

7 Ways to Maximize Family Engagement When K12 Goes Back-to-School

1. Make sure your organization treats families as partners at every level

- Establish what partnering looks like
- Involve families in back-to-school plans
- Allow families to easily respond and engage
- Create opportunities to connect and build trust

2. Consolidate tools and reduce time-consuming tasks

- Go digital to save families (and staff) time
- Streamline platforms**, log-ins and interfaces
- Integrate with your SIS for family contact details

3. Make sure you can reach families where they already are

- Use their **preferred language**
- Use their preferred channels
- Let families personalize notifications

4. Create a welcoming environment for families

- Share volunteer opportunities, parent-teacher associations, or advisory committees with families
- Celebrate and acknowledge parental involvement through awards, certificates and recognition at school assemblies
- Embrace cultural diversity with multicultural events, workshops or heritage celebrations

5. Collaborate with your community

- Partner with local organizations to connect families with resources
- Share internships and job shadowing opportunities for students
- Establish channels for communication with non-school community members

6. Train families, staff and students before school starts

- Ensure families know how they will receive communications and where to find important information
- Train teachers and staff** on how to connect with families
- Guide students on how to safely communicate with teachers and coaches

7. Support families through non-school related challenges

- Encourage mutual support programs such as carpools, phone trees and play groups
- Consider offering workshops and classes for families such as technology training or adult literacy programs



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