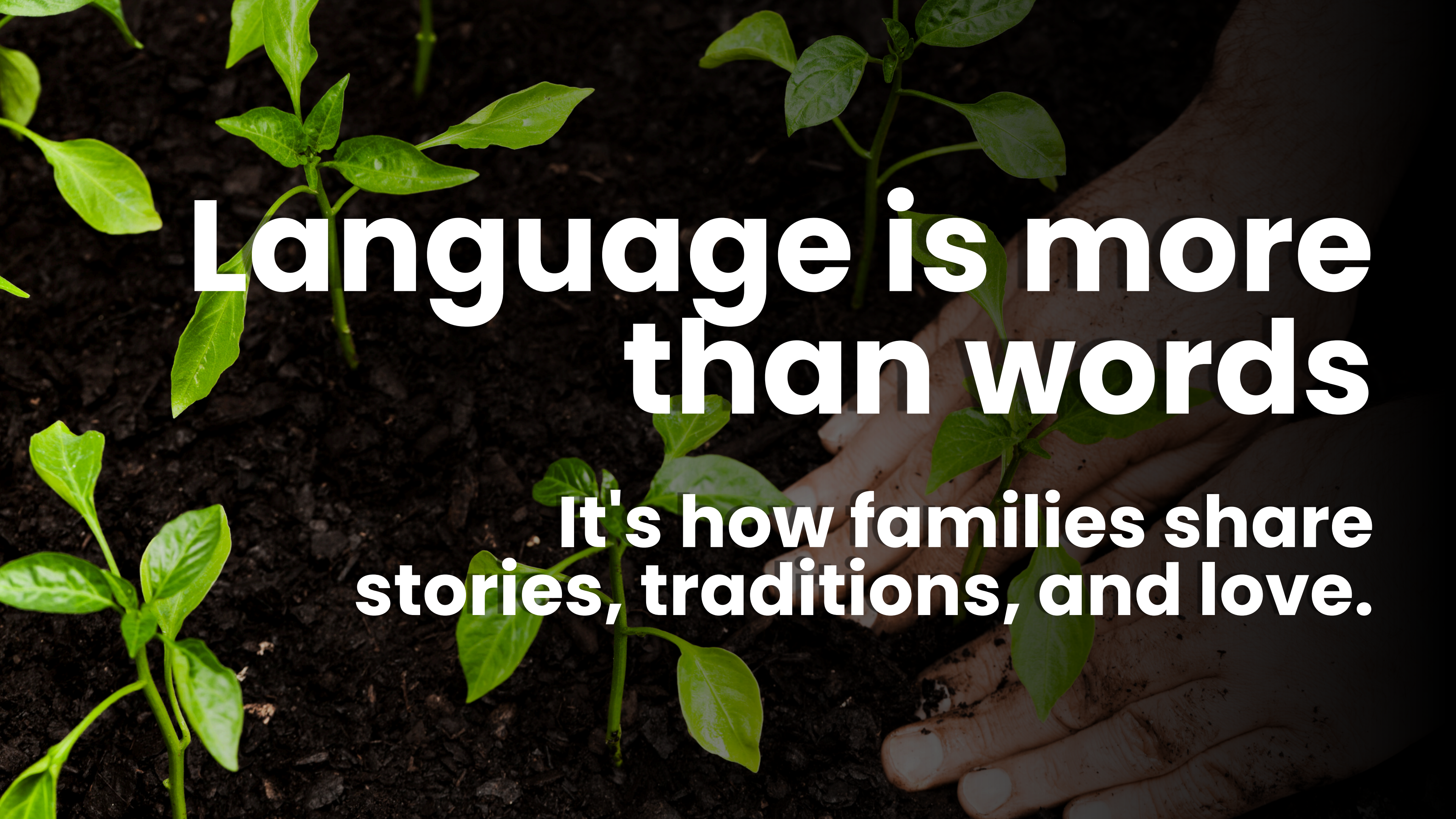




Stop Losing Families in Translation:

