



# Family and Community Engagement Strategies

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## PTA Approach

All of National PTA’s programs and family education resources are guided by the research-based PTA National Standards for Family-School Partnerships:

1. Welcoming all families
2. Communicating effectively
3. Supporting student success
4. Speaking up for every child
5. Sharing power
6. Collaborating with community

Through PTA’s family and community engagement strategies, PTAs empower families to support student learning and overall well-being, while engaging them in school improvements and strengthening connections within the school community. Learn more at [PTA.org/NationalStandards](http://PTA.org/NationalStandards).

## PTA Programs

**School of Excellence** – Supports and celebrates partnerships between PTAs and schools to engage more families in student success and school improvements, while creating stronger family-school-community connections. Since August 2014, National PTA has celebrated 294 Schools of Excellence. Learn more at [PTA.org/Excellence](http://PTA.org/Excellence).

**Reflections** – Encourages and celebrates student participation in arts education opportunities through a nationwide awards program, which provokes students to reflect on a theme and use art to express their thoughts. The initiative also includes grants for local PTAs focused on enhancing arts education in their school or community. In 2014-2015, nearly 7,500 PTAs and 300,000 students participated. Learn more at [PTA.org/Reflections](http://PTA.org/Reflections).

**Healthy Lifestyles** – Offers an array of grants, family education resources, and advocacy tools for PTAs to engage families in the implementation of school wellness plans, while increasing awareness about and access to nutritious options and physical activity at school and at home. Learn more at [PTA.org/HealthyLifestyles](http://PTA.org/HealthyLifestyles).

**Connect for Respect** – Guides PTAs through a step-by-step process for assessing the school culture and convening all members of the school community to inform an action plan to prevent bullying. PTAs then lead a C4R Team of student leaders, parents and school staff to deploy the plan and create safer, more supportive peer relationships among students. Learn more at [PTA.org/C4R](http://PTA.org/C4R).

## 2014-2015 RESULTS

**575 million+** impressions about programs and family education



**\$300,000+** in grants, plus in-kind technology & toolkits for nearly 1,400 PTAs



**8,000+** PTAs registered National PTA programs & events



**7,000+** people viewed 60 webinars/trainings

## PTA Events & Celebrations

**Every Child in Focus** – A campaign that celebrates diversity and strengthens inclusion in PTAs, schools and communities. Throughout the year, National PTA shares messages about what makes each child special and unique, as well as educates PTA and school leaders about the challenges and barriers that may hinder some children from learning. PTAs activate their participation in many ways, such as using the Every Child in Focus Multicultural Event Guide, viewing the Every Child in Focus Leadership Series, or working toward becoming a more inclusive and diverse PTA community. Learn more at [PTA.org/EveryChild](http://PTA.org/EveryChild).

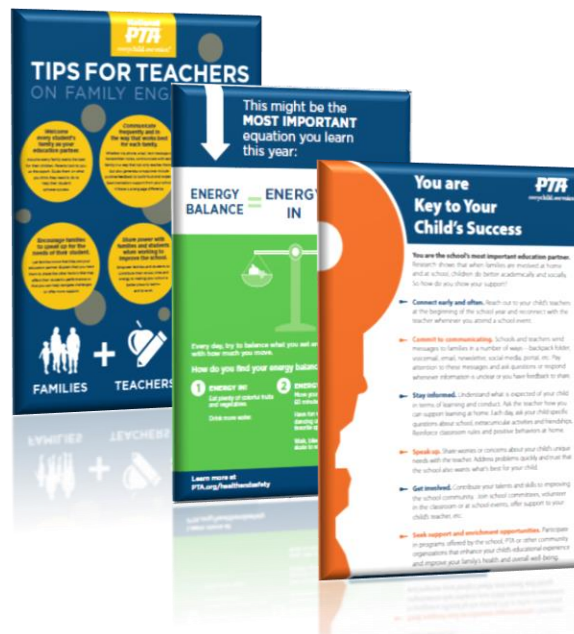
**Family Reading Experience** – A literacy event that engages families of grades K-5 students through interactive learning stations focused on core skills of reading: phonological awareness, phonics, fluency, comprehension and vocabulary. Families leave the event with stronger relationships with teachers and a deeper understanding of ways to enhance their own family reading experience at home. Learn more at [PTA.org/FamilyReading](http://PTA.org/FamilyReading).

**Take Your Family to School Week** – Celebrated in February to mark PTA's Founder's Day on February 17, 1897, PTAs nationwide participate by hosting family education and celebration events, such as Supporting Student Success Workshops, math and science events, Family Reading Experiences, Reflections celebrations, Connect for Respect Forums, safety events, multicultural events or Creative Career Fairs. In its digital toolkit, National PTA provides everything needed to plan, promote and celebrate the event. Learn more at [PTA.org/TYFTSW](http://PTA.org/TYFTSW).

**Teacher Appreciation Week** – During the first week in May, PTAs honor the men and women who lend their passion and skills to educating children. National PTA has a promotional toolkit for PTAs to engage families in the celebration. Learn more at [PTA.org/ThankaTeacher](http://PTA.org/ThankaTeacher).

## PTA Tips & Tools

National PTA offers an array of family education tip sheets and family engagement tools that support student success and overall well-being. PTA's most popular resource is its *Parents' Guides for Student Success*. Learn more at [PTA.org/Parents](http://PTA.org/Parents).



## PTA Leader Networks

National PTA offers leadership development, networking opportunities and resources for PTA leaders with similar interests or perspectives. For example, the Urban Family Engagement Network is trained and supported to deepen family engagement in urban schools. Learn more at [PTA.org](http://PTA.org).

### PTA TESTIMONIAL

*"Families have heard the buzz about our PTA. The basic theme of conversations seem to be 'You all are doing wonderful things on campus – how can I help?' That's exactly what we want to hear – people wanting to engage."*

Michelle Montemayor  
Hobby Middle School PTA, San Antonio, TX