

School Smarts

# Steering Committee Handbook



California State  
**PTA**<sup>®</sup>  
*everychild. onevoice.*

*A program of the California State PTA  
with support from the  
William and Flora Hewlett Foundation*

school **smarts**  
PARENT ENGAGEMENT PROGRAM



# Welcome!

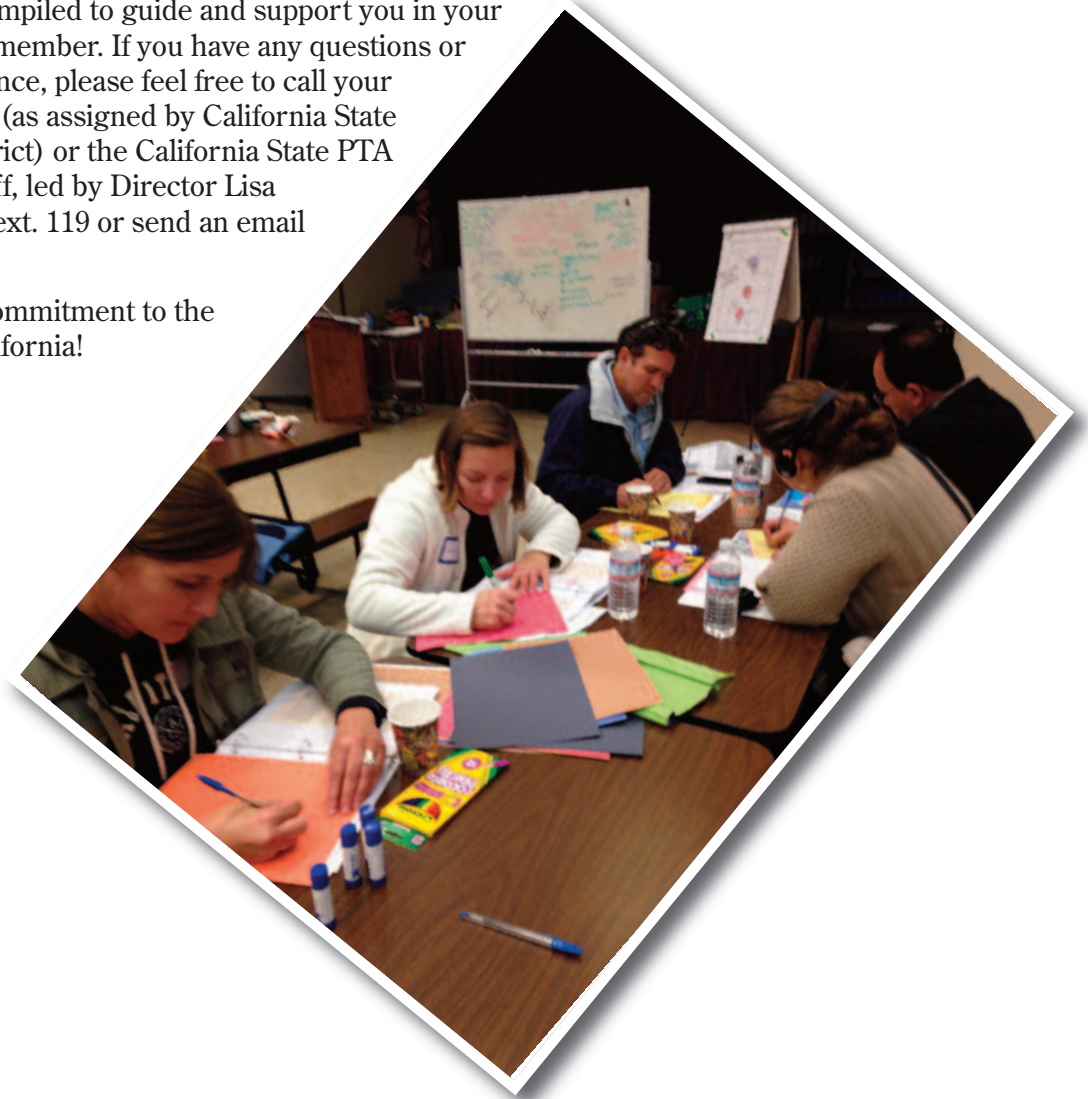
**Thank you for serving as a steering committee member for the School Smarts parent engagement program!** We are grateful for your participation, which helps us to better connect families and schools in your district and across California.

School Smarts is California State PTA's research-based, award-winning program that promotes inclusion and meaningful parent engagement. School Smarts helps parents from all backgrounds gain knowledge and skills to be more effective advocates and leaders on behalf of their children and all children at their schools.

As a steering committee member, you play an essential role in shaping the positive experience of parents in the program. In collaboration with your facilitator, school and district staff, local and state PTA volunteers, and our California State PTA School Smarts program staff, you are part of a dynamic team dedicated to continuing to discover, develop and refine strategies for parent engagement and knowledge building, as well as new ways to reinforce the value of the arts in a child's education.

This handbook has been compiled to guide and support you in your role as steering committee member. If you have any questions or ever need additional assistance, please feel free to call your School Smarts Coordinator (as assigned by California State PTA and/or the school district) or the California State PTA School Smarts program staff, led by Director Lisa Borrego, at (916) 440-1985 ext. 119 or send an email to [schoolsmarts@capta.org](mailto:schoolsmarts@capta.org).

Thank you again for your commitment to the children and families in California!



