

EMPOWER



the
Power of the
Family



Why Family Engagement?

We all want young children to develop healthy habits, and we know that these habits begin at home and in the early childhood setting.

When children see their caregivers as healthy role models and take an active role in caring for their bodies, make appropriate food choices, and participate in physical activity they feel a sense of pride and accomplishment in their independence and develop a sound foundation for healthy growth in all other areas of development.

How do we accomplish this monumental task?



Family Engagement

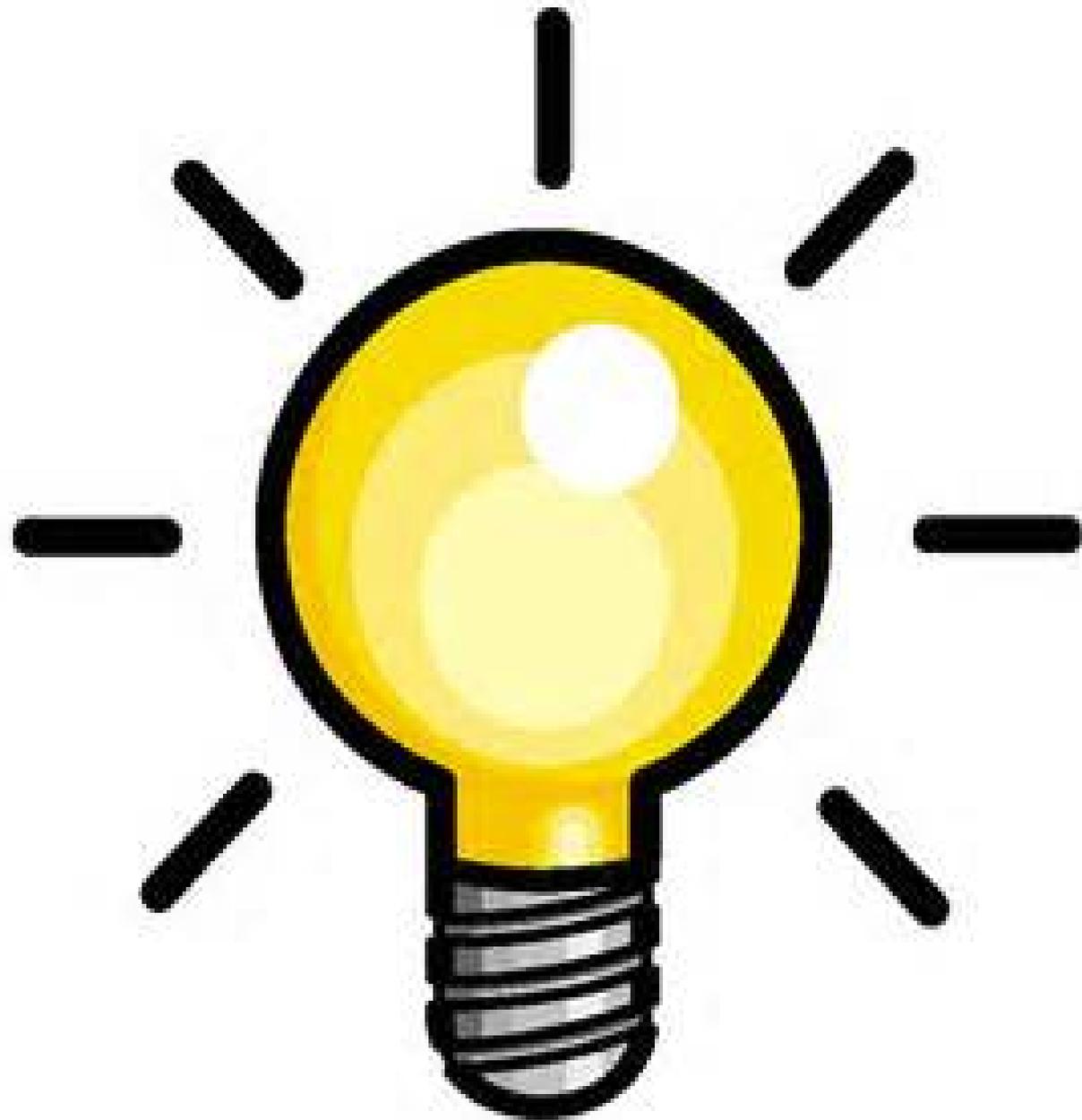


- First, family engagement is a shared responsibility in which schools and other community agencies and organizations are committed to reaching out to engage families in meaningful ways and in which families are committed to actively supporting their children's learning and development.
- Second, family engagement is continuous across a child's life and entails enduring commitment but changing parent roles as children mature into young adulthood.
- Third, effective family engagement cuts across and reinforces learning in the multiple settings where children learn, at home, in prekindergarten, in school, in after school programs, in faith based institutions and in the community. (Harvard Family Research Project, May 2009)
- Family Engagement is a deliberate and strengths-based approach to partnering with families and youth to make decisions, set goals and achieve desired outcomes. It is a continuous, two-way process founded on honest and open communication - in which schools, service providers and other child-serving professionals create an environment of genuine warmth and empathy, reach out to families and youth in meaningful ways, and empower them to recognize their own needs, strengths and resources - and in which families actively support their child's learning, development, safety and well-being."
- (WV Department of Education "Parents 21", Child Welfare Information Gateway, Children's Bureau/ACYF, Harvard Family Research Project 2001 and Cooper-Altman 2008)

