

Innovative Schools Summit San Antonio Pre-Conference

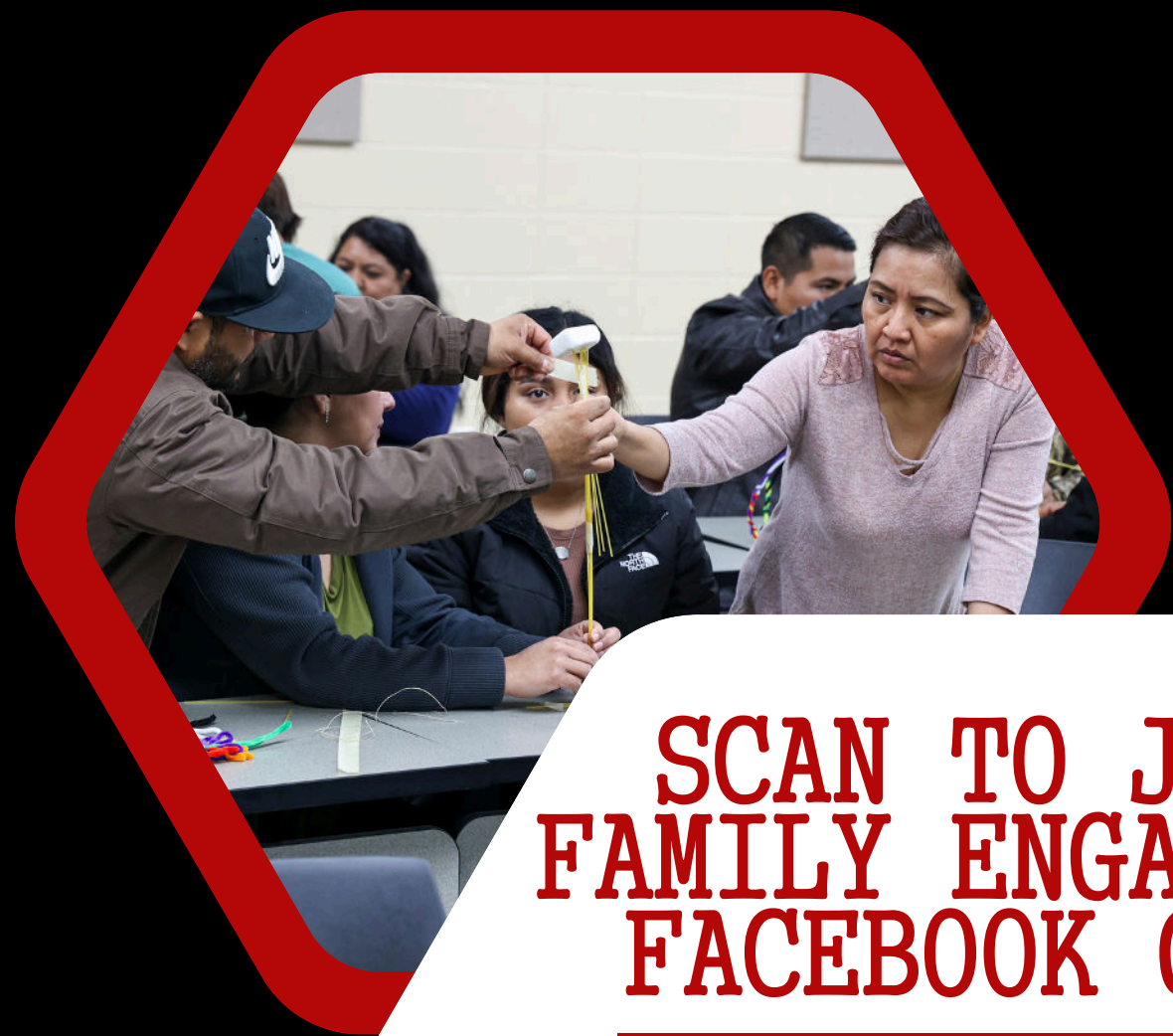
TRANSITIONING FROM PARENT ENGAGEMENT TO **FAMILY ENGAGEMENT:**

Understanding the
importance of engagement



ERNESTO MEJÍA

Learn something new? Hear something you like?
Post it on **Instagram** and tag **@ernmejia**