The School Smarts Steering Committee has an important role: To work with the School Smarts team to ensure that the Parent Engagement Night/Event and parent academies are successful at your school site.

As you start to plan for your School Smarts Parent Academies, please start to think about who can be a part of the steering committee. An important goal of School Smarts is to be inclusive of the whole school community. The following is a suggested list of participants for your steering committee:

- School Smarts coordinator (member or assigned by school district or by California State PTA)
- Principal or Assistant Principal
- Teacher
- PTA President
- ELAC Coordinator
- School Site Council Representative
- School Smarts Graduate (if applicable to your school)
- School Smarts Site Facilitator
- Parent with children who have special needs



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# Working with the School Smarts Project Team



The School Smarts coordinator serves as the primary liaison to all the schools in a school district. At some schools, school district or site staff serve as coordinators. In other schools, California State PTA will assign the coordinator. The School Smarts coordinator helps establish the school's steering committee, which then plans and implements the Parent Engagement Night/Event and the parent academy.

Note: Coordinators will not always personally be on site to manage the logistics or attend all academy sessions; those tasks will be handled by whomever the school steering committee appoints at each site. It is important for you as a facilitator to know the members of your steering committee including the principal, so you can coordinate with them.

**Coordinator Name:** \_\_\_\_\_

**Phone No.:** \_\_\_\_\_

**Email:** \_\_\_\_\_

## California State PTA School Smarts Program Staff

Steering committee members also receive regular check-ins and reminders from the California State PTA School Smarts Program staff, as well as opportunities to share best practices and feedback and over all program.

Lisa Borrego, School Smarts Director  
(916) 440-1985, ext. 119; [schoolsmarts@capta.org](mailto:schoolsmarts@capta.org)

Jo Anna Davis, School Smarts Operations Manager  
(916) 440-1985, ext. 120; [jdavis@capta.org](mailto:jdavis@capta.org) or [programsupport@capta.org](mailto:programsupport@capta.org)

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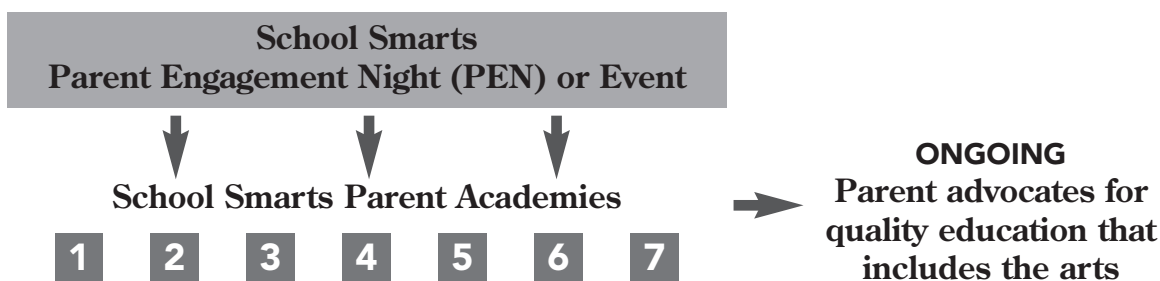
# School Smarts Overview and Steering Committee Role



The operating principle of the program is that it is inclusive. It aims to reach across all parent groups; bringing them together in support of a common interest – helping their children and their schools succeed. School Smarts draws on the combined expertise of many committed parents and educational leaders and is supported by research that documents the value of parent engagement. It is designed to provide a foundational understanding for parents from all segments of the school to become more knowledgeable and able to engage with the school in meaningful ways. It will also introduce parents to the value of including the arts as part of a complete, quality curriculum. The program will:

- Expose elementary school parents to the big picture of how the education system works and empower them to help maximize the success of their own child.
- Provide deeper, more extensive training for a group of diverse parents, strengthening parent leadership at the school site and equipping them to be advocates for a quality education.

## Program Elements at each School Site



## What are the benefits to your school?

Participating schools receive a number of specific benefits, including:

- Parents with a stronger foundation for effectively engaging with the school
- An expanded number of parents who feel comfortable and confident advocating for quality education for all children
- A core group of parent leaders from across all segments of your school who are prepared to work together at the school site
- A hands-on arts experience and an introduction to the role of arts in a quality curriculum to all your parents
- Professionally developed materials and curriculum
- The option of having staff trained to teach the parent academy, (and receive teacher stipends) to create sustainability
- Helps meet state and federal requirements for an organized parent engagement program

**For more information:** Your School Smarts coordinator and California State PTA School Smarts Program Staff are also great sources of information and ideas, and can guide you through the process.

**If you have any questions,** please call your School Smarts coordinator or the California State PTA School Smarts Program Director at (916) 440-1985 or [schoolsmarts@capta.org](mailto:schoolsmarts@capta.org)

**Thank you for your commitment to School Smarts. We look forward to working with you this year!**

## About School Smarts

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### What is the Parent Engagement Night/Event?

A **Parent Engagement Night or Event** – will provide parents with information on how they can help their own children, how they can work more collaboratively with the school and will include a hands-on art activity. Parents will also receive an overview of School Smarts and an invitation to participate in the parent academy.

#### Goals of the Parent Engagement Night:

- Bring together all parents at the school
- Provide an overview of the key elements of parent and family involvement
- Give parents information on their school (contact information, important dates, etc.)
- Give parents helpful information that will empower them to work more collaboratively with the school and help their child succeed
- Provide attendees with a hands-on art activity
- Invite parents to participate in School Smarts Parent Academy

**Length:** Approximately 1.5 hours

*Childcare, interpretation and light dinner should be provided.*

### What is the Parent Academy?

The primary objective of the parent academy is to create parent leaders who will actively promote a quality education in their schools and beyond. The academy will offer training for parents via a series of seven sessions, two hours each. The academy is led weekly or every-other-week by a trained facilitator.

