

**Family engagement
is so much more than
you think.**





The FrameWorks Institute studies the way the public understands issues like family engagement.

Their work helps advocates like you be more effective communicators.

To grow support for family engagement, the public must understand why it's so important to children's success.

3

YEARS OF
RESEARCH

6300

PEOPLE
PARTICIPATED

72

IN-DEPTH
INTERVIEWS



Research on family engagement has uncovered the limits of the public's understanding.

The same research gives us tools to help the public understand family engagement more fully.

So what's the answer?



Not a slogan. Not a script.





It's a new way of communicating

Join us at nationalalliance.nafsce.org for more research findings and tools for using the research recommendations.



**... about family engagement so
that people can understand it,
appreciate it, and value it.**



PROBLEM

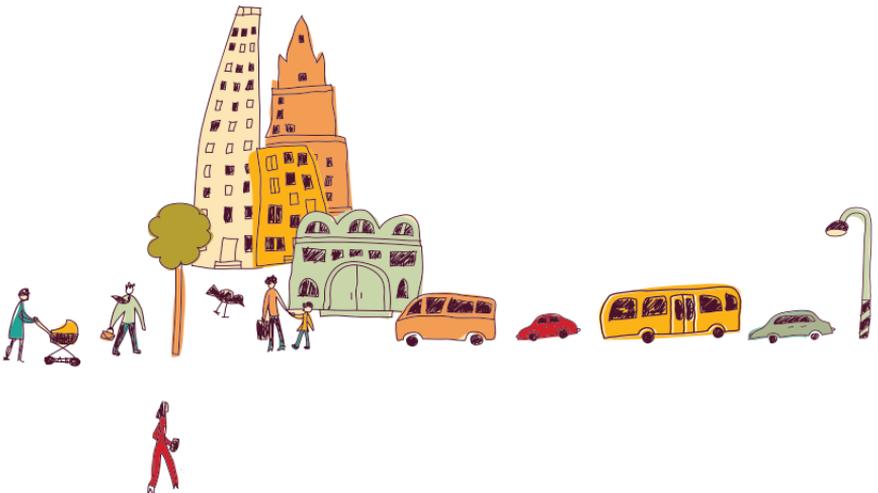
People think like this:

“Only teachers and parents who care about kids get involved. Adults who aren’t involved don’t care.”



Here's why it matters:

Linking engagement to individuals who care prevents people from understanding that engagement can happen intentionally – through structured programs, like home visits, and smart policies.

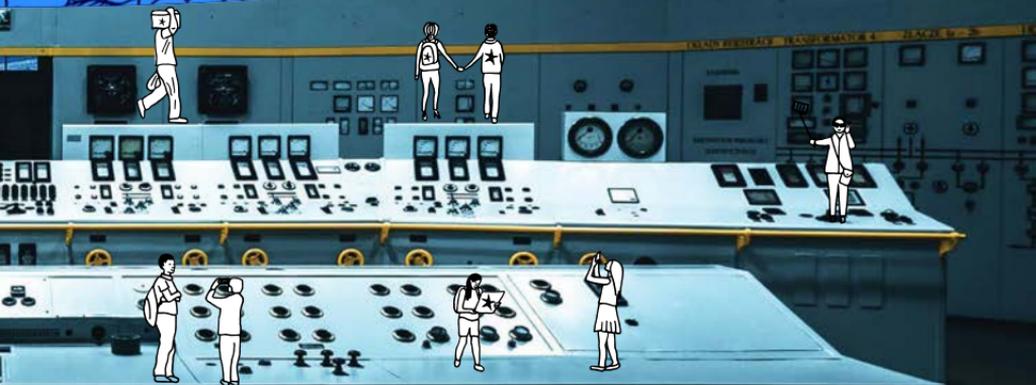




Tip 1

Talk about how engagement is similar to Mission Control during a space launch.

FrameWorks Institute researchers tested several metaphors to find the most effective examples that help people understand the benefits of family engagement, and support more robust engagement policies and practices. Mission Control was the clear winner.



“Just like a space launch needs engineers, mathematicians, and physicists to work together to send astronauts into space, families, schools, and communities need to work together for children’s learning to take off.”

PROBLEM

People think like this:

“Certain people just won’t engage.
It’s not in their culture.”

Here's why that matters:

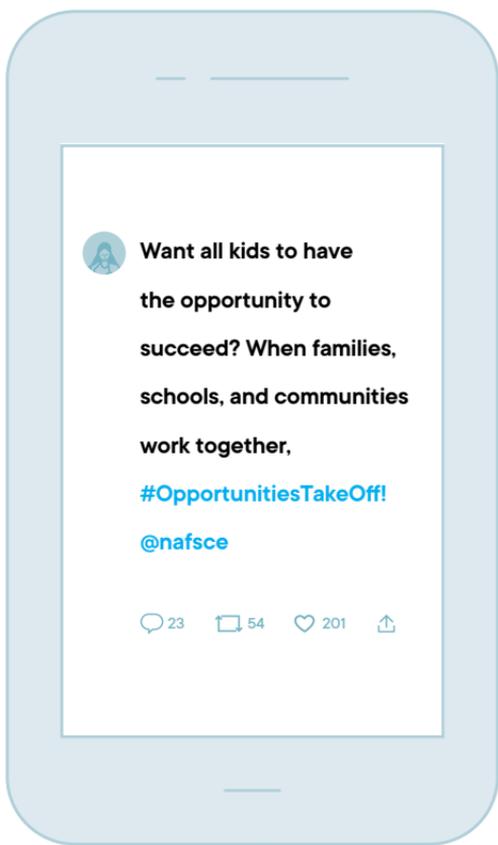
People think that “disadvantaged families” do not engage because they don’t value education as much as everyone else. This perception of poverty prevents the public from connecting engagement and equity with student success.



