

# FAMILY ENGAGEMENT REIMAGINED

*Exploring Alternatives Beyond  
Traditional In-Person Meetings*



SCAN TO JOIN  
FAMILY ENGAGEMENT  
FACEBOOK GROUP



**ERNESTO MEJÍA**

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

# Family Involvement

A one-way relationship where schools set the agenda and families follow.

## What it Looks Like:

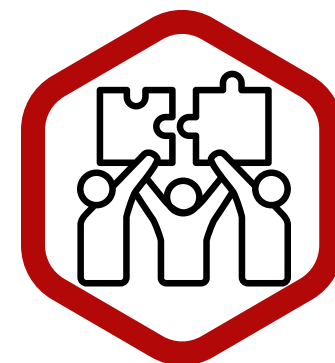


Showing up when asked.  
Main goal is attendance.

# Family Engagement

A two-way partnership where families and schools work together as equals to support student success.

## What it Looks Like:



Relationship building with the entire family.  
The main goals are to involve the whole family and create a trustworthy relationship.

**"Family Engagement  
is not about attendance,  
it's about relationships  
and connections."**

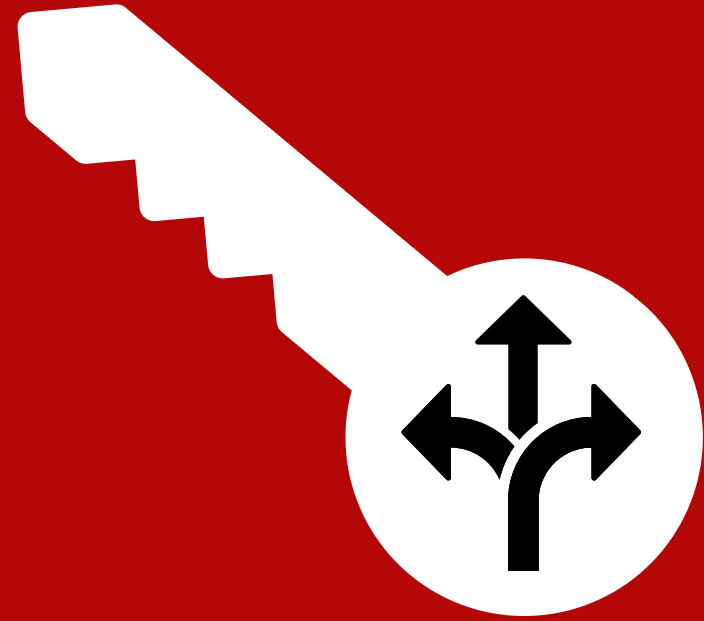
# Top five barriers to family engagement