- I. **Parent Involvement: A Key Ingredient in Student Success**
- II. **Preparing for a Lifetime of Learning**
- III. **Understanding Our Education System**
- IV. **Understanding Our School**
- V. **Becoming an Effective Communicator**
- VI. **Standing Up for Quality Education**
- VII. **Taking Action and Celebration**

### Steering Committee Role

As a member of the steering committee, you play an integral role in the preparation and planning of the Parent Engagement Night and academy at your site. The following information helps you:

- Identify the dates and times of the Parent Engagement Night and parent academy sessions
- Develop a plan and designate individuals to be responsible for specific tasks (see below)
- Determine budget and obtain approval from the organization covering expenses (e.g. School district, school, PTA, etc.); manage expenses for the program

# Steering Committee Roster



California State PTA  
*A program of the California State PTA with support from the William and Flora Hewlett Foundation*  
 everychild...onevoice.

Name	Title	Phone Number	Email
	School Smarts Coordinator		
	Principal		
	Assistant Principal		



# Planning the Parent Engagement Night/Event



# Parent Engagement Night/Event Event Checklist

**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Location:** \_\_\_\_\_

**Estimated Attendance:** *Parents* \_\_\_\_\_ *Children* \_\_\_\_\_ **Menu:** \_\_\_\_\_

**Art Activity:** \_\_\_\_\_

**Program:**

**Assigned to:**

**Agenda created with topics to be covered**

\_\_\_\_\_

**Presenters identified and prepared with outline or key points**

- Flag salute
- Principal/Administrator
- Parent
- Academy facilitator
- Teacher
- PTA representative
- Other

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Art Activity**

- Art instructor arranged
- Student helpers or other assistants lined up
- Art supplies obtained

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Facility Needs**

- Large enough to accommodate 100-200 parents and children
- Tables available for eating and art project
- Podium and microphone for presentation
- Projector and screen for video display (if needed for program)
- Custodian arranged to open, close, clean

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Food & Beverage Needs**

- Food ordered for delivery
- Food prep/set-up area
- Plates, napkins, cutlery, cups, tablecloths, etc.
- Trash cans

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Parent Engagement Night/Event Event Checklist *page 2*

**Assigned to:**

## Childcare

- Childcare providers scheduled
- Workers' comp forms completed, if providers are paid by PTA.
- Room(s) reserved
- Activities and supplies arranged (including art activity if possible!)

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## Interpretation Needs

Languages needed: \_\_\_\_\_

- Interpreter(s) scheduled
- Translation headsets arranged

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## Information Materials

- Invitation fliers ordered from California State PTA
- Event handouts ordered from California State PTA
- School signage/banners announcing Parent Engagement Night date
- Other announcements (Bulletin, newsletter, website)
- Interest Form
- Photography Release
- Academy enrollment forms copied

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## Prize Drawing (optional)

- Identified and obtained

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## Parent Engagement Night/Event form

- Complete Parent Engagement Night/Event form to be submitted

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# Parent Engagement Night/Event Event Budget Worksheet



*California State PTA will provide to year 1 schools or School Smart schools in the “launch package” a \$400 stipend for the Parent Engagement Night/Event.*

Please use this worksheet to help you budget for the event.

Item	Amount Spent
Food and beverages	
Plates, napkins, cutlery, cups	
Childcare providers (\$15/hour)	
Interpreters (\$50/hour)	
Stipend for art instructor	
Supplies for art activity	
TOTAL	\$

# Inviting Parents to the Parent Engagement Night/Event

As you prepare to reach out and promote the Parent Engagement Night/Event to your parents, the following are possible ways to promote School Smarts to your school community:

- **Most effective:** Personal invitations (e.g. phone calls and in-person conversations) from trusted leaders on campus such as the principal, teachers, ELAC coordinator, PTA president, and SSC chair
- School newsletter or PTA newsletter
- School website
- PTA newsletter
- Principal's weekly messages
- School message board
- Back-to-school event
- Parent/teacher conferences
- Large signs outside school office or in parking lots
- Greet parents in the parking lot
- School's automated phone system calls
- Fliers that are sent home with students

**Helpful Tip:** As this event is meant to be inclusive, be sure to use multiple channels to invite all parents on campus. Make sure that materials are translated into other languages as appropriate for your school.

# SAMPLE: Parent Engagement Night/Event Sample Agenda

*It is very helpful to put together a program agenda indicating timing and key topic points for use by speakers and the planning committee. An example is shown below. The sample agenda is also available in flash drive/CD.*

## PROGRAM

**I. Welcome** (3 minutes) Principal and steering committee members

**II. Serve dinner** (20 minutes)

**III. Art activity for families** (30 minutes)

**IV. Dismiss children for childcare** (5 minutes)

**V. Core Elements of Parent and Family Involvement** (60 minutes) introduced with a motivational overview of the need for parent involvement – citing relevant statistics, etc.