**SCAN TO JOIN
FAMILY ENGAGEMENT
FACEBOOK GROUP**



**FACEBOOK LIVE
ARTICLES & BLOGS**

**In teams of three
discuss the following:**



**Who
raised
you?**

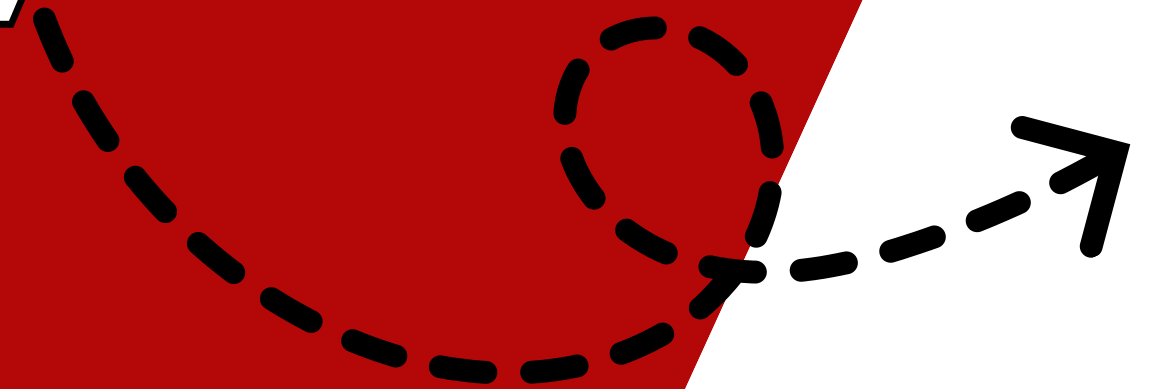


**What did
you learn
from each
person?**



**Who
influenced
you the
most?**

What Family Engagement Really Means



- It is inclusive
- It is culturally responsive
- It is a partnership and not just a meeting
- It includes everyone raising a student
- It meets our families where they are, not where we are
- It is a two-way street



READ MY
BLOG

The meeting is just one room - what you
build around it makes families want to
walk through the door

