



GUK Family Engagement Framework – Project Year 3 Strategies, Services, and Staff Responsibilities

GUK Family Engagement Goal Statement:

GEAR UP Kentucky will facilitate opportunities to equip parents, family members, and other caregiving adults with the information, tools, and experiences necessary to position them as effective partners in supporting and advocating for students' college and career aspirations.

How will GUK accomplish this goal in Project Year 3?

Implementation of specific communications and outreach activities, conducted in the virtual realm and beyond, aligned with each area of the GUK Family Engagement Strategic Plan (**timeframes subject to change, based on GUK school partner needs and COVID-19*).

- ❖ Collection of family contact information – **begins August 2020**
 - CCCs/DPMs – Media Release Form
 - CCCs/DPMs – Student Surveys (e.g., survey monkey, paper, etc.)
 - DPM's – Infinite Campus Family contact information
 - CCCs/DPMs – Group & Individual services delivered by CCC's/DPM's, and
 - CCCs/DPMs – *Family Ambassador Surveys (*November 2020)
- ❖ "What is GUK?" Introduction for families – **September 2020**
- ❖ National GEAR UP Week – **September 21-25, 2020**
- ❖ Family Messaging – **begins September / October 2020**
- ❖ Family Ambassador Facebook Group – **begins September / October 2020**
- ❖ FAFSA Frenzy – **begins October 2020**
- ❖ College App Campaign – **begins December 2020**
- ❖ Family Survey administration – **November 2020**
- ❖ Family Survey results analysis – **December 2020**
- ❖ Family Ambassador Service Projects – **begins Jan 2021; concludes by May 2021**
- ❖ GUK GEAR UP Go Day – **begins March 2021; concludes by May 2021**
- ❖ Summer Jr. STEM Academies – **June and July 2021**



COLOR KEY:
CCCs & DPMs
CCCs only
DPMs only

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Family Engagement Activities by Strategic Plan Area:

STRATEGIC PLAN AREA #1: Communications and Outreach (*formerly curricula)

PY3 Communications & Outreach strategies:

- ❖ Leverage text and social media as primary communication channels to reach families
- ❖ Expand text outreach to FSC and PSC families beginning 2020-21 school year.
- ❖ Connect messaging and resources to student curricula (7th & 8th) and needs identified through project-wide GUK Family Survey

STAFF RESPONSIBILITIES – Communications & Outreach:

A. Text Messaging for FSC and PSC families:

- ❖ Ensure delivery of project-wide, auto-generated family text messages – STCC (Statewide Text Campaign Coordinator)
- ❖ Draft (“library” of) family text messages that align with core (i.e., required) curricula lessons – SFEC
- ❖ Send out (via Signal Vine) and respond to family text messages as core curricula lessons are delivered – CCC

B. Social Media:

- ❖ Curate and provide social media content (to DOP) – SFEC & SFSS
- ❖ Post social media content (e.g., GUK website, Facebook, etc.) and respond to comments/inquiries as needed – DOP
- ❖ Share content from GUK social media sites onto local school/district/GUK social media as possible/able – CCCs & DPMs



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STRATEGIC PLAN AREA #2: Advising & Assessments

1. PY3 Advising Strategies:

- ❖ For all cohorts: *Identify important family/adult contacts* at the beginning of the school year (need to define how/when) and record in GUSS – CCC/DPMs
- ❖ PSC cohorts: For 2020-21 - *Move forward with existing plan* for seniors and families – DPMs

STAFF RESPONSIBILITIES – Advising:

- ❖ Collect and record parent/family/adult contact information for students – CCCs & DPMs
- ❖ Coordinate senior year events (FAFSA Frenzy, College App Campaign, and GU Go Day) with family component included – DPMs
- ❖ Monitor and respond to family member texts from PSC senior family text campaign – DPMs during senior year, RPCs during 1st year PSE

2. PY3 Assessment Strategies:

- ❖ *Provide training to all in-school staff* to equip them to explain CERT scores to students/families and introduce them to available remediation tools/resources. (CERT)
- ❖ *Add a CERT-based individualized advising lesson to CCC curricula* with corresponding family text message/resources
 - Note: Student score reports would need to be printed out or accessible online
 - Request from Brooke/Buddy—short explanatory videos (that could be used on social media/text) + FB live sessions; Text groups can be created to target messaging for families of students who just took CERT.
 - Consider how in-person engagement opportunities could be offered (CERT family workshops)

STAFF RESPONSIBILITIES – Assessments:

- ❖ Deliver CERT advising lesson and corresponding family text message as part of curricula delivery – CCCs



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STRATEGIC PLAN AREA #3: Campus Experiences

PY3 Campus Experiences strategies:

- ❖ Engage families in 2021 Summer STEM Academies
 - Pre-academy information events for families
 - Invite to Day 4 of academies at host campus

STAFF RESPONSIBILITIES – Campus Experiences:

- ❖ Coordinate Summer Academy family orientations in Spring 2021 – CCCs with support from DPMs and guidance from Coordinator for Summer Academies (CSA)
- ❖ Coordinate on-campus family activities/sessions at Summer STEM Jr. Academies (SFSS and SFEC)

STRATEGIC PLAN AREA #4: Leadership Development (Families)

