**Charlotte Independent School District**

**Family Engagement**

Charlotte Family and Community Engagement “How To”

1. Identify key stakeholders in the community

Meet with the district staff and compile a list of local programs, relevant organizations, committees and key individuals. Initial networking with groups will assist with the dissemination of information and focused identification of additional key individuals.

* City government
* Cultural Leaders
* Social and health service providers
* Parents
* Elders
* Students; Alumni
* Mentors and role models
* District and School Personnel

1. Get the word out

Provide written information and make contact with all identified stakeholders. The objective is to create awareness of initiatives throughout the community of focused programs serving you and district personnel. Get the word out through:

* Area papers
* Face-to-face introductions
* Posted flyers
* Social Media
* District website with links
* Campus newsletter and weekly packets
* Mail-outs to families

1. Obtain buy-in and commitment to shared vision

Conduct initial meetings and events with key stakeholders to provide in-depth information, elicit dialogue, and begin establishing ongoing forums for community feedback, input, planning and involvement. Presentations should illustrate how the initiatives apply to the unique needs of Charlotte youth. Activities to elicit buy-in to create a shared vision could include:

* Power point presentations establishing the “Next Steps” vision of the district/campuses
* Informal focus groups soliciting community’s vision
* Question and answer/dialogue conferring shared vision to support the mission
* Announcement of events through Social Media, marquees, District Website, and call logs
* Informal presentations at local sites of gathering

1. Seek community approval

Organize community forums and committees, as well as continuing meetings with existing committees, to discuss and decide critical points of view for insertion into the initiative’s model design. All activities listed in steps 1-3 should continue in order to keep families and community apprised of the progress and functioning of the initiatives. Elicit community feedback through surveys, house to house visits, and at school functions. Activities can include:

* Parent focus groups
* Student celebration events
* Student focus groups
* Meetings of district/campus staff and family members
* Family and parent organization steering committees
* Community events such as dinners, community holiday celebrations, student honoring based upon community celebration

**Family and Community Planning Calendar**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| TASK | Fall Quarter | Winter Quarter | Spring Quarter | Summer Quarter |
| Family and Community Engagement | * Participate in network opportunities * Identify stakeholders * Specify campuses, community, and district engagement need(s) * Participate in quarterly events * Develop engagement goals, processes, and date specific timelines * Identify media and technology resources * Others | * Participate in network * Participate in quarterly events * Implement * engagement plan * Meet with variety of stakeholders   in a variety of ways   * Engage media and technology * Others | * Participate in network * Participate in quarterly events * Sustain engagement plan * Secure approval of initiative model(s) from stakeholders * Engage media and technology * Others | * Participate in network * Participate in quarterly events * Sustain engagement plan * Engage media and technology * Others |

**Family and Community Components**

|  |  |  |  |
| --- | --- | --- | --- |
| Component | Sample Tasks | Sample Documents | Charlotte Timelines |
| **Community Engagement**  Emerge from and reflect local community need(s), values, and local, state viewpoints | * Define community engagement vision, goals, and plan as part of the District Improvement Plan * Identify those responsible for engagement efforts and the tracking of such work * Develop written materials for sharing * Identify community events to publicize in campus/district media and technology * Identify leaders to discuss how to involve community and family in order to gain allies and ambassadors * Conduct question and answer sessions and focus groups with community, families, and students * Determine processes for gaining agreement and support of the district and campus initiatives * Create a district database * Work with community and families, and organizations to establish wrap-around services * Attend and plan student honoring celebration ceremonies * Create sustainable outreach with volunteers and partnerships * Secure media and technology for initiatives * Identify how to measure community response to initiatives | Brochures and handouts for families, students, and community when visiting  List of community agencies and other key resources  Articles from local newspapers and other relevant print media  TV and radio features  Up-dated lists of key stakeholders  Welcome to Charlotte ISD for newly enrolled families  Minutes of meetings and key decisions made posted/linked on District webpage and campus social media  Databased of community and families interested in volunteering at campuses and in district events/committees  Digital stories of students and families shared with permission in print media | Monthly emailed updates  Monthly emails on campus Social Media  Monthly District website updates  Community determined and requested timelines  Community and Family determined information requested |