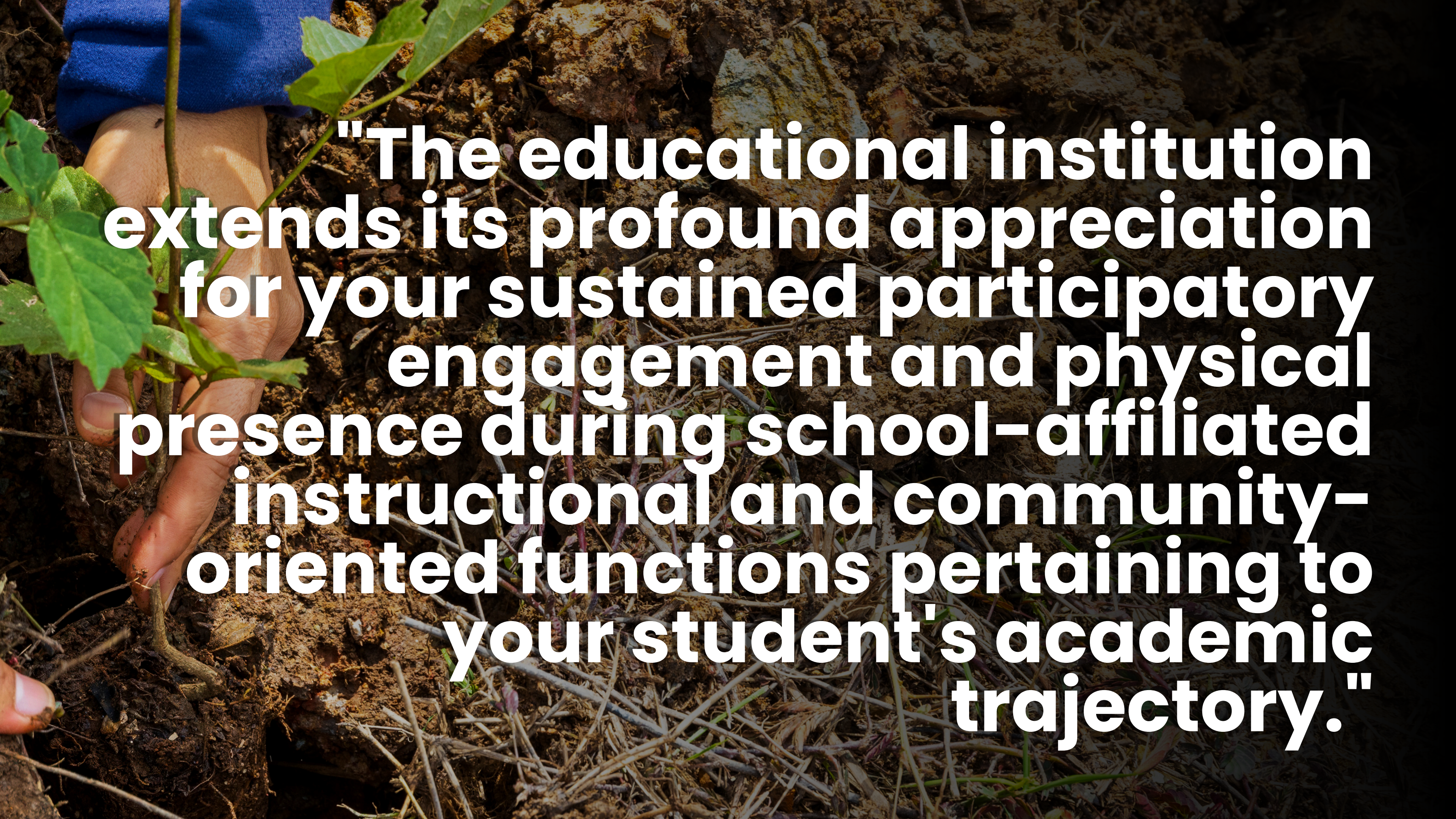
Planting Seeds for a New Model of Bilingual Family Engagement

Ernesto Mejia, CoolSpeak
Monica Padron, UTRGV GEAR UP

A pair of hands is shown planting several small green seedlings into dark, rich soil. The hands are positioned on the right side of the frame, with fingers gently holding the seedlings. The seedlings have vibrant green leaves and thin stems. The soil is dark and appears moist. The background is a soft, out-of-focus view of the hands and soil, creating a sense of depth and focus on the planting action.

