

# Strengthening & Celebrating Family-School Partnerships: National PTA School of Excellence

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# National PTA's Definition of Effective Family Engagement

**A Shared Responsibility** in which:

- Schools and other community organizations are committed to engaging families in meaningful and culturally respectful ways, and
- Families are committed to actively supporting their children's learning and development.



# National PTA's Definition of Effective Family Engagement

## Cradle to Career:

- Continuous across a child's life, spanning from Early Head Start programs to college and career.
- This includes an enduring commitment from parents and families and recognizing that parents' roles change as children mature into young adults.



# National PTA's Definition of Effective Family Engagement

## Across Contexts:

- Carried out everywhere that children learn –
  - Home
  - Pre-kindergarten programs
  - School
  - After-school programs
  - Faith-based organizations
  - Community programs and activities






# Students with Involved Families

No matter what their family income or background may be, students with involved parents/caregivers are more likely to:

- Earn higher grades and test scores
- Pass their classes
- Attend school regularly
- Have better social skills
- Graduate and go on to postsecondary education





But an important note here – this is true no matter what the family income or background may be! That's why so many of National PTA's program strategies and template tools for PTAs focus on increasing family engagement.



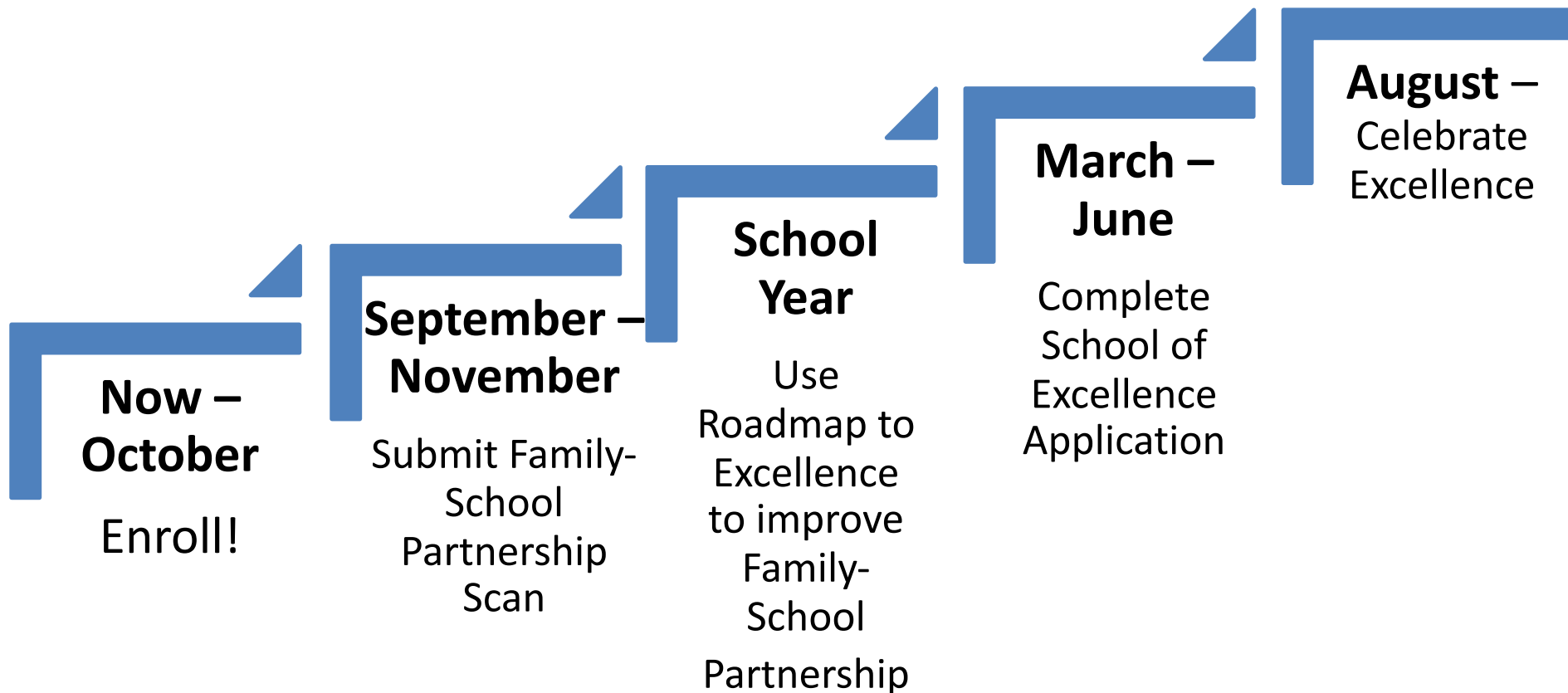
## **Vision Statement**

**At National PTA School of Excellence,  
families feel welcomed and  
empowered to support student success,  
and PTA is a key partner for  
continuous school improvement.**

## Why participate?

- Make your school a *more welcoming place for families*.
- Empower families to *be part of school decision-making*.
- Demonstrate to school leaders that **PTA is a key partner** for continuous school improvements.
- Receive *recognition in your community, state and nationwide* for engaging families in a way that makes a substantial, positive impact on your school and student success.

# Program Timeline



# Step 1: ENROLL at [PTA.org/Excellence](https://www.pta.org/Excellence) and Gain Support



## Step 2: Review the Program Leader Guide

- Once your school is enrolled you will receive a link to the [Toolkit](#)
- Review the [Program Leader Guide](#) and start building your team
- Try to be diverse when seeking help. Get administrators, teachers, students, community partners and other parents on board.



## Step 3: Deploy Baseline Survey

- Provide both paper and online surveys
- Feel free to add open-ended responses or additional questions but **DO NOT CHANGE OR EDIT** these questions, as you will use them again to gauge progress at the end of the year.
