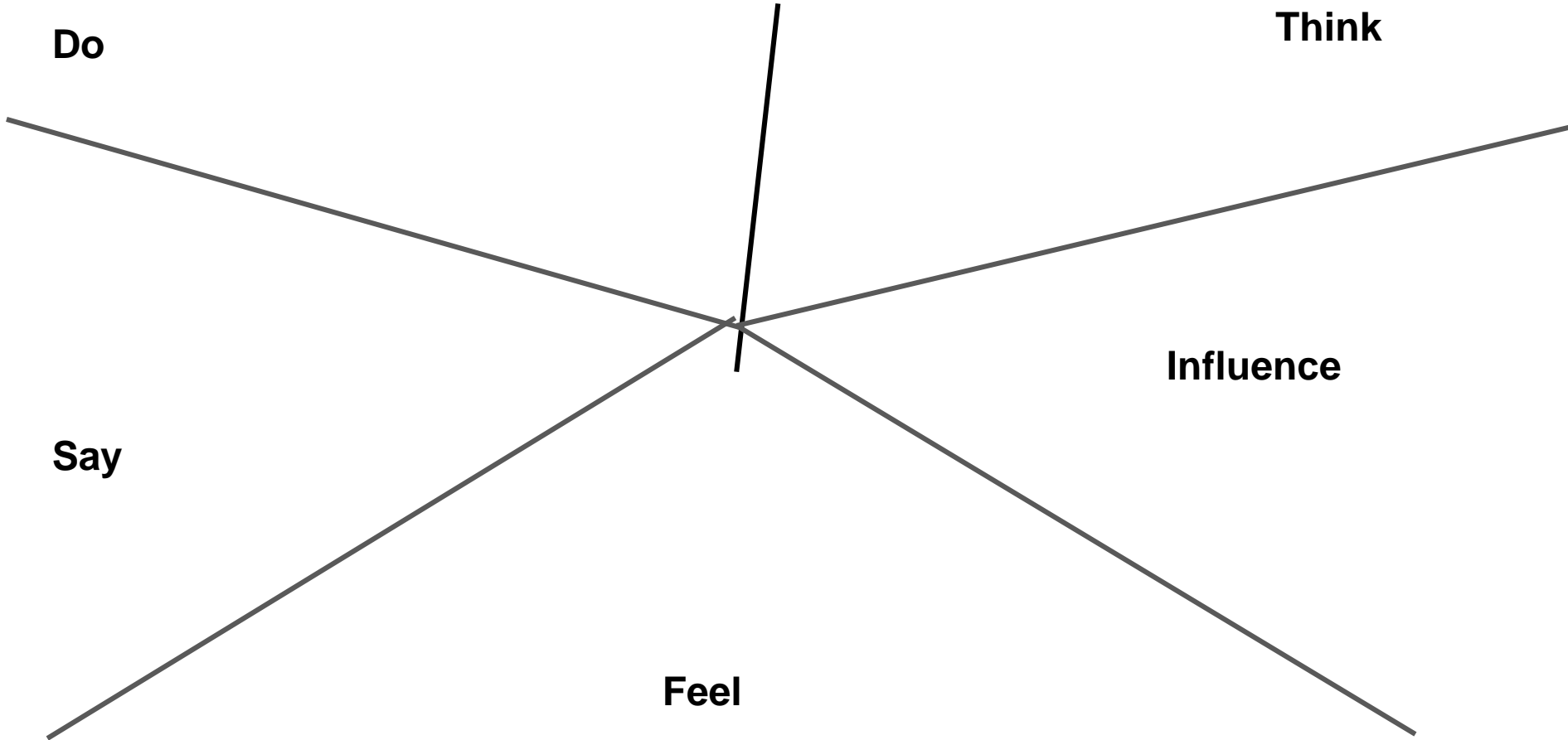
Do

Think

Influence

Say

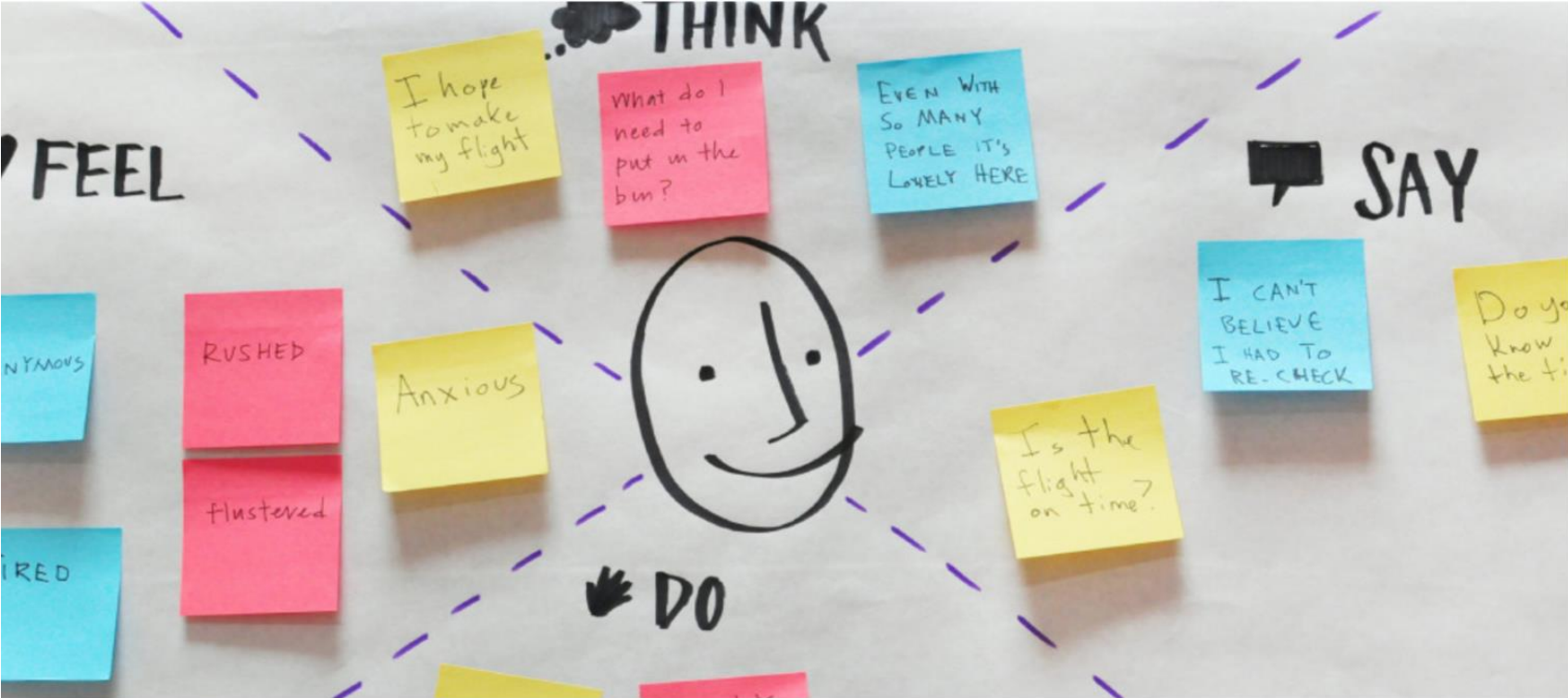
Feel



Draw 5 Equal Parts on Chart Paper - Dig deeper

- **Think?** What might be their opinions and beliefs? What are their motivation, goals, needs and desires?
- **Influences?** What people, things, experiences or places may influence how a parent behaves or acts?
- **Feel?** What emotions are they feeling? What do you want them to feel? Take subtle cues like body language and their choice of words and tone of voice into account.
- **Say?** How would they describe your class, school or district? What have they said to you in the past? What keywords have they said?
- **Do?** What do you want them to do as a result of their experience with you? What actions/behaviors have you noticed with your parents?

Example of an Empathy Map: Major Airline



Lessons Learned: Immigrant Scenarios

Article: Lessons learned from Immigrant Families - 1 scenario for small groups.
Then independently... thinking about your own classroom, school or district. Complete the chart and share with your group.

- What is working?
- Look at your school website - what works? What could be done better?
- Think about your main office - what might you share with them?
- Think about the way you communicate with your school community (families and students) - what might you do differently?
- What's working really well that you can share with others?

What?	What's Working?	New Ideas...
School Website		
Main Office		
School Communications		
Other Thoughts		

Revisit - 3 Column Activity (Past, Present, Future)

How might we engage...

Past

-communicate **needs** to guardians

What have you done in the past? How have you tried to

Present

-communicate **positives** and needs with personal invite to events

*What are you currently trying?
What is successful?*

Future

-communicate all, including dates of upcoming events to attend/**committees to join**

What do you want to do in the future? Out of the box ideas?

Next Steps for Family Engagement

- Meet families before school year
- What do you want me to know about your child?
- New Family workshops
- Parent/Family School Liaison
- Go to them - home/clubhouse
- Survey (see handout)
- Positive phone calls
- Saturday events
- Understand assessments
- Food
- Childcare - HS Volunteers
- Less education jargon
- Clergy/Church/Religious Center
- Videos to families, newsletters (G Translate)
- Co-create programs
- First impressions
- School website - audit
- Social Media communication
- Family center at school
- Family reps (stakeholder)
- Students lead Back to School Night
- Interactive homework
- School Tours & Classroom Visits
- Classroom assistants