**A. Principal:** Understanding our school and our school system – what are its goals? how is success measured? how is it structured? what are funding sources? what are the roles and responsibilities of administrators? staff, teachers and parents

**HANDOUT:** “Helping your child succeed at \_\_\_\_\_ Elementary” customized overview of school district and elementary school organizational structure, including names and contact information, suggestions of who to ask for questions in different areas, listing of parent organizations, key resources available at the school for educational and other support services

**B. Facilitator:** How you can support your child’s learning – creating a supportive home environment, understanding and using information about your child’s progress, communicating and establishing good relationships with teachers, identifying and using available educational and social development resources to help your child, planning for success in their educational career and beyond.

**C. California State PTA Representative:** Becoming a leader in your school – Provide overview of School Smarts and invite parents to participate. **Show School Smarts video, if possible**

**HANDOUT:** Parent Interest form

**VI. Q&A with principal, School Smarts coordinator** (10 minutes)

**VII. Children return; prize drawing!**

# Parent Engagement Night/Event

## Art Activities

**The art activity is an essential component of the Parent Engagement Night.** This activity is not only fun, but provides families with a shared experience of “learning in and through the arts.” It helps parents understand the role of arts in education, serves as an icebreaker and helps those in attendance get connected. The entire family should participate in the art activity, so be sure to schedule it before the children leave for childcare.

**The steering committee should arrange an appropriate arts activity for the PEN. Many school sites have tapped into local resources. Often a local arts teacher can lead the activity or partners from local arts organizations can help.**

**Successful art activities from previous events included:**

- Drumming circle
- Lesson on perspective
- Architectural lesson and geometric shapes collage
- Multicultural mandalas
- Origami/kirigami projects



# SAMPLE: Parent Academy Interest Form

The Parent Academy Interest form is used during the Parent Engagement Night/Event to collect information that helps prepare the school site for the academy. Please make sure to have your parents complete the form and return to the coordinator.

*These forms should be copied at your school and distributed according to the plan developed by the steering committee.*

**8.5" x 11" Parent Academy Interest form is available in English, Spanish, Arabic, Chinese, Tagalog and Vietnamese – shown below at a reduced size. Form is on the accompanying flash drive or CD.**

**School Smarts Parent Academy Interest Form**

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Your Name \_\_\_\_\_

Name(s) of children attending this school \_\_\_\_\_

Your Child's Teacher's name(s) \_\_\_\_\_

Your Phone \_\_\_\_\_ Your Email \_\_\_\_\_

What is the best time for someone to call you regarding the Academy? \_\_\_\_\_

**Please tell us:**

Do you need childcare?  Yes  No Number and age of children you need childcare for: \_\_\_\_\_

In what language do you prefer to attend the Parent Academy?  
 Spanish  English  Arabic  Chinese  Tagalog  Vietnamese

Do you have any dietary restrictions, need any accommodations for disabilities, or any other considerations we should know about? \_\_\_\_\_

\_\_\_\_\_

**Please sign and return as soon as possible to the office to reserve your space – thanks!**

*I understand that spaces are limited, and will do my best to attend all sessions of the School Smarts Parent Academy.*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date


**California State PTA**  
everychild. onevoice.

school **smarts**

**School Smarts** is a parent engagement program designed to help parents and guardians become more knowledgeable and involved in their elementary schools. The program is based on statewide parent research and is being offered in select schools in California during the 2014-2015 school year. It is supported by the William and Flora Hewlett Foundation, in partnership with the California State PTA.

# SAMPLE: Photography Release Form

All participants in the School Smarts program must complete a photography release form. Participants may indicate if they grant California State PTA permission to use their photo or their children’s photo in PTA publications, including website and internet articles. Photography release forms will be made available in English, Spanish, Arabic, Chinese, Tagalog and Vietnamese. These forms should be handed out and collected at the Parent Engagement Night. Please collect and submit all completed forms to the California State PTA.



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**PHOTOGRAPHY RELEASE**

Permission to use child’s image, name and/or school.	Permission to use adult image, name, organization name, and/or title.
I, _____, <small>(Print Parent/Guardian’s Full Name)</small> am the parent or guardian of:  _____, <small>(Print Name of Minor Child)</small>  _____, <small>(Print Name of Child’s School)</small>	I, _____, <small>(Print Full Name)</small> am an adult 18 years of age or older.  _____, <small>(Print Title)</small>  _____, <small>(Print School or Organization Name)</small>
I hereby grant and assign the California State PTA, its units, councils, districts and legal representatives, the irrevocable and unrestricted right to use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including website and internet promotion, <b>all photographic, video, and digital images as indicated below:</b>	
<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of my child.	<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of myself.
<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of my child with SCHOOL NAME.	<input type="checkbox"/> PHOTO / IMAGE <u>ONLY</u> of myself with SCHOOL NAME or ORGANIZATION.
<input type="checkbox"/> PHOTO / IMAGE of my child with my CHILD’S NAME, and my child’s SCHOOL’S NAME.	<input type="checkbox"/> PHOTO / IMAGE of myself with my NAME, my ORGANIZATION, and/or my TITLE.

By signing this, I hereby release the California State PTA, its units, councils, districts and its legal representatives from all claims and liability relating to said photographs, video and digital images.

Date: \_\_\_\_\_

Parent/Guardian/Adult Signature: \_\_\_\_\_

Print Name as Signed: \_\_\_\_\_

Address, City, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Please complete and return to:  
 \_\_\_\_\_

Form posted on [www.capta.org](http://www.capta.org). Please return to Facilitator at the end of Session 1.