- Send the survey in multiple languages to meet the needs of your population-resources are available in the toolkit under [Step 2](#)
- [Example #1 School of Excellence Survey](#)
- [Example #2 School of Excellence Survey](#)

## Use any of these online tools to deploy the survey:

- [SurveyMonkey](#)
- [Google Forms](#)
- [Typeform](#)
- [Survey Face](#)
- [JotForm](#)

### Tips:

- Make sure you send the form to multiple people to test it out BEFORE you send to the masses
- Utilize a bit.ly or tinyurl to create a unique link that is easy to type into a browser if need be
- Post on social media sources, email your membership and have your principal send out via ParentLink to all parents.
- Make sure you include the teachers and administrators in the school
- Encourage students to fill out the survey at lunch if you are a PTSA
- If you roll this out at a General Meeting, have a QR code for parents to scan and complete the survey from their phones or paper surveys

## Step 3: Set a Shared Objective

- After your Excellence Team compiles feedback from your school community, the next step is to hold meetings to analyze what you have learned and discuss ways that your PTA can better engage families throughout the year.
- Your Excellence Team will pick one focus area and objective to concentrate on in the upcoming school year: **education, health & safety or the arts**. See the [Program Leader Guide](#) for a comprehensive list of objectives under each Focus Area.

## Step 4: Submit Baseline Survey Results

- Once your Excellence Team has determined your focus area and shared objective, you will submit your results through an online link that will become available on October 1 and close November 1.
- Receive a customized Roadmap to Excellence with recommendations that relate back to the survey responses and shared objective you identified
- Sample [Survey Submission Application](#)

## Step 5: Follow Your Roadmap to Excellence

- Using the results from the survey data you submitted you will receive a customized Roadmap to Excellence that your team will review and determine the next steps
- Sample [Roadmap to Excellence](#)

## **Step #6: Deploy Final Survey (March – June)**

- Distribute the Final National PTA survey to your school community once again
- Tally the results
- Analyze findings and choose priority areas to focus on in the following year

## **Step #7: Complete Final Application**

- Final survey results
- Supporting narrative
- New priority area of focus for following school year
- New Roadmap to Excellence
- Continued efforts to increase family engagement

**Only applications submitted ONLINE by June 1 will be considered for this cycle of award recipients**



## **Step #8: Celebrate Your Excellence**

- August awardees announced
- Celebration tools and banner provided
- 2-year designation
- Recognition events and publications
- Renewal every 2 years



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**Enroll through October 1**

**PTA.org/Excellence**  
**800-307-4PTA (4782)**