

Ensuring Success Planning Checklist

Research has shown that family involvement in education makes a difference in a child's academic achievement. Parental participation improves student learning whether the child is in preschool or in the upper grades, whether or not the family is struggling economically or is affluent, or whether the parents finished high school or graduated from college (Epstein, 1991; Henderson, & Berla, 1994; Lontos, 1992; Reynolds, et al., 1991; Zellman, G.L., & Waterman, J.M., 1998). Many people may not feel welcome at school and may be reluctant to get involved. With such busy work schedules, it may be challenging for parents to attend school sponsored events.

This planning checklist was developed to assist educators in organizing an *Ensuring Success for English Language Learners: What Parents Should Know* parent presentation. The purpose of this resource is to provide useful tips on what should be taken into consideration prior to the event in order to plan an effective, positive event for parents and families. While this checklist is not exhaustive, it will provide a great starting point for planning teams. Space is provided to add other items of consideration.

Planning Team Initial Organizing

- Establish a planning team for the planning and organization of the event (including event coordinators, administrators, teachers, community outreach specialists).
- Divide up the tasks among the planning team with dates for expected completion.
- Set up regular planning sessions.
- Identify partners/volunteers who play a key role in ensuring a smooth planning process and event.
- Select a date, time and location for the event.
- Fill out necessary paperwork to book the space needed and decide on the room configuration.
- Establish a process for childcare (where to hold and how to cover supervision of children).
- Identify how to handle registration for the event (paper and/or electronic).
- Confirm speaker(s), session facilitators, etc.
- Locate and contract with qualified interpreters/translators for the event as well as translation work for flyers, materials, PowerPoint presentation, etc.
- Order *Ensuring Success for English Language Learners: What Parents Should Know* parent guides and bookmarks <https://www.nysut.org/resources/special-resources-sites/publications-ordering/nysut-publications-catalog>.
- Download *Ensuring Success for English Language Learners: What Parents Should Know* parent presentation and customize for your event <https://www.nysut.org/resources/all-listing/2017/august/ell-what-parents-should-know>. Translate presentation into languages needed.
- Work with partners, administrators, teachers, and parent coordinators to develop an agenda that includes information to be shared and activities to engage parents.
- Solicit donations for refreshments (paper products, beverages, food) and prizes or give-aways.
- Create an evaluation to solicit feedback about the event from attendees and a survey on possible topics for future events.
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Communication and Outreach

- Share notice of event with community leaders, parent advocacy groups, cultural community centers so they can distribute.
- Hang multilingual flyers around the building and on the doors.
- Send multilingual flyers home to parents.
- Post to social media outlets and the district website.
- Include in classroom, school and district newsletters.
- Contact local radio stations and news channels. Ask that they announce on air/post to community events page. Ask local newspapers if they would write an article.
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Coverage for Event

- Registration/check-in table (name tags, agenda, parent guide, other school resources, etc.)
- Childcare
- Refreshments
- Equipment - Sound/audio, screen, laptops, projectors, power strips, extension cords, etc.
- Volunteers to greet and direct attendees to rooms.
- "Runners" to fill in as needed.
- Take photos. Share after event via social media, website, newsletters, etc.
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