

*Engagement of Parents and Community*



# Engagement of Parents and Community

---

*Engagement of parents and community focuses on improving the quality of partnerships and communication and improving the involvement of parents by providing support and encouragement.*

*Major initiatives include expansion of the Good Neighbor Program, expansion of mentoring and tutoring programs, support of parents through an engagement framework, and development of an internal communications plan and district brand campaign.*

## **Improve the quality of engagement of all stakeholders through stronger partnerships and communication**

- *Over 8 of 10 parents felt well informed by the district*
- *86% of staff indicated that the Intranet is effective*
- *There are 3,642 FLASH subscribers*
- *Good Neighbor partnerships increased from 120 to 170 and 48% of schools earned the Good Neighbor designation*
- *Over 600 adults served as mentors and tutors in 2007-08 and 93% of respondents to the Mentor Survey plan to return the following year*
- *There were 3,564 enrollments in the Continuing Education classes*
- *Over 8 of 10 parents and volunteers felt welcomed and valued*

## **Improve the involvement of parents in school life by providing support and encouragement**

- *86% of parents agreed that their school helps them understand how to help their child be a better student*
- *The first community day of learning had over 325 parents in attendance in 2007-08; 92% of respondents gave high ratings to effectiveness of Parent U and 100% indicated they would return*

# Status of Performance Objectives

## Performance Objectives: Partnerships and Communication

- Increase the number of Good Neighbor partnerships
- Increase the percent of schools with high levels of school involvement
- Increase parent and community positive responses in feeling welcome, valued, and supported
- Increase the satisfaction of students, parents, community and staff with the amount and quality of communication
- Increase the district’s market share of students who reside within the district boundaries

<b>Measure</b>	<b>Target</b>	<b>Status</b>
Parent Survey – well informed	Increase agreement to 82.8%	Not met
Staff Survey – effectiveness of Intranet	Increase to 84%	Met
FLASH subscribers	Increase yearly to reach 5,000 by year 5	Met
Good Neighbor partnerships	Increase to 135	Met
Good Neighbor schools	Increase to 20%	Met
Adult mentors and tutors	Increase by 5% per year	Met
Enrollments in Continuing Education classes	Increase by 5% per year	Baseline
Parent Survey – welcomed and valued	Increase to 88.9%	Improved; not met
Volunteer Survey – welcomed, valued and supported	Increase to 90%	Baseline
Mentor Survey – return to program	Increase to 90%	Baseline

## Performance Objective: Parental Engagement

- Increase parental engagement in school activities

<b>Measure</b>	<b>Target</b>	<b>Status</b>
Parent Survey – supported by school	Increase to 83%	Met
Community Day of Learning – attendance	Attendance at 600 by year 5	Baseline
Community Day of Learning – evaluation	Positive rating at 90% by year 5	Baseline

# Goal: Engagement of parents and community

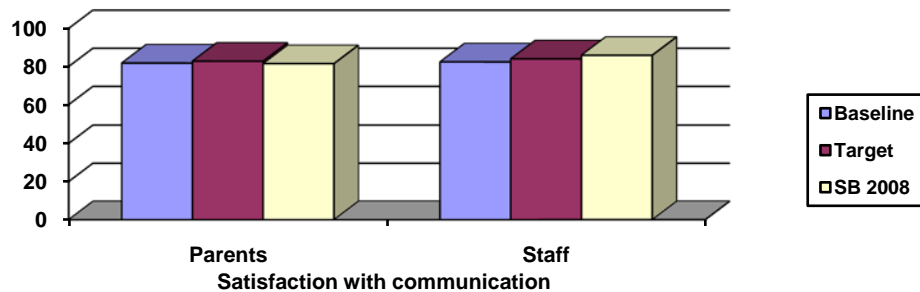
**Objective: C 1** – Improve the quality of engagement of all stakeholders through stronger partnerships and communication

**TARGET:** Increase the satisfaction of students, parents, community and staff with the amount and quality of communication. Source: Staff Survey; Parent Survey; Communications Dept. Report

## RESULTS:

### Communication

Measure	Baseline 2006-07	Target	2008 Results
% of parents feeling well informed by the district - SISD Parent Survey item	81.8%	82.8%; target at year 5 is 90%	81.5%
% of staff agreement that the Intranet is effective – SISD Staff Survey	82.4%	84%; target at year 5 is 90%	85.9%
Number of FLASH subscribers	2,011	Target at year 5 is 5,000	3,642



## TRENDS:

- 81.5% of parents responded that they were well informed by the district. This value is approximately the same as the prior year and does not meet the target of 82.8%.
- 85.9% of staff agreed that the Intranet was effective in promoting communication. This level represents an increase over the baseline and exceeds the target of 84%.
- The number of FLASH email subscribers has risen dramatically from 2,011 in the baseline year to 3,642 in 2007-08. The five year target is 5,000 subscribers.