**"Circumstance,  
not commitment,  
often drives participation"**

# THREE KEYS TO FAMILY ENGAGEMENT



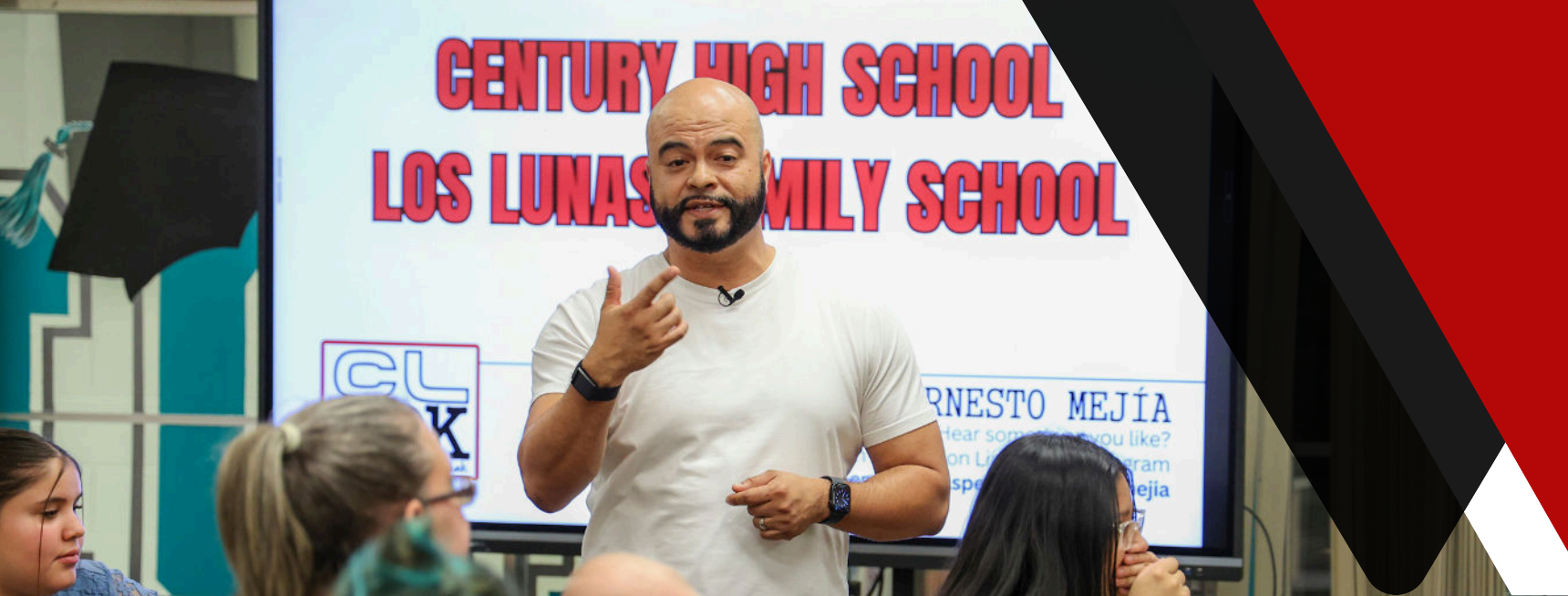
**Respect  
comes first**



**Flexibility  
over formality**



**Relationships  
over routines**



# EIGHT STARTERS



**Pop-up Meetings**

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**The Drive-up Lane**

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**Virtual Cafes**

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**Video Messages > Meetings**



**Voice Notes > Text Messages**

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**Game day meeting**

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**The Learning Library**

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**Community Partnerships**

# **UPGRADE YOUR MARKETING**

- **What problem are you addressing/solving?**
- **Why should I attend?**
- **How is this meeting different?**
- **Use ALL of your available platforms**

@CoolSpeak  
@ernmeija



# HOW TO ENGAGE IN SHORTER TIME FRAMES



**Activities**



**Video Asks**



**Pair-n-Share**



**Family Assignments**



# ENGAGEMENT TOOLKIT



**Where's the new venue?**

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**What's the new format?**

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**How are we engaging our families?**

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**Why will families want to attend?**

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**What will our families take away from our meeting?**

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SCAN FOR COOLBLOGS  
BY ERNESTO



**“REAL FAMILY  
ENGAGEMENT  
ISN'T ABOUT WHO  
SHOWS UP,  
IT'S ABOUT WHO  
FEELS SEEN AND  
APPRECIATED”**

@CoolSpeak  
@ernmeija





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



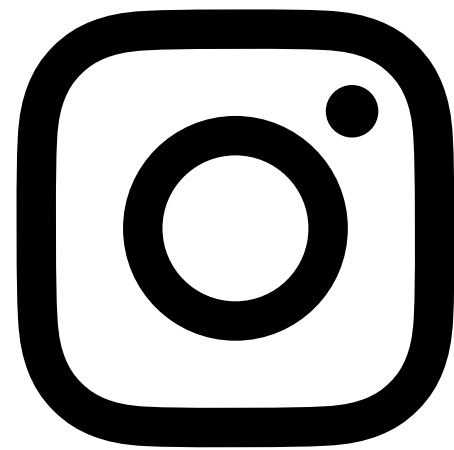


# Scan to get access to the slides, resources, and more!

Connect with Ernesto Mejía:



[/emejiacoolspeak](#)



[@ernmejia](#)



[coolspeak.com](http://coolspeak.com)  
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[clsapk.com/iss](http://clsapk.com/iss)



1. What did you aspire to be when you were my age? \_\_\_\_\_

2. What kind of music did you listen to? \_\_\_\_\_

3. What is one of the happiest moments of your teen life? \_\_\_\_\_

4. What is one of most challenging moments of your teen life? \_\_\_\_\_

5. Where did you grown up? How was it? \_\_\_\_\_

6. What was school like for you? \_\_\_\_\_

7. Is there something you wish you could change about your childhood? \_\_\_\_\_

8. Question \_\_\_\_\_

9. Question \_\_\_\_\_

10. Question \_\_\_\_\_

11. Question \_\_\_\_\_

12. Question \_\_\_\_\_

13. Question \_\_\_\_\_

14. Question \_\_\_\_\_

15. Question \_\_\_\_\_