Tip 2

Emphasize the importance of inclusiveness and open up discussions about equity by talking about opportunity for all.





PROBLEM

People think like this:

“Parents only get involved when their kid is in trouble or if they flunked a test. If the kid is doing ok, there’s no reason for families to interfere.”

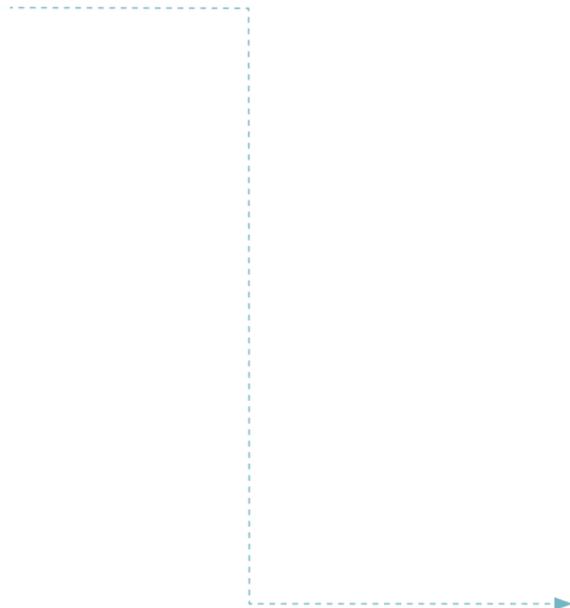
Here's why that matters:

When people see engagement as purely a response to some crisis, they can't see the purpose of engaging early and often, to help their children prepare for success.



Tip 3

Be explicit that engagement involves regular, ongoing, and purposeful interaction.





“Our school has initiated regular gatherings throughout the year in our local community center so teachers can meet families where they are and work in partnership to help their students succeed.”

PROBLEM

People think like this:

“It’s up to the teacher to get parents involved. If the teacher needs us, they will ask.”

Here's why that matters:

When people see “school” as nothing more than a teacher and their students, they fail to see the role the broader system plays in the success of children.

WELCOME TO OUR
SCHOOL EVERYONE!



Tip 4

Emphasize how families, schools, and communities work together for the success of each and every child.

QUE BOM TE VER.
BEM-VINDO DE
VOLTA À NOSSA
ESCOLA!



हमारे वदियालय
में आपका
स्वागत है!



¡QUÉ BUENO
VERTE! ME
ALEGRO DE ESTAR
DE VUELTA EN LA
ESCUELA!

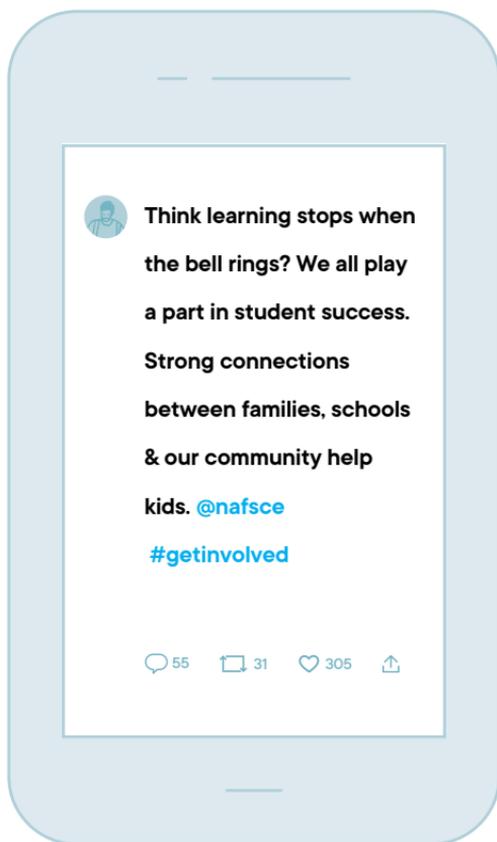


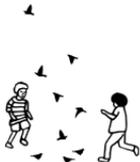
歡迎來到我
們學校！



NOU KONTAN ANPIL
POU NOU RETOUNEN
NAN LEKÒL LA!







The following organizations have joined the National Alliance for Family Engagement in support of this initiative.

- Afterschool Alliance
- Brazelton Touchpoints Center
- Campaign for Grade Level Reading (CGLR)
- COFI - Community Organizing & Family Issues
- Corporation for Public Broadcasting (CPB)
- Global Family Research Project (GFRP)
- HIPPIY USA - Home Instruction for Parents of Preschool Youngsters
- Institute for Educational Leadership (IEL)
- Joan Ganz Cooney Center
- Learning Heroes
- MAEC - Mid-Atlantic Equity Consortium
- National Association for Family, School, and Community Engagement (NAFSCE)
- National Center for Families Learning (NCFL)
- National Family Support Network
- National Parent Leadership Institute (NPLI)
- National PTA Center for Family Engagement
- Parent Teacher Home Visit Project (PTHV)
- Parent-Child Home Program (PCHP)
- Scholastic, Inc.
- United Parent Leaders Action Network (UPLAN)

We invite you to join us at: **nationalalliance.nafsce.org**

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**For more information
on this research
and how to use it, visit:
nationalalliance.nafsc.org**



A PROJECT OF:

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