Roof:
Build Trust

Flags:
Better Marketing



Gym:
Bring
The Fun

Classroom:
Staff Buy In

Door: Purpose First

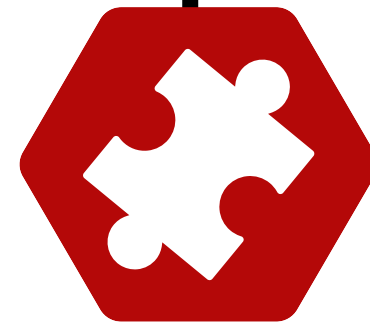
**Change
how you
start!**



**Start your event on
time**



**Acknowledge as many
languages as possible**



**Incorporate an
activity**

@CoolSpeak
@ernmeija





REAL SCENARIOS FOR FIRST-GEN STUDENTS' FAMILIES

- ▶ **Language barriers**

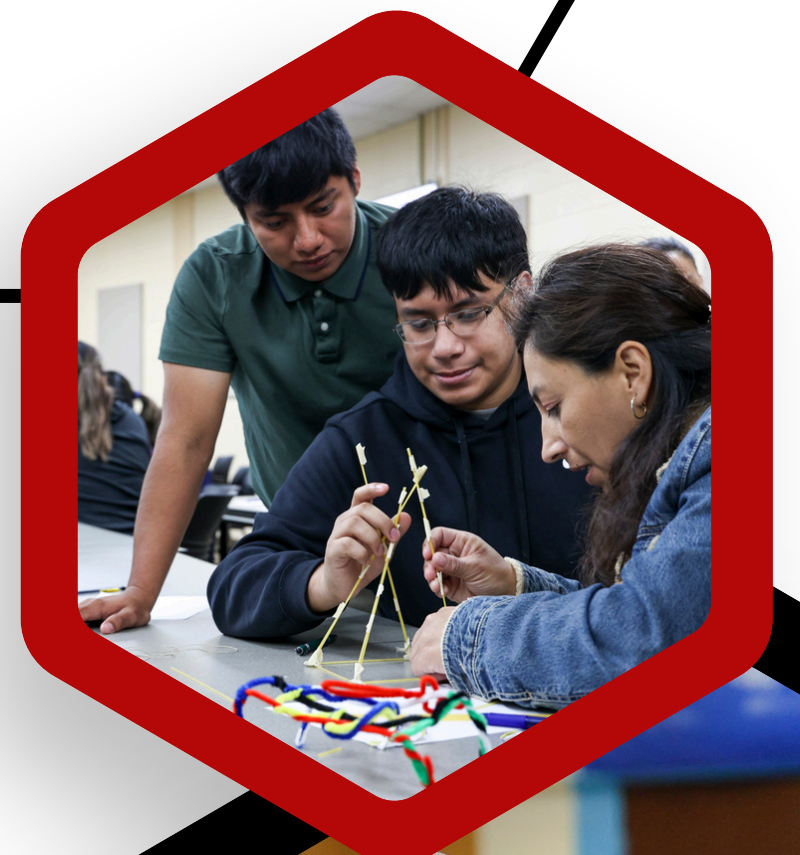
- ▶ **Immigration concerns**

- ▶ **Work schedules**

- ▶ **Transportation issues**

- ▶ **Lack of understanding of the U.S. education system**

**"SCHOOLS
MISINTERPRET
SILENCE AS
DISINTEREST"**



@CoolSpeak
@ernmejia

How can we improve communication with our families?

Phone



Social Media



Apps



In Person



The Activities



Skits

If you really knew me...

Communication Activity

Draw this...

Me on paper

@CoolSpeak
@ernmeija



**"ENGAGEMENT
INCREASES WHEN
ASSUMPTIONS
DECREASE."**



@CoolSpeak
@ernmejia



THE MARKETING CAMPAIGN CHALLENGE

▶ **Advertise your event in two languages**

▶ **Limit your wording**

▶ **Why should our families attend?**

▶ **What will our families take away?**

NOW MAKE A VIDEO
THAT INVITES OUR FAMILIES
TO OUR EVENT!



**Change
how you
close!**



1-minute paper



Video testimonial



Letter to...



Thank you notes

@CoolSpeak
@ernmeija



BUILD A PROGRAM

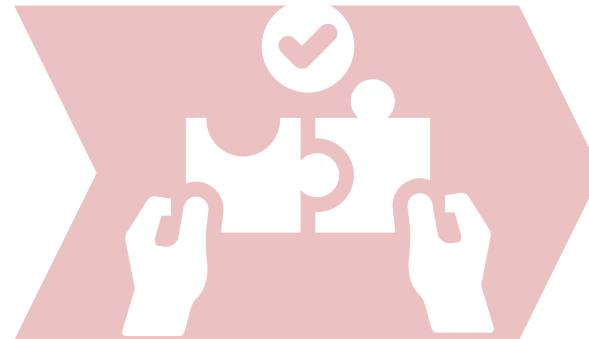
How will you market?



How will you start differently?



What activity will you use?



What problem are you helping address?



How will our families benefit?





Friday	8:00 AM	Ernesto Mejía	Transitioning from Parent Engagement to Family Engagement: Understanding the Importance of Engagement
Friday	1:30 PM	Ernesto Mejía	Creating a Sense of Family & Belonging with our First-Generation Students
Saturday	10:00 AM	Ernesto Mejía	Family Engagement Reimagined: Exploring Alternatives Beyond Traditional In-Person Meetings



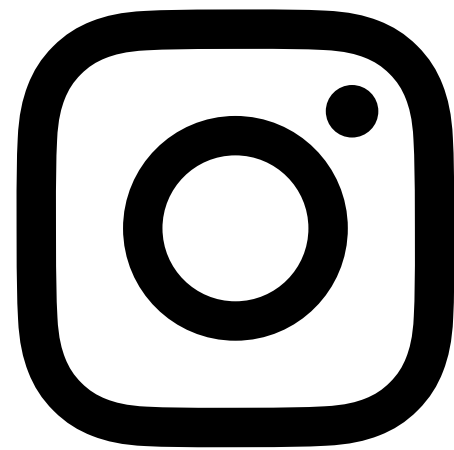


Scan to get access to the slides, resources, and more!

