



# Guilford Parent Academy 101: Parents and Educators Joining Forces

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Guilford  
County Schools



# Overview

- Provide an overview of Guilford Parent Academy
- Share out-of-the-box ways to approach family engagement
- Learn how parents can become an extension of the communications office

# **Part 1:**

# **Overview of Guilford Parent Academy**



**GUILFORD PARENT ACADEMY**  
guilford county schools

# Why Parent Engagement?

?

**WE ALREADY KNOW THIS...**



# #1

- Parental involvement enhances academic performance
  - ▣ Higher grades, test scores, and graduation rates
  - ▣ Better school attendance
  - ▣ Increased motivation, better self-esteem
  - ▣ Lower rates of suspension
  - ▣ Decreased use of drugs and alcohol
  - ▣ Fewer instances of violent behavior

-Antunez, 2001; Epstein, 2001; Jeynes, 2013

## #2

- School Benefits:
  - ▣ Improves teacher morale
  - ▣ Higher ratings of teachers by parents
  - ▣ More support from families
  - ▣ Higher student achievement
  - ▣ Better reputations in the community

-A New Generation of Evidence: The Family is Critical to Student Achievement, edited by Anne T. Henderson and Nancy Berla, Center for Law and Education, Washington, D.C., 1994 (third printing, 1996)

# #3

- Studies suggest that family engagement can be a powerful intervention that is considerably less costly than other programs or incentives. For example, schools would have to spend \$1,000 more per pupil to reap the same gains in student achievement that an involved parent brings.

-Westmorland, et.al., 2009



A recent meta-analysis of 51 parental involvement programs found four types of programs to be associated with positive student achievement outcomes, and they were:

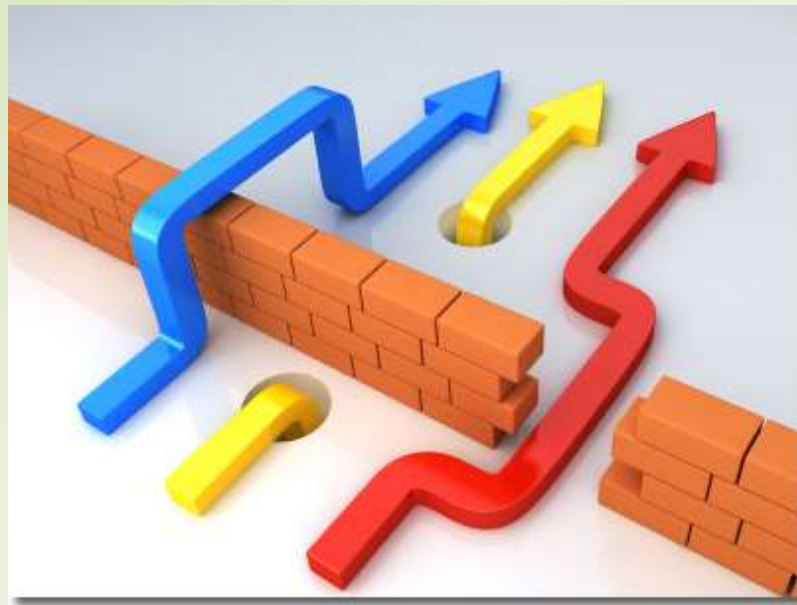
- Encourage parents and children to read together
- Promote parent-teacher partnerships that treat parents and teachers as equal partners
- Encourage parents to check their child's homework daily
- Employ school-based efforts to increase communication between parents and teachers

-Jeynes, 2013

# Barriers to Engaging Parents



# **WE MUST WORK TO OVERCOME THE BARRIERS**



**THE “ONE SIZE FITS ALL”  
APPROACH DOESN’T WORK**



# **GUILFORD PARENT ACADEMY**

*Helping Parents Help Children Succeed*

# Mission/Vision

## **Mission**

Guilford Parent Academy is a community collaborative designed to engage all parents and caregivers in the academic, social and emotional success of their children.