**Language is more
than words**

**It's how families share
stories, traditions, and love.**



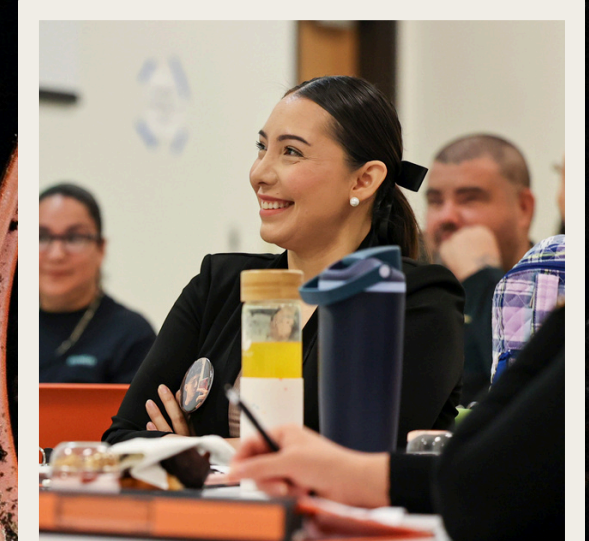
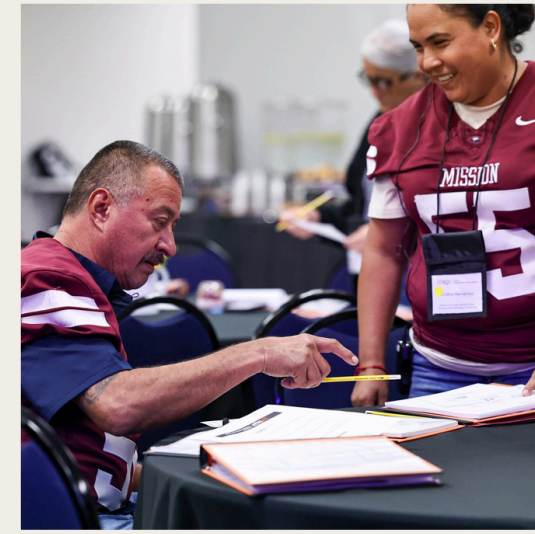
"The educational institution extends its profound appreciation for your sustained participatory engagement and physical presence during school-affiliated instructional and community-oriented functions pertaining to your student's academic trajectory."

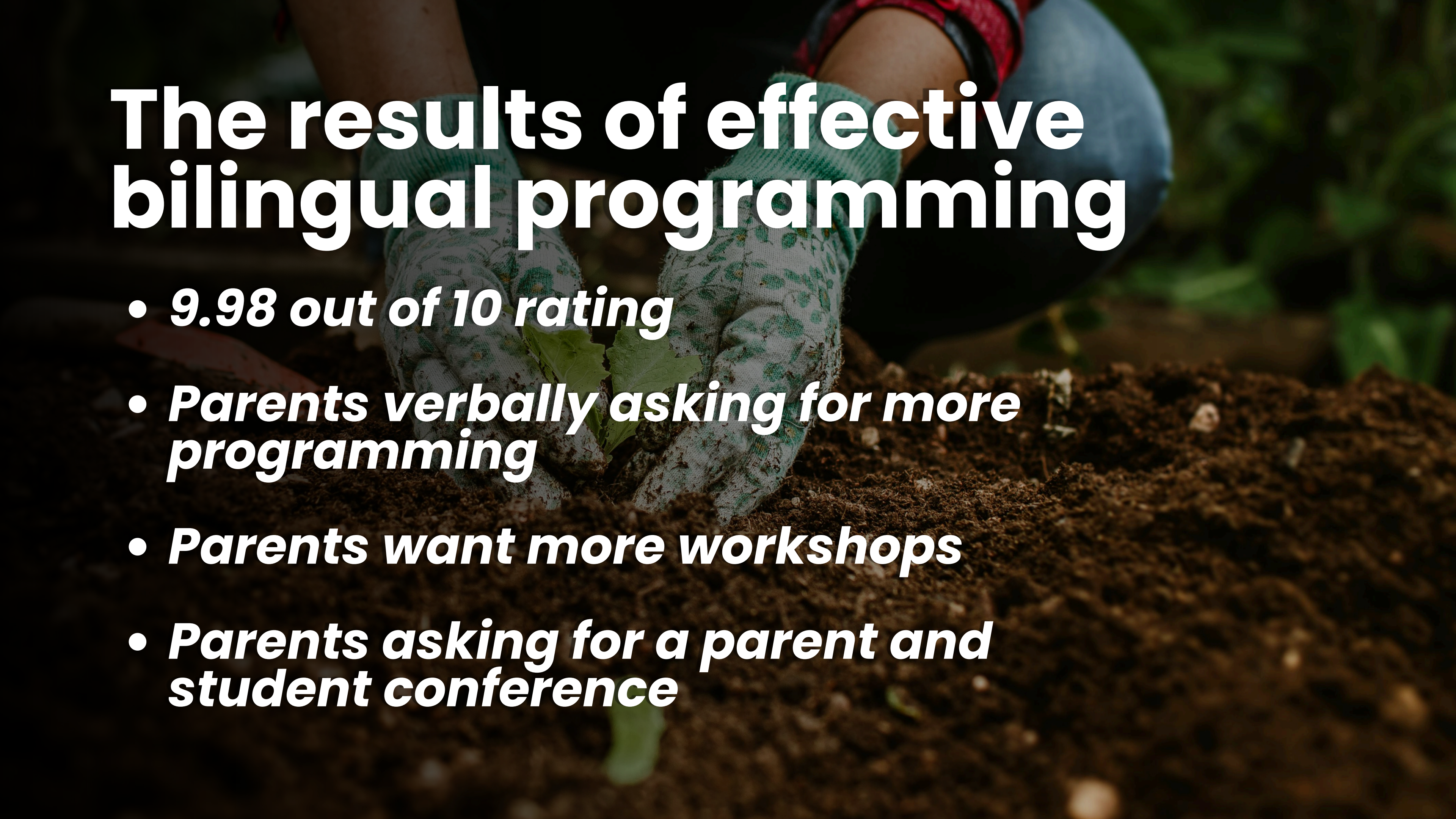


In plain English:

**Your involvement helps
your child succeed and
strengthens our
partnership.**

Seeds of Success: Planting Today, Growing Tomorrow.