# Promoting the Parent Engagement Night/Event




**SAMPLE:**  
**Parent Engagement Night/Event Flier**



*This flier can be sent home, posted on campus, distributed at meetings, during drop-off and pick-up, etc. Fliers will be developed by the California State PTA and available for downloading.*

**8.5" x 11" Black and white Parent Engagement Night flier, in English, Spanish, Arabic, Chinese, Tagalog and Vietnamese – shown below**



**You're invited!**

**Come be part of  
Chaparral Elementary's  
"School Smarts" Night!**

**Tuesday, September 11, 2014**  
**6:00 - 8:00 pm in the Multipurpose Room**


- ☆ Food! Childcare! Interpreter! Fun & educational art activity for the whole family!
- ☆ Get helpful information about how you and your child can succeed at Chaparral Elementary and *beyond*.
- ☆ Find out how you can be part of an exciting **School Smarts Parent Academy** coming to Chaparral Elementary this school year.

☆ please tear off and return to your child's teacher -----

**RSVP: Yes, my family will be attending the School Smarts Night!**

Family Name \_\_\_\_\_ # of adults \_\_\_\_\_ # of children \_\_\_\_\_

Phone Number \_\_\_\_\_



**What is School Smarts?**  
School Smarts is a parent engagement program designed to help parents and guardians become more knowledgeable and involved in their elementary schools. The program is based on statewide parent research and is being offered in select schools in California during the 2014-2015 school year. It is supported by the William and Flora Hewlett Foundation, in partnership with the California State PTA.

# SAMPLE: Parent Engagement Night/Event Handout

*This handout is distributed to parents during the Parent Engagement Night. Handouts will be printed by the California State PTA and sent to your site, provided the form is submitted two weeks in advance to California State PTA.*

**8.5" x 11" Full color Parent Engagement Night/Event handout is available in English, Spanish, Arabic, Chinese, Tagalog and Vietnamese – shown below at a reduced size.**

*Requests received in fewer than two weeks prior to the event will receive electronic files only.*

*You are invited to participate in*  
**Chaparral Elementary's  
"School Smarts Parent Academy"**  
*to be held at school early 2014*

Includes 7 sessions covering different topics.  
(will be taught in both English and Spanish)

**Session 1.** Parent Involvement: A Key Ingredient in Student Success.

**Session 2.** Preparing for a Lifetime of Learning.


**Session 3.** Understanding Our Education System.

**Session 4.** Understanding Our School.

**Session 5.** Becoming an Effective Communicator.


**Session 6.** Standing Up for Quality Education.

**Session 7.** Taking Action/Celebration!



School Smarts is a parent engagement program designed to help parents and guardians become more knowledgeable and involved in their elementary schools. The program is based on statewide parent research and is being offered in select schools in California during the 2014-2015 school year. It is supported by the William and Flora Hewlett Foundation, in partnership with the California State PTA.

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## Parents Taking Action at Chaparral Elementary 2014-15

<http://chaparral.chino.k12.ca.us/>  
4849 Bird Farm Road, Chino Hills, CA 91709  
tel (909) 606-4871 fax (909) 548-6018

**tion 2014-15**

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ur school:

grams:

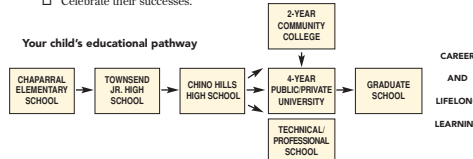
tees and councils:

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30 p.m. in the Library

- Limit TV, computer, and video games. Assign specific times for TV watching as a family entertainment and help your children select the right programs and movies.
- Encourage children to use the dictionary and the internet to find the meaning of words and resource information.
- Take your children to the library.
- Ask questions about their school activities.
- Engage in educational conversations with your children and turn ordinary time together into teachable moments.
- Encourage creativity by keeping a stock of simple art and craft supplies on hand, such as colored paper, scissors, glue, yarn, modeling clay, markers or colored pencils, poster paints, etc.
- Encourage and praise your children.
- Be flexible and avoid making homework stressful by finding positive ways to modify behavior.
- Celebrate their successes.

Your child's educational pathway



CAREER AND LIFELONG LEARNING

**OTRL meetings:** 2nd Friday of each month at 9:00 a.m.

**ELAC meetings:** Jan. 17; Mar. 14; Apr. 18 at 12:30 p.m.

**Report cards issued:** Nov. 30; March 15; June 11

**Testing dates:** April 29 through May 3

**Parent/Teacher conferences:** Oct. 8-12

**School Site Council meetings:** Oct. 23, Nov. 13, 2012; Jan. 15, Feb. 12, Mar 12, Apr. 17 from 7:30-8:15 a.m.

**Contacts**

name	phone	e-mail
<b>Principal</b> Tom Mackessy	(909) 606-4871	tom_mackessy@chino.k12.ca.us
<b>Asst. Principal</b> Amber Chadwick	(909) 606-4871	amber_chadwick@chino.k12.ca.us
<b>Secretary</b> Theresa Robison	(909) 606-4871	theresa_robison@chino.k12.ca.us
<b>PTA President</b> Melissa Montoya		melissasue13@gmail.com
<b>ELAC Coord.</b> Amber Chadwick	(909) 606-4871	amber_chadwick@chino.k12.ca.us
<b>SSC President</b> Jacquelyn Parks		

# SAMPLE: School Smarts Parent Brochure

This brochure is distributed to parents during the Parent Engagement Night. Brochures will be printed by the California State PTA and sent to your site, provided the form is submitted two weeks in advance to California State PTA.

