

# FAMILY EMPOWERMENT TOOLKIT



## USE

Congratulations on deciding to plan a family empowerment experience in your school community! This document was created in an attempt to package the systems and structures from the district/charter collaboration project focused on family empowerment between Ashley Park PreK-8 and Movement Charter School in Charlotte, North Carolina.

Every attempt was made to build this document in a way that was actionable and easy to use for practitioners and key stakeholders in this work. Additional context from this project, including research and the “why” behind parent engagement, testimonies from families, and other context-related information can be found in the 2018-2019 project narrative document found at [scherm.co/casestudies](http://scherm.co/casestudies).

We encourage any school leader, teacher, or parent to utilize and adapt this document to the needs of their community. There have been a number of remarkable outcomes from this work and we hope you find at least one piece of information or structure that allows you to better engage and empower your families. We realize that planning an event at this scale requires a lot of moving parts and have crafted this document to aide school leaders and partners in the planning and execution process. Please see a high level timeline of actions below:

1. Establish [Outcomes](#)
2. Frame your community context and identify [Key Players](#)
3. Create [Goals](#)
  - a. Identify Pillars
  - b. Decide on data collection and evaluation methods
4. Establish a [Budget](#) and tracking systems
5. Schedule a [Timeline](#)
  - a. Build project planning tracking system to centralize actions
    - i. Build list of [Macro](#) Responsibilities
    - ii. Build a list of [Micro](#) Responsibilities
    - iii. Plan Internal and External [Communications](#)
6. [Delegate](#) all actions along with timelines
7. [Execute](#) family empowerment experience
8. [Analyze collected data](#) and reflect with all parties involved

The specifics of any event are driven by community context. However, we believe that all successful events will follow a similar planning structure and include all of the tools above at a minimum. If you have questions or would like to connect further, please visit our contact page and don't hesitate to reach out.

Onward,  
The SchermCo Team



A young girl with dark hair in a ponytail, wearing a white shirt and a backpack with a Frozen theme (Elsa, Anna, and Olaf), is standing at a table covered with a white cloth. She is looking down at something on the table. In the background, other people are partially visible, and there are colorful items on a table.

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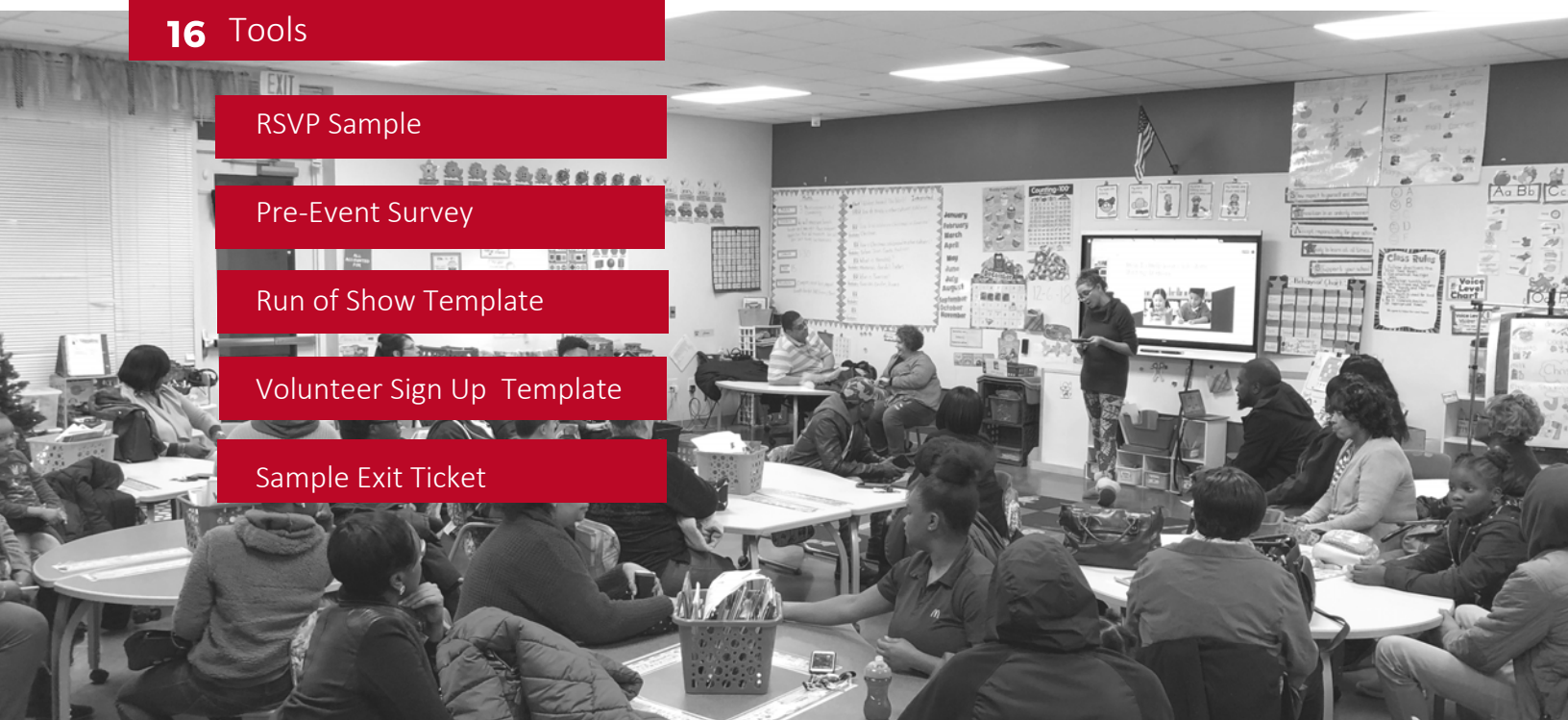
RSVP Sample

Pre-Event Survey

Run of Show Template

Volunteer Sign Up Template

Sample Exit Ticket





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# OUTCOMES

## Outcomes<sup>1</sup>

The outcomes of this project are provided at the very beginning of this document to grab your attention and keep everyone efficient. This work began with two school leaders asking:

*“How can we better support family engagement and empowerment at our school?”*

Each school faced a different set of challenges in regards to engagement and empowerment. General family events like open houses were lightly attended and communication and input from families were sparse.

These school leaders and their staff wanted to rethink and overhaul these efforts. They inherently believed in the importance of leveraging the insight and expertise of families but wanted to do more to build a system to make it happen. The following is a brief timeline and outcome summary from this effort.

### 2018 Pilot

- March-May 2018 - Two focus groups and two family nights offered
- June 2018 - 900+ data points collected from both school communities
- June 2018 - Each school grew in 8/9 surveyed areas focused on family engagement and family empowerment

### 2018-2019 Family Nights

- July 2018 - March 2019
- 16 family nights offered
- Among Ashley Park and Movement School, 53% of families attended at least one family night
- 62% / 247 Movement families attended at least one family night
- An average attendance of 68 families and 213 people at Movement family nights
- 46% / 236 Ashley Park families attended at least one family night
- An average attendance of 59 families and 174 people at Ashley Park family nights
- 3,000+ meals served
- 30+ community partners supported family nights
- Parents and School Leaders have continually expressed the importance of family nights and an increased sense of community and trust as a result of this effort

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<sup>1</sup> As of March 2019. Additional qualitative and student outcome data will be provided upon completion of the Urban Institute’s analysis in October 2019.