## **Vision**

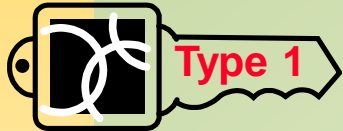
With the support of Guilford Parent Academy, parents and caregivers in Guilford County will be true partners in their child's education and will be engaged at every level. Children will graduate prepared for the 21st century.

# GUIDING PRINCIPLES

- We believe all parents have assets that we can build on to help students.
- We believe in inclusive parent outreach.
- We believe a welcoming school climate helps build relationships.
- We believe two-way communication is extremely important.
- We believe in taking a multifaceted approach to parent engagement.
- We believe in intentional parent engagement outreach.



# EPSTEIN'S SIX TYPES OF INVOLVEMENT



**PARENTING:** Assist families in understanding child and adolescent development, and in setting home conditions that support children as students at each age and grade level. Assist schools in understanding families.



**COMMUNICATING:** Communicate with families about school programs and student progress through effective school-to-home and home-to-school communications.



**VOLUNTEERING:** Improve recruitment, training, work, and schedules to involve families as volunteers and audiences at school or in other locations to support students and school programs.



**LEARNING AT HOME:** Involve families with their children in learning activities at home, including homework, other curriculum-related activities, and individual course and program decisions.



**DECISION MAKING:** Include families as participants in school decisions, governance, and advocacy through PTA/PTO, school councils, committees, action teams, and other parent organizations.



**COLLABORATING WITH COMMUNITY:** Coordinate resources and services for students, families, and the school with businesses, agencies, and other groups, and provide services to the community.

# Guilford Parent Academy has three major components:

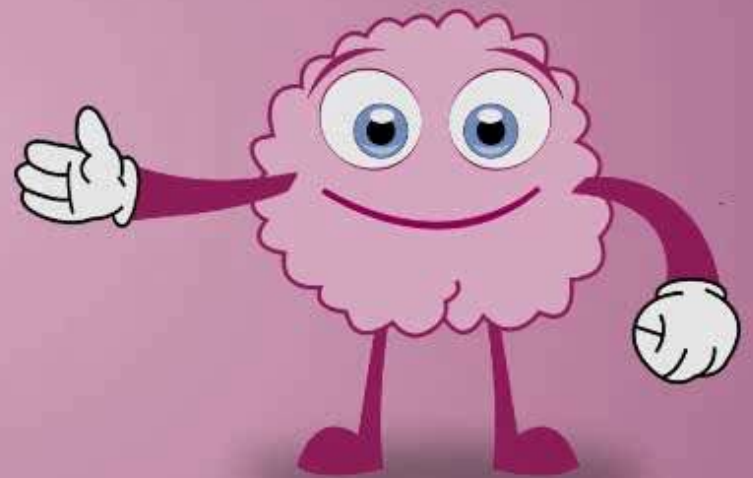
- **Learning Experiences/Events** - Offers educational programming for parents on a variety of topics.
  - ▣ Tools for Parents
  - ▣ School Success
  - ▣ Health and Well-being
  - ▣ Personal Growth and Development

# Guilford Parent Academy has three major components:

## □ **Information/Online Resources**

- ▣ Online academic resources (reading, math, etc.)
- ▣ Social and emotional resources
- ▣ One-On-One online tutoring





# Guilford Parent Academy has three major components:

- ❑ **Connections to Support and Resources -**  
GPA is also a point of connection for parents to various resources offered by partnering organizations throughout Guilford County.
- ❑ GPA has 70 business and community partners



# GPA On the Go

- Guilford Parent Academy partners with companies, agencies, community organizations, churches and PTAs.
- The employer (or organization) hosts the workshops during lunch breaks or in between shifts.
- GPA provides the presenters.