PY3 Family Leadership Strategies:

- ❖ *Student Ambassadors:* Provide best practices/guidelines for staff to engage families regarding the Student Ambassadors program and the activities they are engaged in
- ❖ *Student Ambassadors Showcase:* inform/invite families to participate in the Student Ambassadors showcase (optional activity for PY3)
- ❖ *Peer Mentoring:* Provide video and printable content aligned to student curricula focused on building resilience to parents of participating students (**Resources will also be integrated into text/social media outreach messaging plan where relevant and provided to staff as a resource to use to meet local needs*)
- ❖ *Family Leadership Development:* Create and facilitate statewide virtual Family Ambassadors Facebook group to share parent leadership and engagement resources and begin to build community among parents/family members



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STAFF RESPONSIBILITIES – *Leadership Development (Families):*

- ❖ Disseminate family resources and information as part of the Student Ambassadors strategy: including peer mentoring, peer tutoring, general ambassadors – CCCs & DPMs
- ❖ *Organize a Student Ambassador family showcase – (optional for PY3)* CCCs coordinate in middle schools; DPMs coordinate in high schools
- ❖ Establish and moderate GUK Family Ambassadors Facebook group– SFEC
- ❖ Promote GUK Family Ambassadors FB group on local social media, at school events, etc. – CCCs & DPMs



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Summary of GUK PY3 Family Engagement Staff Responsibilities:

CCCs: (Bold text indicates new responsibilities for PY3)

- ❖ Utilize various GUK strategies/tools to collect/confirm family contact information in GUSS to enable implementation of family engagement strategies (media release forms, GUK family survey, curricula lesson/in-classroom survey, first advising session, Infinite Campus, etc.)
- ❖ Inform students, families and school staff about the purpose, services and resources available through GUK through student/family orientations, participation in school-based events, or other communication efforts
- ❖ Provide information on family engagement opportunities available through school, district, and/or local community
- ❖ Coordinate Summer Academy family orientations (spring 2021)
- ❖ Share family related content from GUK social media sites on local school/district/GUK social media, websites, other communication platforms (where applicable/available)
- ❖ **Coordinate administration of GUK Family Survey for MS Cohorts**
- ❖ **Promote opportunity to sign up for text updates and/or become virtual Family Ambassador on Facebook.**
- ❖ **Send out (via Signal Vine) and respond to family text messages as core curricula lessons are delivered**

DPMs: (Bold text indicates new responsibilities for PY3)

- ❖ Utilize various GUK strategies/tools to collect/confirm family contact information in GUSS to enable implementation of family engagement strategies (media release forms, GUK family survey, curricula lesson/in-classroom survey, first advising session, Infinite Campus, etc.)
- ❖ Share family related content from GUK social media sites on local school/district/GUK social media, websites, other communication platforms (where applicable/available)
- ❖ Coordinate senior year events (FAFSA Frenzy, College App Campaign, and GU Go Day with intentional efforts to engage families)
- ❖ Provide information on family engagement opportunities available through school, district, and/or local community
- ❖ **Coordinate administration of GUK Family Survey for HS Cohorts**
- ❖ **Promote opportunity to sign up for text updates and/or become virtual Family Ambassador on Facebook.**
- ❖ **Monitor and respond to family member texts from PSC family text campaign.**



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Summary of GUK PY3 Family Engagement Staff Responsibilities (cont'd):

Student and Family Services Specialist:

- ❖ All responsibilities outlined for DPMs and CCC roles
- ❖ Solicit family member feedback re: focus groups/surveys or other methods to inform ongoing improvement in family engagement services and strategies.
- ❖ Serve as peer advisor to other district-based staff on implementation of family engagement strategies.
- ❖ Serve as primary family engagement representative at all Summer STEM Jr. Academy/Summer Academy family sessions.
- ❖ PY3: Assist in development of family messaging (text and social media) and analysis of family survey results

RPC Statewide Coordinator for Family Engagement:

- ❖ Assist in development of GUK Annual Strategic Plans for family engagement; oversee and monitor statewide implementation of same.
- ❖ Develop/identify messaging for use in virtual platforms (text and social media) aligned to GUK student curricula grades 7 – 12 and create plan/timeline for implementation in GUK schools/communities
 - Review/revise/re-purpose existing GUK family and community engagement resources where possible/relevant
- ❖ Develop timelines, strategies and processes for signing parents up for text messages via Signal Vine.
- ❖ Provide training, best practices and technical assistance to project staff regarding the implementation of family engagement strategies
- ❖ Develop and work with project staff to implement the GUK Family Ambassadors with GUK full service and priority cohort families
- ❖ Utilize data to inform the development of content and format for parent/family track at annual GUK Institute for a College Going Culture, including showcase of Family Ambassador projects
- ❖ Work with project staff to identify and coordinate parent/family participation in state and national leadership opportunities including (but not limited to):
 - NCCEP Parent Institute
 - GUK Institute Parent Track
 - GUK Summer Academy parent sessions
 - GUK Parent/Family Voice Team
- ❖ Serve as a GUK representative on statewide committees related to family engagement at the request of the Executive Director
- ❖ Monitor implementation of family engagement services via quarterly reporting process; offer recommendations for continuous improvement.