# Goal: Engagement of parents and community

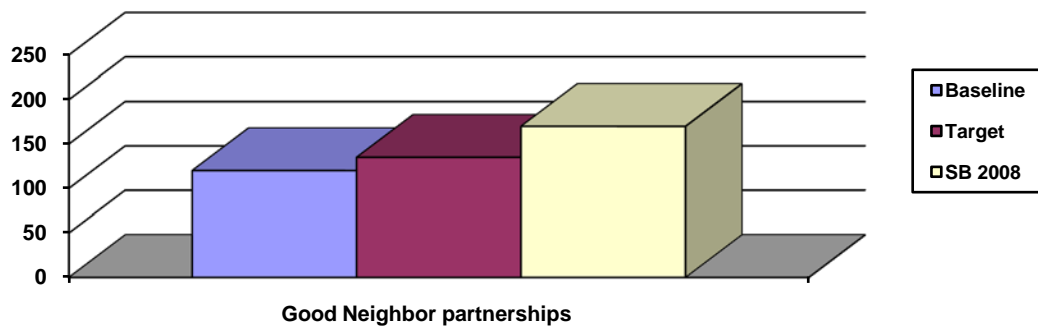
**Objective: C 1** – Improve the quality of engagement of all stakeholders through stronger partnerships and communication

**TARGET:** Increase the number of Good Neighbor partnerships and increase the community involvement. Source: Communications Department Reports

## RESULTS:

### Parent and Community Involvement

Measure	Baseline 2006-07	Target	2008 Results
Number of Good Neighbor Partnership	120	135	170
Good Neighbor designated campuses	5/46; 10% of schools	20%	22/46; 48% of schools
Adult mentors and tutors	540	Increase by 5% per year	600
Number of enrollments in Continuing Education Classes	Not available	Increase by 5% per year	Baseline 3,564



## TRENDS:

- Good Neighbor partnerships increased from 120 in the baseline year to 170 in the 2007-08 school year, exceeding the target of 135 partnerships.
- Schools with Good Neighbor designations increased from 10% at the baseline to 48% in 2007-08. The target of 20% was exceeded.
- Adult mentors and tutors increased from 540 to 600 to meet the target.
- Continuing Education classes had 3,564 enrollments in the 2007-08 school year including summer enrollments.

# Goal: Engagement of parents and community

**Objective: C 1** – Improve the quality of engagement of all stakeholders through stronger partnerships and communication

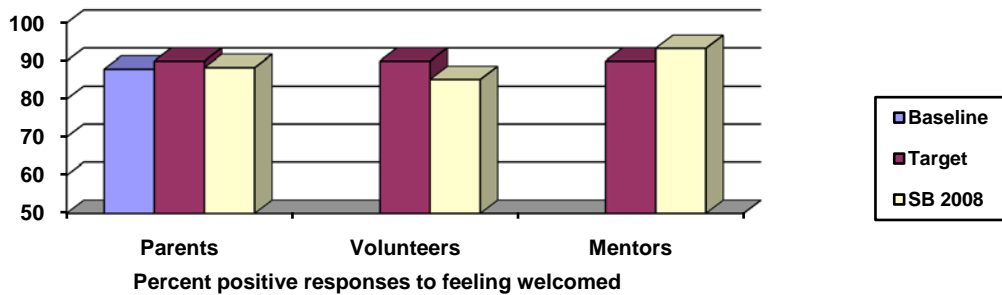
**TARGET:** Increase parent and community responses in feeling welcomed, valued and supported.

Source: SISD Parent Survey; Volunteer Survey, Mentor Survey

## RESULTS:

### Feeling Welcomed and Valued

Measure	Baseline 2006-07	Target	2008 Results
Parent Survey % of parents feeling welcomed and valued – responses to four items	87.9%	88.9%; target at year 5 is 90%	88.3%
Volunteer Survey % of volunteers feeling welcomed, valued and supported – responses to 10 items	Not available	Target at year 5 is 90%	Baseline 85.2%
Mentor Survey % mentors planning to return to program	Not available	Target at year 5 is 90% or higher	Baseline 93.3%



## TRENDS:

- Almost 9 of 10 (88.3%) surveyed parents felt welcomed and valued. Although the percentage increased over the prior year, the target of 88.9% was not reached.
- 85.2% of volunteers felt welcomed, valued and supported in 2007-08, while 93.3% of mentors agreed they would return as a mentor. The five year target for both of these measures is 90%.

# Goal: Engagement of parents and community

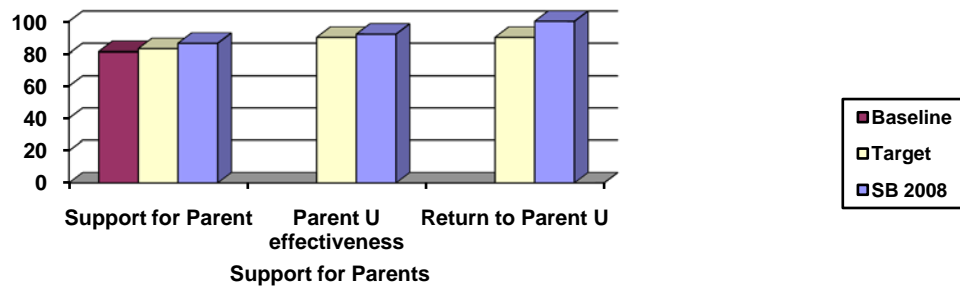
**Objective: C 2** – Improve the involvement of parents in school life by providing support and encouragement

**TARGET:** Increase parental engagement in school activities. Source: SISD Parent Survey; Communications Department Reports

## RESULTS:

### Parent Engagement

Measure	Baseline 2006-07	Target	2008 Results
Parent Survey - % agreement of item – This school helps me understand how to help my child be a better student	81.2%	83%; target at year 5 is 90%	86.3%
Parent University Attendance	Not available	Target at year 5 is 600	Baseline 325 parents
% evaluating the program at 8 of 10 or higher	Not available	Target at year 5 is 90% or higher	Baseline 92%
% who would return	Not available	Target at year 5 is 90% or higher	100%



## TRENDS:

- 86.3% of parents, compared to 81.2% in the baseline year, indicated that their school helps them understand how to help their child be a better student. The target of 83% was exceeded.
- The first community day of learning event, Parent U, had an attendance of 325. The year five target is to reach an attendance of 600. 92% of respondents gave high ratings to effectiveness of Parent U and 100% indicated they would return.