8.5" x 11" Full color School Smarts Parent Brochure is available in English, Spanish, Arabic, Chinese, Tagalog and Vietnamese – shown below at a reduced size.

Requests received in fewer than two weeks prior to the event will receive electronic files only.

The following graph reveals just how much parents learned from the School Smarts parent academy.

**Highlights from the Pre and Post Academy surveys completed by parents**

**"I feel very well informed" pre and post Academy**

Topic	Pre-academy (%)	Post-academy (%)
How to support my child's learning at home	25%	81%
Understanding the different ways that children learn	19%	78%
What my child should be learning at each grade level	17%	61%
How my child's educational progress is measured	15%	63%
What my child needs to learn and do during her school career to be eligible to attend college	22%	79%
Role and importance of arts in my child's education	13%	49%
Arts education opportunities for my child at the school	23%	78%
How to get accurate information about what's happening at my school	13%	64%
How decisions about school budgets are made at my school	12%	73%
How the school system is structured – who the key players are in my local school district	18%	85%
How to effectively communicate with my school principal	15%	64%
How to effectively communicate with my child's teacher	14%	70%
How to effectively communicate with other parents	22%	75%
What opportunities parents have to get involved at my school	20%	81%
What parents can do to make changes at my school	14%	75%

PURPLE – pre-academy  
ORANGE – post-academy

For more information or to enroll in a School Smarts parent academy, please contact your PTA president or school principal.  
Or contact: [California State PTA School Smarts Staff Team](mailto:schoolsmarts@capta.org)  
[schoolsmarts@capta.org](mailto:schoolsmarts@capta.org)

Coming soon to:  
**Martin Elementary School**

Join us for School Smarts! This parent engagement program is designed to help you better understand the big picture of how the education system works and to feel empowered to help your child and school succeed.

California State PTA  
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**u at School Smarts!**  
being offered by the California  
elp you as parents learn very  
help your children and school  
n you will gain a better

teacher  
nment that helps your child succeed  
to learn"

ce of learning

5

ucation system  
blic school system  
school

- o How your child's progress will be measured
- **Understanding our school**
  - o How our school is governed and decisions are made
  - o Roles and responsibilities of the school board, superintendent, administration, teachers, staff and parents
  - o Parent involvement plans; school committees
- **Becoming an effective communicator**
  - o How to build strong communication skills
  - o Why home-school communication is important
- **Standing up for a quality education-Taking action and celebrating leadership**
  - o Definition of a quality, equitable education
  - o How to affect change at our school and beyond
  - o Creating personal and group action plans
  - o Celebration

The materials are translated into multiple languages and interpretation will be offered.

Childcare and a light breakfast or dinner will be provided.  
There is no cost to attend.

"Our facilitator was masterful at intertwining the Academy's excellent educational material with thoughtful discussion and creative activities that really brought the learning home. She created an extremely supportive environment where all parents felt comfortable."

"By participating in the Academy, my son saw how much I value him and his educational experience, and I got the chance to demonstrate that learning is valuable at any age. He was always excited on "School Smarts" days because he knew I would be at his school learning, too! Throughout the Academy's seven weeks, I also became part of a caring and fun community of parents who shared valuable knowledge and experience – and who will continue to do so together into the future!

"School Smarts Parent Academy gave me the opportunity to grow as a parent, to learn how to actively participate in my son's education and to be a part of an engaged and supportive community – I will always be thankful!"



# Planning the Parent Academy



# Best Practices for Academy Coordination

As a steering committee, you provide support in the implementation of the academy in a variety of ways. Some ways you may assist are in the areas of: food, marketing and outreach, identifying a space on campus to share School Smarts artwork, etc. The following are some best practices in coordinating the parent academy:

- Consider working with a local caterer who can deliver the meals to the school site.
- Hang a School Smarts banner near drop-off spot or high visibility areas.
- Display the artwork created in the academy sessions in a prominent spot in the school such as the front office or a main hallway.
- Take a picture of the School Smarts Parent Academy class to frame and display in the front office.
- Check in with local vendors to see if they can provide discounts or donate refreshments.



Each parent in the academy receives a binder with the School Smarts curriculum and handouts. A set of these binders will be shipped to the school site to the attention of the principal. The facilitator is responsible for distributing the materials at the academy. We recommend that facilitators distribute one chapter each week to the parents.

To ensure there are enough curriculum materials for your academy, you must submit a request to the School Smarts program staff by emailing [programsupport@capta.org](mailto:programsupport@capta.org). Please use the Parent Interest form collected at the Parent Engagement Night/Event to help you with the language request.

Each school site is supplied with up to 30 curriculum binders with handouts. Please submit the request with the estimated number needed in the following available languages:

- English \_\_\_\_
- Spanish \_\_\_\_
- Arabic \_\_\_\_
- Chinese \_\_\_\_
- Tagalog \_\_\_\_
- Vietnamese \_\_\_\_

**Important:** Additional sets of curriculum may be purchased by emailing [programsupport@capta.org](mailto:programsupport@capta.org)

## Parent Academy Art Supplies

California State PTA provides an art supply kit for up to 30 participants at each class for the interactive arts lessons. It is recommended these art kits be kept at the school for easy access each week, if possible.

Please collect newspaper for session 5's art activity.

**Important:** Additional art kits maybe purchased by emailing [programsupport@capta.org](mailto:programsupport@capta.org).

