Goal 7:
Katy ISD will develop intentional strategic partnerships which capitalize on the strengths, resources and talents of all stakeholders in order to engage the entire community.

Specific Result:
7.5 Parent & Community Engagement - Identify existing parent and community engagement programs at campuses and district level; and explore opportunities to involve a greater number of stakeholders on/at campuses that have lower engagement rates.

Summary Report:
During the 2018-19 academic school year, the District’s existing campus- and district-level parent engagement opportunities were examined and measured in alignment with Specific Result 7.5. An important objective of this study was to identify methods for reaching and encouraging parent involvement among parent populations who have historically been disengaged from campuses. These parents often include those with conflicting work schedules and/or cultural and language barriers.

The outcomes for Specific Result 7.5 were achieved through a three-part study, guided by the assistance of our strategic planning consultants, Engage2Learn. Part One included an electronic survey designed to determine the types of parent engagement opportunities already available on campuses. This was completed by all 66 principals in September 2018. At that same time, a similar survey was administered to parents across the district to examine their understanding and perception of existing engagement opportunities. Part Two of the study took place in October, wherein the District hosted four parent focus group meetings in each quadrant of Katy ISD. These meetings were designed to gather supplemental and anecdotal data directly from parents. Finally, survey and focus group findings were shared and presented to principals in February 2019. Following the presentation of findings and group discussions on best practices, principals began working with their campus teams to develop a strategy for addressing parent engagement in their 2019-20 Campus Improvement Plans (CIPs). This latter work was completed by principals over the summer of 2019.
Strategic Design
7.5 Parent & Community Engagement

PRESENTED BY
DR. ANDREA GROOMS
CHIEF COMMUNICATIONS OFFICER

DR. DAWN CARLSON
ASSISTANT SUPERINTENDENT FOR SCHOOL LEADERSHIP & SUPPORT

JULY 29, 2019
Goal 7
Katy ISD will develop intentional strategic partnerships which capitalize on the strengths, resources and talents of all stakeholders in order to engage the entire community.

Specific Result 7.5 – Parent & Community Engagement
Identify existing parent and community engagement programs at campuses and district level; and explore opportunities to involve a greater number of stakeholders on/at campuses that have lower engagement rates.
Study Overview - Part 1

• **Principal Survey** (Sept. 2018) - designed to determine the types of parent engagement opportunities already available on campuses $N=71$

• **Parent Survey** (Sept. 2018) - designed to examine their knowledge and understanding of existing opportunities $N=5,071$
Study Overview - Part 2

- **Parent Focus Groups** (4) (Oct. 2018) - Each principal was asked to recommend 3 to 4 participants.
  - Focus groups held in each quadrant of the District
  - 5-20 participants per meeting
Study Overview - Overall Findings

- **76% consider themselves “informed” about opportunities for engagement**
  - 76% of survey participants were mothers
  - 95% of focus group participants were mothers

- Preferred and most effective method to learn about engagement:
  - Digital distribution

- Most frequent engagement opportunities available on campuses:
  - Volunteering
  - Parent/teacher conferences
Study Overview - Overall Findings

- Lack of participation in engagement activities: **Conflict with work schedules (64%)**
- Second highest reason for lack of participation: **Not knowing how to participate (43%)**
  Lack of communication from the school (Focus Group)
- Components of successful parent/community engagement:
  Two-way communication
  Flexible scheduling
  Inclusiveness
  Meaningfulness
Study Overview - Findings by ELEMENTARY Level

• **Most valuable engagement activities:**
  Meet the teacher night
  Parent/teacher conferences

• **Least valuable engagement activities:**
  Booster clubs
  Sporting events
  Family networking opportunities (*all <35% each*)

• **Reasons for lack of engagement:**
  Conflicts with work
  Not knowing how to participate
  Lack of childcare
Study Overview - Findings by SECONDARY Level

- Most valuable engagement activities:
  - Meet the teacher night
  - Parent/teacher conferences
  - Sporting events/child’s performances

- Least valuable engagement activities:
  - Class celebrations
  - Family networking opportunities
  - Parent workshops

- Reasons for lack of engagement:
  - Conflicts with work
  - Not knowing how to participate
Study Overview - Part 3

- **Presentation of Findings to Principals** (Feb. 2019) - Principals charged with enhancing the parent engagement strategy within their Campus Improvement Plans (CIPs).
Study Overview - Part 4
Best Practices Identified

• A **Districtwide tool was created to share best practices**
  • All campuses submitted their best practices.
  • All principals have access to the document and can contact a campus for information or clarification.
Principal Analyses of the Data & Informing CIPs

- **Academic Learning Events:**
  - STEAM Night
  - Curriculum Night
  - Literacy Night

- **Parent and Community Engagement Events:**
  - Family Game Night
  - Father/Daughter or Mother/Son Dances
  - Health and Fitness Night, Glow Run
  - Town Pep Rally
  - Coffee/Lunch and Learn with the Principal
Next Steps ...

• Campuses are including parent and community engagement events in their CIPs and will spend this year implementing new or new to their campus events to increase involvement/engagement with parents and the community.

• This will be an on-going effort as we are always working to improvement our communication and involvement between the school, our parents and the community.
Thank you.