Connect with Ernesto Mejía:



[/emejiacoolspeak](#)



[@ernmejia](#)



coolspeak.com
info@coolspeak.net
[@CoolSpeak](#)



clspeak.com/iss

Family Engagement Goals

BINGO

Let's have some fun with setting and achieving goals!
Throughout 2026 write the date that you complete the goals and try to make a BINGO

ALLOWED FOR PARENT AND STUDENT DIALOGUES <input type="text"/>	ALLOWED A FAMILY MEMBER TO OPEN THE MEETING <input type="text"/>	STARTED A FAMILY BOOK CLUB <input type="text"/>	TAUGHT A NEW COMMUNICATION TECHNIQUE <input type="text"/>	HOSTED AN ATTENDANCE PARTY <input type="text"/>
HAD CAREGIVER WRITE LETTERS TO STUDENTS <input type="text"/>	USED A NEW ACTIVITY/ICEB REAKER FOR THE MEETING <input type="text"/>	ASKED PARENTS HOW YOU TO IMPROVE MEETINGS <input type="text"/>	CHALLENGED ADULTS TO BRING ANOTHER FAMILY <input type="text"/>	HELD A MEETING BEFORE A SPORTS EVENT <input type="text"/>
HAD AN EVENT JUST FOR COMMUNITY BUILDING <input type="text"/>	CHALLENGED THE FAMILY TO ROLE-PLAY VIA SKITS <input type="text"/>		CREATED/USED A PARENT VOLUNTEER PROGRAM <input type="text"/>	BROUGHT 5 DIFFERENT EDUCATORS INTO A MEETING <input type="text"/>
PRACTICE THE COOL SPEAK 60/40 SPEAKING RULE <input type="text"/>	RE-NAMED AN EVENT THAT HAD POOR ATTENDANCE <input type="text"/>	CREATED A WELCOME VIDEO FOR NEW FAMILIES <input type="text"/>	CHANGED THE TIMES/DAYS OF MEETINGS <input type="text"/>	CREATED A RED-CARPET VIP WELCOMING TEAM <input type="text"/>
ADVERTISED IN A NEW WAY <input type="text"/>	USED A NON-TRADITIONAL SETTING <input type="text"/>	CELEBRATED COMMUNITY WITH FOOD AND MUSIC <input type="text"/>	HOSTED A 30-MINUTE VIRTUAL MEETING <input type="text"/>	ASKED FAMILIES THEIR THE TOP 5 CONCERNS <input type="text"/>

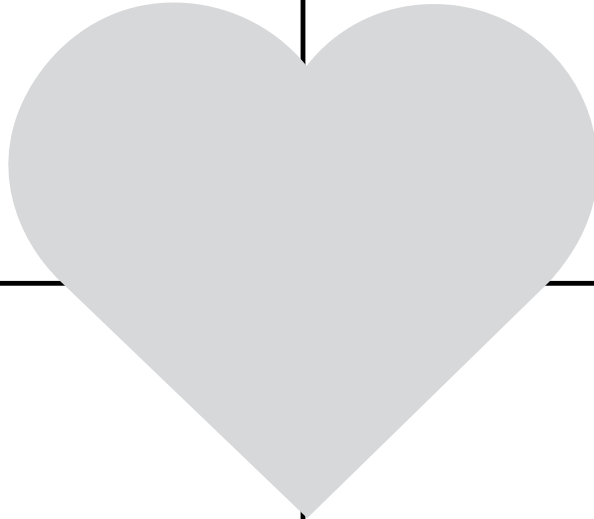
Name _____

Date _____

ME ON PAPER

1

2



3

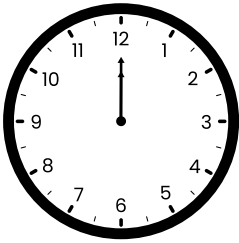
4

CONVERSATION CLOCKS TODAY'S APPOINTMENTS

Date:

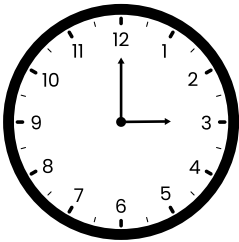
Name:

12 O'CLOCK NAME



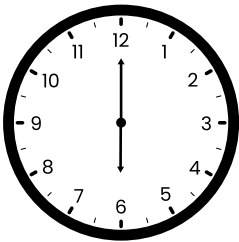
QUESTION
.....
.....

3 O'CLOCK NAME



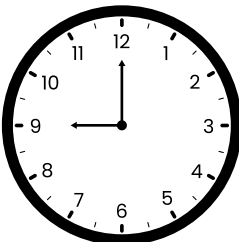
QUESTION
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6 O'CLOCK NAME



QUESTION
.....
.....

9 O'CLOCK NAME



QUESTION
.....
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