## **Part 2:**

Out-of-the-box ways to  
engage parents/families

# Lighten up... Make it fun!

**Sometimes you have to make things fun and slide the learning in on the side!**

- ❑ Family Fun Day
- ❑ Parent Engagement Conference
- ❑ Male Summit
- ❑ Reading with Curious George
- ❑ And more!





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# GCS FAMILY FUN DAY

**SATURDAY**  
**MAY 31**  
**11 A.M. – 4 P.M.**

CITY LAKE PARK, 602 W. MAIN ST.  
JAMESTOWN, NC 27282



Register here

<http://conta.cc/OVhwnA>

To learn more, contact the  
Parent Academy office at 336-279-4924  
or [parentacademy@gcsnc.com](mailto:parentacademy@gcsnc.com).

## Parking

will be available at Jamestown Elementary and Ragsdale High, with shuttle buses running continuously starting at 10:45 a.m. The park is just a five-minute ride away. There will also be shuttle buses running from Smith High and Andrews High. Parking available at the park for handicapped and families with children under 4.

Families are invited to enjoy **FREE** swimming and waterslides, playgrounds, mini golf, amusement rides, performances and other recreational activities.

Food vendors will provide a variety of snacks and meals for purchase. Families may also bring in picnic lunches.

[www.gcsnc.com](http://www.gcsnc.com)

[www.facebook.com/GCSParentAcad](https://www.facebook.com/GCSParentAcad)

[www.twitter.com/GCSParentAcad](https://www.twitter.com/GCSParentAcad)



**Guilford County  
Council of PTAs**  
presents

**SATURDAY  
MARCH  
21<sup>ST</sup>**

THE  
2ND ANNUAL  
**MALE SUMMIT**  
*Leaving a Legacy of Leadership*

OUR SPEAKERS



**Jeff Phillips**  
GUILFORD COUNTY  
COMMISSIONER



**Lindsay Whitley**  
DIRECTOR OF GUILFORD  
PARENT ACADEMY



**Brian K. McNeill**  
AUTHOR &  
PROFESSIONAL SPEAKER



**Angel Guerrero**  
GCC OF PTAs  
CHAIR OF MALE INVOLVEMENT



**Ragsdale High School** | 8:30am-12:30pm  
DOORS OPEN @ 8AM  
1000 Lucy Ragsdale Drive | Jamestown, NC 27282

REGISTRATION REQUIRED AT

**<https://2ndannualmalesummit.eventbrite.com>**

**Bring your Children for Leadership Sessions!**

Questions? tel: 336-508-5870 or email: [angelguerrero3@gmail.com](mailto:angelguerrero3@gmail.com)







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## From Boys to Men: Parents Helping Their African-American Sons Achieve Educational Excellence

To help narrow the achievement gap between African-American males and other students in Guilford County, Guilford County Schools (GCS) is hosting the second-annual "From Boys to Men: Parents Helping their African-American Sons Achieve Educational Excellence." The workshop is for parents, grandparents and other community members who want to be involved.

**SATURDAY, NOVEMBER 1, 2014**



**BREAKFAST** 8:00 – 9:00 A.M.  
**SESSIONS** 9:00 A.M. – 1:00 P.M.

**WILLIAMS MEMORIAL CME CHURCH**  
3400 TRIANGLE LAKE ROAD  
HIGH POINT NC

**SPONSORED BY**  
Guilford County Schools  
Guilford Parent Academy  
GCS Diversity Office  
City of High Point Human Relations Department

### SESSIONS

Keynote Speaker: Amos L. Quick, III,  
Guilford County Board of Education  
Recognizing Giftedness in Your Son/Literacy  
Student Records & Preparing for the Future  
Encouraging Sports as an Avenue to  
Academic Achievement  
Register by visiting [www.gcsnc.com](http://www.gcsnc.com) or call  
336.279.4924



Guilford Parent Academy is sponsored by Guilford County Schools, the U.S. Department of Education and more than 70 business and community partners. In compliance with federal laws, Guilford County Schools administers all educational programs, employment activities and admissions without discrimination because of race, religion, national or ethnic origin, color, age, military service, disability or gender, except where exemption is appropriate and allowed by law. Refer to the Board of Education's Discrimination Free Environment Policy AC for a complete statement. Inquiries or complaints should be directed to the Guilford County Schools Compliance Officer, 120 Franklin Blvd., Greensboro, NC 27401; 336.270.2222.