Family Engagement



- Family engagement occurs when there is an on-going, reciprocal, strengths-based partnership between families and their children's early childhood education programs. *(From literature and synthesis of three definitions of family engagement, Henderson and Berla (1994) Epstein (2001) and Weiss et al. (2006) we have created a comprehensive definition of family engagement that features six factors)*
- Early childhood education programs encourage and validate family participation in decision making related to their children's education.
- Consistent, two-way communication is facilitated through multiple forms and is responsive to the linguistic preference of the family.
- Families and early childhood education programs collaborate and exchange knowledge.
- Programs and families place and emphasis on creating and sustaining learning activities at home and in the community that extend the teachings of the program.
- Families create a home environment that values learning and supports programs.
- Programs create an ongoing and comprehensive system for promoting family engagement by ensuring that program leadership and teachers are dedicated, trained and receive the supports they need to fully engage families.





FIFA Soccer Laws

1. The Field of Play
2. The Ball
3. The Number of Players
4. The Player's Equipment
5. The Referee
6. The Assistant Referees
7. The Duration of the Match
8. The Start and Restart of Play
9. The Ball In and Out of Play
10. The Method of Scoring
11. Offside
12. Fouls and Misconduct
13. Free Kicks
14. The Penalty Kick
15. The Throw-in
16. The Goal Kick
17. The Corner Kick



1. News Letters to Parent/Family

Placed in their cubby?

Put in their back pack?

Placed next to the sign in/out book?

Taped it to the classroom door?

How did that work?



2. Posters

Posters on the classroom walls?

Posters on the Parent Board?

Note on the Payment box?

How did that work?



3. Talk to parents..

How'd That Work?

Studies indicate that most communication between parents and staff occurs at child drop-off and pick-up points.

This transition time typically is not conducive to meaningful exchanges;

- 1. Parents can be rushed*
- 2. Staff are understandably focused on children's transitions, and*
- 3. In the case of full time programs, staff members who spend the largest amount of time with a child may not be on duty at the point parents are present.*



Perhaps you've tried one or more of these?

- *Everyone that enters the facility must turn off their communication devices? (reminder sign at the front door?)*
- *Staff participate in lunch hour telephone calls, with parents, checking on their child's day and talk about children's concerns only at meetings scheduled at a parents' convenience rather than at the point parents arrive? (Shellenbarger, 2000)*
- *Soothing, pleasant atmosphere with music, snacks/treats available for the parents when they arrive to pick up their children?*
- *Ensured the closers know what the children did for the day and have positive conversations about the children's day that incorporate the days Empower activities?*



I flew in today to convince you that there are other, better ways to engage your Families.

- The Empower Program frees up \$633.00 to \$1300.00 dollars per year to use for social media.
- That is 63 to 130 man hours of labor, essentially paid for, each year, to use promoting the Empower Program and your facilities.

Use these resources to do any of the following:

- Contract with a Web Designer
- Purchase a Laptop
- Purchase a Tablet
- Purchase a Smart phone
- Purchase a WIFI connection
- Set aside staff time for social networking with your families



Have you thought about this?

Searches on Google reveal hundreds of articles about why childhood programs need to use social media to achieve their goals. Social media is pervasive. (The director's Link, Fall 2011)

On Facebook alone:

- More than 400 million active users and 50% of them log on any given day.*
- Over 500 billion minutes are spent on the site per month.*
- Purpose-built pages have created more than 5.3 billion fans.*
- Your core constituency – parents are also social media users. In fact 62% of social media users are between the ages of 25 and 54, the very face of the stakeholders in your organization.*

XXXXXXXXXX(CALL ME)XXXXXXXXXXXXXXXXXX



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Sunrise Preschools is far superior to your average Phoenix Day Care

Why choose Day Care, when your child can learn at Sunrise Preschools?

The Leader in School Readiness using the Creative Curriculum in 25 learning centers.



Sunrise Preschools provide a foundation for children to thrive and develop at their own pace within a welcoming **Phoenix day care** system. We exceed the Arizona State standards for kindergarten readiness. Our teachers implement the Creative Curriculum and are supported by frequent teacher training, Sunrise University and the National Accreditation system.

INTERVIEW CARE

FREE Child Care while you interview for a job!

We provide free licensed child care for children ages 6 weeks to 12 years while parents go to job interviews



Just Imagine

Mom/Dad working, in their cubby, it is turning out to be a horrible day. Their phone chimes. It's you with a picture of.....

Moms just left the cleaners and is standing in the grocery store check-out behind five other customers. Her phone rings. It's you with a video of her daughter and classmates.....

Mom/Dad are shopping on-line for a new child care provider. They stumble across your website/Facebook page. They find.....



- <http://www.youtube.com/watch?v=y6Sxv-sUYtM>