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PARENT ENGAGEMENT & PARENT EDUCATION

NAZ implements strategies in Anchor Schools and Early Learning Centers. Other partners adopt key elements of engagement strategies to implement within their organization.

What will improve?

RESULT

A population condition of well being.

Parents will increase their belief, intention, skills and commitment to support their children's academic development and successful path to college.

Is anybody better off?

OUTCOMES

Performance Measure: Shows whether or not results are achieved.

Develop parent survey to measure protective factors:

- Parental resilience
 - Social connections
 - Knowledge and skill in parent (PQPK)
 - Skills and belief for establishing a path to college
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How much did we do?

OUTPUTS

Performance Measure: Shows the quantity of solutions utilized.

- # and % of families in engagement strategy
 - # and % of families with Achievement Plans and Goals completed
 - # and % of families participating in conferences
 - # graduating from Family Academy or other evidence-based curriculum
 - # and % of parent leaders
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How well did we do it?

INPUTS

Performance Measure: Shows the fidelity of implementation (inputs).

% of families over time who have graduated from FA classes

Metrics under development

STRATEGY AREAS

Grouping of strategies.

Support and Embed
“Neighbor-Leader”
Parent Coach Role in
School Settings and
At-Large

STRATEGIES AND KEY ELEMENTS

STRATEGY 1 | Utilize high potential individuals connected to the neighborhood in Family Achievement Coach or related role

KEY ELEMENTS

- Hiring practices represent cultural origins that mirror families in NAZ, with focused on those who have experienced living in poverty themselves
- Engage partner to support hiring when possible

STRATEGY 2 | Implement comprehensive training based on key interactional strategies to build Coach competence in role

KEY ELEMENTS

- Empowerment
- Motivational Interviewing (MI)
- Academic support strategies
- Culture and trauma informed practice
- Protective factors

STRATEGY 3 | Ensure Coach role is effectively integrated into school or partner setting

KEY ELEMENTS

- Engagement staff participates in Anchor/ Partner setting professional development and staff meetings
- Engagement Manager facilitates monthly site meetings with key stakeholders to develop strategies for collaboration and recruitment into NAZ.
- Quarterly formal communication to Anchor/ Partner setting staff of all NAZ enrolled families and scholars receiving Achievement Planning support.

STRATEGY 4 | Manager support for Coach role based on goal-oriented coaching and data-driven performance management practice

KEY ELEMENTS

- Manager holds small supervision roster (4-6 staff per) and conducts regular audits of rosters assigned to coaches
- Weekly individual and/or team engagement meetings
- Time for training, reflection and goal planning built into schedule
- Managers give performance feedback to support Coaches setting growth goals
- Peer learning built into management process

**Coach Implements
Achievement Goal Plan
with NAZ Parents to
Support Skills and Belief
in Raising College-Ready
Scholars**

STRATEGY 5 | Recruitment

KEY ELEMENTS

- Work with school to identify scholars needing support
- Use recruitment talking points and Coach personal touch to engage potential families
- Prioritize scholars already engaged in other NAZ solutions (ie - out of school)
- Use multiple engagement strategies over time to influence parent follow through on enrollment

STRATEGY 6 | Build relationship

KEY ELEMENTS

- Use key interactional strategies to build relationship
- Follow enrollment process touch points, including gather profile information to understand family context
- Coach uses personal background responsibly to serve as a role model to encourage parent participation

STRATEGY 7 | Belief gap

KEY ELEMENTS

- Engage parent and scholar in college-going culture touchpoints (ie- pledge, photo)
- Coach listens for barriers to belief and helps bridge gap
- Use incentives to influence involvement until belief in process is secured

STRATEGY 8 | Goals to Action Framework

KEY ELEMENTS

- Enrollment process to model the framework, setting the stage for tackling obstacles in incremental steps leading to high action
- Interaction with families and scholars to evoke forward movement and goal completion lead by their individualized plan
- Use of SMART strategies in setting attainable and realistic goals
- Manager to model framework during supervision to guide coach influence with families/ scholars

STRATEGY 9 | Parent leadership

KEY ELEMENTS

- Identify and foster leadership potential tied to goal attainment overall
- Provide and track leadership training and opportunities

STRATEGY 10 | Increase social connection with parents

KEY ELEMENTS

- Coach relationship-building
 - Fostering intentional cohorts across NAZ parents
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Utilize Team Approach
to Support Family
Success

STRATEGY 11 | Build parent and scholar team to support goals

KEY ELEMENTS

- Effective framework for collaboration and strong alignment across teams within NAZ to provide effective support
- Build partnerships with schools, OST, and other academic strategies to increase effectiveness of their support for scholars

STRATEGY 12 | Hold results-driven conversations with team to support progress

KEY ELEMENTS

- Model team approach manager meetings and supervisions
- Structure all meetings using RBA/RBF skills
- Train staff to notice when team is needed to support family goals
- Prioritize time staff need to spend on participating in team approach
- Staff (NAZ or Partners) participate in on-going communication all areas of the ecosystem to insure coordination to identify and meet families' needs across action areas

STRATEGY 13 | Connect to and reinforce parent participation in family supports

KEY ELEMENTS

- Develop clear process for connecting to family support
 - Support family in their goal plans related to family support work
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Host Evidence-Based
Parent Education
Classes to Infuse
Knowledge

STRATEGY 14 | Implement evidence-based curriculum in multiple relevant areas to support parent knowledge in raising college-ready scholars

KEY ELEMENTS

- Empowerment training
- Early learning focus
- Kindergarten-readiness
- School age success

STRATEGY 15 | Ensure evidence-based program by collaborating with research experts to build, evaluate and continuously improve curriculum

KEY ELEMENTS

- Pair research learning with parent feedback
- Theater testing
- Ongoing assessment of impact

STRATEGY 16 | Facilitation of curriculum is implemented with fidelity

KEY ELEMENTS

- Reflective, targeted skill practice
- Multiple strategies to illuminate and reinforce key learnings (books, role play, video, handouts)
- Weekly goals for families to practice between sessions; incentives to support goal completion

STRATEGY 17 | Support participation of families least likely to attend parent education opportunities

KEY ELEMENTS

- Use engagement staff to inspire and support participation
- Provide child care, transportation, and healthy meal
- Implement stipend to incentivize attendance
- Build in peer connections and support

STRATEGY 18 | Use Achievement Plan goals to support participation in parent education and reinforce skill development ongoing

KEY ELEMENTS

- Coaches or engagement staff attend Family Academy classes for foundational knowledge on best practices and to develop a common language of
- Coaches use parent education classes as an engagement touch point with families