# Additional Ideas

- College Fair
- Planning and Applying for College Workshop
- GCS Choice Showcase
- State of Our Schools Address



# Title I Parent Ambassadors & Grassroots Parent Coordinators



# Title I Parent Ambassador

- Title I Parent Ambassadors are selected by the principal and can receive up to \$150 per month to:
  - serve as a liaison between parents and school officials, communicate with parents about volunteer opportunities,
  - lead parent-outreach activities,
  - assist the school and Parent Academy staff with planning and publicizing parent workshops,
  - increase parent awareness of ways parents can be involved and become partners in the educational arena.
- Title I Parent Ambassadors meet monthly with the Parent Academy team.

# Title I Parent Ambassador Meeting

**Thursday,  
November 6**

- **Orientation**
- **Title I  
Thresholds**

**Thursday,  
December 4**

- **GPA Resources:  
“Helping Your  
Child Succeed”**

**Thursday,  
January 8**

- **EC Parent Liaison  
Intro**
- **Epstein Overview**
- **Supporting Evidence  
for TIPA Activity  
Reward sheets**

**Thursday,  
February 5**

- **Understanding  
Title I Program**
- **Finance Update**

**Thursday, March 5**

- **Collaborating with  
Schools and Teachers  
to Support their  
Child’s Academic  
Achievement**
  - **Guest  
Speaker -  
Mychal Wynn**

**Thursday, April 16**

- **AG/Giftedness**
- **GCS Reads 20**
- **ebooks/literacy**

**Thursday, May 7**

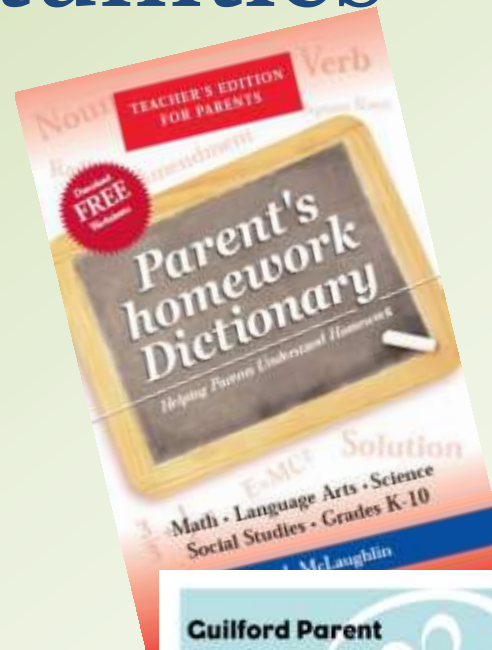
- **Helping  
Students  
Transition  
Through the  
Grade Level  
Milestones**

**Tuesday, June 2**

- **End of Year  
Reflection**
- **Motivational  
Speaker**
  - **Kenston  
Griffin**

# Golden Opportunities

- ❑ Monthly Meetings
- ❑ College Tour Event
- ❑ NC Collaborative Conference for Student Achievement
- ❑ Nationally Recognized Guest Speakers
- ❑ Focus Groups
- ❑ Media Briefings
- ❑ Grassroots Advocacy