# Parent Academy Checklist

(use one form per session)

Session # \_\_\_\_\_

Facilitator: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Classroom: \_\_\_\_\_ Estimated Attendance: Parents \_\_\_\_\_ Children \_\_\_\_\_

Menu: \_\_\_\_\_

## Reminders

- All parents called or emailed with reminders, asked to confirm number of children who will be coming

## Food & Beverage

- Food ordered
- Delivery and set up arranged
- Plates, napkins, cutlery, cups, tablecloths, etc.
- Trash cans, clean up arranged

## Facilities

- Signage to room as needed
- Classroom reserved
- Childcare room reserved
- Projector and screen for video display (if needed for program)
- Custodian arranged to open, close, clean

## Class Materials (in coordination with facilitator)

- Art supplies prepared
- Curriculum and handouts organized
- Sign-in sheets

## Childcare

- Childcare providers scheduled
- Workman's comp forms completed
- Activities and supplies arranged (including art activity if possible!)

## Interpretation Needs

- Languages needed: \_\_\_\_\_
- Interpreter(s) scheduled
- Interpreter headsets arranged

# Parent Academy Budget

*(use this form to help guide your planning)*



## Budget: School Smarts Parent Academy

<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour/estimated)	
Interpreters (\$50/session/estimated)	
<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour)	
Interpreters (\$50/session)	
<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour)	
Interpreters (\$50/session)	
<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour)	
Interpreters (\$50/session)	
<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour)	
Interpreters (\$50/session)	
<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour)	
Interpreters (\$50/session)	
<b>Session #</b> _____	
Food and beverages	
Childcare providers (\$15/hour)	
Interpreters (\$50/session)	
<b>Total costs</b>	<b>\$</b>

## Graduation Celebration Ideas

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**The Graduation Celebration should be a special night to honor the commitment and achievements of the School Smarts parent academy participants.** Certificates of completion will be provided by California State PTA. These will be signed by the California State PTA president, the school principal and the academy facilitator. They will be delivered with California State PTA presentation folders. The celebration is jointly planned by the parents, facilitator and school steering committee. Following are some suggestions to help guide you in your planning:

- Document the event with photos and/or video recordings.
- Hold this event at the same time of day and location as the parent academies so that the participants are able to attend.
- Invite the families of the participants, school administration and staff, school district superintendent, school board members, steering committee, PTA unit, council, and district leaders.
- Be sure to have a microphone and podium.
- Recognize any special guests in the room.
- Allow for an opportunity for the school principal, district superintendent, facilitator, and PTA leaders to speak briefly.
- Select one or two parent academy participants to speak about their experience in the academy.
- Allow time for any other participants to share briefly about what they learned.
- Recognize each graduate individually by calling them up to the stage to receive their diploma.
- Be sure to have an interpreter that evening if there was one present during the academy.
- If there were two academies at your school, hold a joint graduation celebration to create a greater sense of community.
- Display the artwork that was created during the academies.
- Take a picture of the class to frame for the school office.
- Contact any local museums, art galleries, performing arts centers requesting donations (museum passes, tickets, art supplies) that can be given to the graduates. Explain that as part of the School Smarts program, these parents have been introduced to the benefits of the arts in education.
- Provide a cake.

# SAMPLE: Graduation Certificate

Provided in the requested languages:

- English
- Spanish
- Arabic
- Chinese
- Tagalog
- Vietnamese


*Certificate of Completion*

**School Smarts Parent Academy**

*awarded to*

---

in recognition of your commitment  
to the success of your students and your school.

 <b>California State PTA</b> <small>everychild. onevoice.</small>	<p><i>Signed</i> _____ <i>Date</i> _____ <i>Academy Facilitator</i></p> <p><i>Signed</i> _____ <i>Date</i> _____ <i>Principal</i></p> <p><i>Signed</i> _____ <i>Date</i> _____ <i>California State PTA President</i></p>
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A program of the California State PTA  
with support from the  
William and Flora Hewlett Foundation

# Forms

- School Smarts Parent Academy Interest Form
- Photography Release Form
- Parent Engagement Night/Event Form
- Customizing Your School's Parent Engagement Night/Event Flier
- Customizing Your School's Handout
- School Smarts Banner and Web Badge



# School Smarts **Parent Academy** Interest Form

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Your Name \_\_\_\_\_

Name(s) of children attending this school \_\_\_\_\_

Your Child's Teacher's name(s) \_\_\_\_\_

Your Phone \_\_\_\_\_ Your Email \_\_\_\_\_

What is the best time for someone to call you regarding the Academy? \_\_\_\_\_

**Please tell us:**

Do you need childcare?  Yes  No Number and age of children you need childcare for: \_\_\_\_\_

In what language do you prefer to attend the Parent Academy?

Spanish  English  Arabic  Chinese  Tagalog  Vietnamese

Do you have any dietary restrictions, need any accommodations for disabilities, or any other considerations we should know about? \_\_\_\_\_

**Please sign and return as soon as possible to the office to reserve your space – thanks!**

*I understand that spaces are limited, and will do my best to attend all sessions of the School Smarts Parent Academy.*

\_\_\_\_\_  
*Name*

\_\_\_\_\_  
*Date*



**School Smarts** is a parent engagement program designed to help parents and guardians become more knowledgeable and involved in their elementary schools. The program is based on statewide parent research and is being offered in select schools in California during the 2014-2015 school year. It is supported by the William and Flora Hewlett Foundation, in partnership with the California State PTA.



# Parent Engagement Night/Event (PEN)



All new participating School Smarts schools and schools in the “Launch Package” are eligible to receive a \$400 stipend by filling out this form within 30 days of the Parent Engagement Night/Event.