# Activating Grassroots Support





# Part 3:

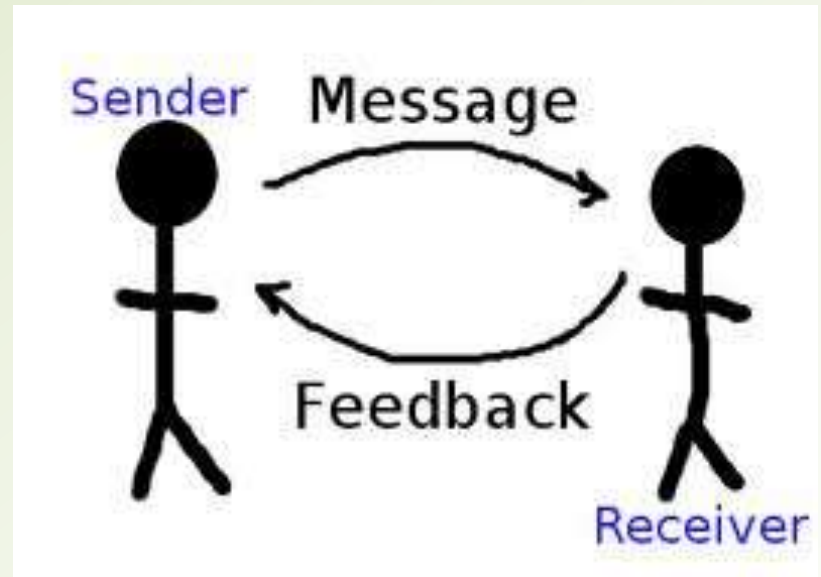
## Parents as Key Communicators





# Key Communicator Networks

- Key Communicator Networks turn mass communication into personalized communication.
- It's not just about doing the right thing; your community should know you're doing it!



# Who are Key Communicators?

- They are everywhere!
  - Political leaders, parent leaders, trusted professionals, neighborhood “legends” and the list goes on.
  - Every status level has opinion leaders.



# Why are they important?

- 1 in 10 adults are trendsetters or influencers: they intentionally or unintentionally lead opinions of a community.
- It only takes 10 percent of a population with an unshakeable belief to convince the rest of the population to adopt the same belief.
- 92 percent of consumers trust word of mouth references over any other form of marketing/advertising.

# Regular Communication is Key!

- Communicate the good, the bad and the UGLY!
- At least once per month
- Consider monthly meetings
- Should be two-way, something that invites them to connect with the district
- Inform and call to action (i.e. A-F school report cards, budget season, etc.)

# Guilford Parent Academy Stakeholder Engagement

## Friends of GPA/Advisory Committee

Communicate regularly (monthly) with group, meet semi-annually, engage movers and shakers in the community, develop potential funding sources.

## Friends of GPA/Project Team

Doers who represent parents, GCS departments and community agencies. Group will work to carryout deployment plan initiatives.

## Teachers

Seek out teacher leaders and use teacher of the year and other teacher leaders to be spokespeople for GPA. Gain feedback from them about GPA initiatives.

## Principals

Seek out principal leaders to give input and buy-in to the GPA initiatives; will help GPA reach additional principals. Will become GPA Ambassadors.

## Guilford Parent Academy

## Grassroots Parent Coordinators/Title I Parent Ambassadors

Build parent leaders who will become an extension of the GPA office and will be able to gather the needs of parents so GPA can implement solutions.

## Universities

Establish contact with representatives from each nearby college/university. Engage representatives to discover ways GPA can partner.

## Curriculum Review Committee

Convenes semi-annually to review new GPA course materials and also recommend new, relevant topics for potential GPA workshops.

# How did we get here?

- Created project team for parent engagement (parents, staff, and community)
- Researched parent engagement best practices– (i.e. Epstein, Beyond the Bake Sale, etc.)
- Established a timeline for implementation
- Gathered data/input from parents and stakeholders



# Lessons Learned

- Relationships are key
- Use parents as resources
- Parents as true partners
- Don't reinvent the wheel
- Anticipate challenges

Questions?

# Guilford Parent Academy Contact Information

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336-279-4924

[whitlel@gcsnc.com](mailto:whitlel@gcsnc.com)