**School Name:** \_\_\_\_\_

Date of Parent Engagement Night/Event: \_\_\_\_\_

Number of Attendees: \_\_\_\_\_ Number of Children: \_\_\_\_\_

Contact’s Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_

**Art Activity:** \_\_\_\_\_

Please provide a brief description of the type of art activity and events provided at the event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Highlights:** \_\_\_\_\_

Please provide a brief description of any noteworthy highlights at the event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Photos:** Please email at least one photo of the event to [programsupport@capta.org](mailto:programsupport@capta.org) with this report.

**Stipend:** In order to be eligible for the \$400 stipend please complete form and email no later than 30 days after the Parent Engagement Night/Event to [programsupport@capta.org](mailto:programsupport@capta.org).

**Please note:** Processing of payment will take 3-4 weeks after completed form has been received.

<b>Please indicate contact person for mailing payment:</b>	
Name: _____	Title: _____
Address: _____	City: _____ Zip: _____
Contact’s Telephone: ( _____ ) _____	Email _____

# Customizing Your School's Parent Engagement Night Flier



Fill this out and email to California State PTA at [programsupport@capta.org](mailto:programsupport@capta.org).  
You may complete this online by going to <http://www.surveymonkey.com/s/PENFLIER>  
Fliers will be developed by California State PTA and available for you to download and print.

*\*\*Information should be received no less than two weeks prior to event. \*\**

School name: \_\_\_\_\_

Date of Parent Engagement Night: \_\_\_\_\_

Time of Parent Engagement Night: \_\_\_\_\_

Location of Parent Engagement Night: \_\_\_\_\_

Dates of School Smarts Parent Academy: \_\_\_\_\_

## Languages needed:

English \_\_\_\_\_ Spanish \_\_\_\_\_ Arabic \_\_\_\_\_

Chinese \_\_\_\_\_ Tagalog \_\_\_\_\_ Vietnamese \_\_\_\_\_

### Submit this completed form to:

*School Smarts Program Staff*

**Email Address:** [programsupport@capta.org](mailto:programsupport@capta.org)

**Phone Number:** (916) 440-1985      **Fax:** (916) 440-1986

# Customizing Your School's Handouts

Use this form for the Parent Brochure and Parent Engagement Night/Event handout.

Please check which form you would like to request:  Parent Brochure  
 Parent Engagement Night/Event handout

**Printing will be provided by the California State PTA.**

*\*\*Information should be received no less than two weeks prior to event. Requests received fewer than two weeks will receive electronic files only.\*\**

**School name:** \_\_\_\_\_

- Dates of School Smarts Parent Academy: \_\_\_\_\_
- School website: \_\_\_\_\_
- School address: \_\_\_\_\_
- School phone number: \_\_\_\_\_
- School fax: \_\_\_\_\_
- Name(s) of middle school student(s) who will attend: \_\_\_\_\_
- Name(s) of high school student(s) who will attend: \_\_\_\_\_

## Important dates

- Back to School Night: \_\_\_\_\_
- Open House: \_\_\_\_\_
- PTA meetings: \_\_\_\_\_
- ELAC & OTRL meetings: \_\_\_\_\_
- Report cards issued: \_\_\_\_\_
- Testing dates: \_\_\_\_\_
- Parent/Teacher conferences: \_\_\_\_\_
- School Site Council meetings: \_\_\_\_\_

## Contacts (name, phone number, and email)

- Principal: \_\_\_\_\_
- Assistant Principal: \_\_\_\_\_
- Secretary: \_\_\_\_\_
- PTA President: \_\_\_\_\_
- ELAC Coordinator: \_\_\_\_\_
- School Site Council Chairperson: \_\_\_\_\_

**Order your handouts** – We will provide up to 300 color copies total of each handout.

Quantities of handouts needed: English \_\_\_\_\_ Spanish \_\_\_\_\_ Arabic \_\_\_\_\_  
Chinese \_\_\_\_\_ Tagalog \_\_\_\_\_ Vietnamese \_\_\_\_\_

Shipping address for handouts: \_\_\_\_\_

### Submit this completed form to:

*School Smarts Program Staff*

**Email Address:** [programsupport@capta.org](mailto:programsupport@capta.org)

**Fax:** (916) 440-1986

**Online:** <http://www.surveymonkey.com/s/PENHANDOUT>

# SAMPLE: School Smarts Banner

## School Smarts Multilingual Banner

*Each participating school receives a banner.*

*This banner can be displayed at your school to promote the program and distinguish your school as a participant in this award winning program.*

*Additional banners are available for purchase from the California State PTA.*

*Please contact the School Smarts Program Staff for more information by emailing [programsupport@capta.org](mailto:programsupport@capta.org).*



## School Smarts Web Badge

**4.5" x 1.25" School Smarts Web Badge, in English** – shown below at full size.

*Post this badge on your PTA and school's website homepages.*

*Artwork is in accompanying flash drive/CD.*





# School Smarts **Steering Committee** **Artwork, Fliers and Forms**

## **Included in your flash drive/CD.**

School Smarts Banner Art  
School Smarts Web Badge Art

Sample Parent Engagement Night/Event Agenda  
Event Checklist  
Customizing Your School's Parent Engagement Night/Event Flier  
Handout/Parent Brochure

Parent Academy Checklist  
Parent Academy Interest Form

Photography Release Form  
Parent Engagement Night Report Form



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