A close-up photograph of a person's hands, wearing green patterned gardening gloves, planting a small green seedling into dark brown soil. The background is blurred, showing more greenery.

The results of effective bilingual programming

- ***9.98 out of 10 rating***
- ***Parents verbally asking for more programming***
- ***Parents want more workshops***
- ***Parents asking for a parent and student conference***

Representation matters but so does connection and caring



Time For Some Loteria



A close-up photograph of a person's hands, wearing green patterned gardening gloves, planting a small green seedling into dark brown soil. The background is blurred, showing more greenery.

What you do before, during, and after matters

- ***Marketing***
- ***Pre-virtual to help generate excitement***
- ***Welcoming environment***
- ***Post-virtual followup***

You have in-house speakers and facilitators



**Stop translating
information.
Start translating
relationships.**



A woman with dark hair tied back, wearing a black blazer and a pearl earring, is smiling and looking towards the right. She is seated at a table with other people in the background. The background is slightly blurred, showing a meeting or conference setting with other attendees and a whiteboard.

Five steps to plan your next bilingual family engagement event

Other things to keep in mind

- **Find the right venue**
- **Use all of your resources**
- **Ensure all partners know your parents' needs**
- **Remove as many obstacles as possible**
- **Get constant feedback**

Relationships Engagement Appreciation



Thank You!

¡Gracias!



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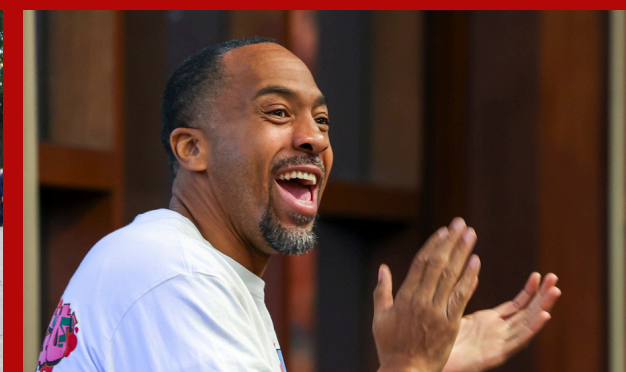
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The Youth Engagement Company



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**Scan to access slides, resources,
and a chance to win a FREE Keynote!**

7/20	11:00 AM	MJ Bridges	Money Mindsets That Stick: Financial Literacy Classroom Takeovers for Rural First-Gen Success
7/20	4:00 PM	Ernesto Mejía	Stop Losing Families in Translation: Planting Seeds for a New Model of Bilingual Family Engagement
7/21	2:30 PM	Carlos Ojeda	A Fantastic Voyage to College: Designing Transformational Transition Boot Camps
7/22	11:00 AM	Chris Collins	Flipping the Script: Helping Scholars Overcome Impostor Phenomenon in College Access Programs



THE GOLDEN TRIANGLE EVENT PLANNING SCORECARD

Ernesto Mejía

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PLANNING AREA	1	2	3	4	5	SCORE
Build Relationships Before the Event						
Remove Language Barriers from Every Step						
Clearly Explain the "Why" Behind GEAR UP						
Identify and Eliminate Attendance Barriers						
Give Families a Reason to Return						

RESULTS

21–25: Your event is strengthening the Golden Triangle.

16–20: Strong foundation with opportunities to improve.

11–15: Families may attend, but engagement may not last.

10 or below: Revisit your planning before moving forward.

THE GOLDEN TRIANGLE EVENT PLANNING RESOURCES

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5 WAYS TO FACILITATE MORE PRODUCTIVE FAMILY ENGAGEMENT MEETINGS



HOW TO BUILD REAL FAMILY ENGAGEMENT: THE 5-STEP GOLDEN TRIANGLE FRAMEWORK THAT ACTUALLY WORKS



10 REFLECTION QUESTIONS TO STRENGTHEN YOUR FAMILY ENGAGEMENT PROGRAM



Lost in Translation BINGO

Find a different person who can answer "YES" to each statement and write their name.
Have fun, be respectful, and get to know each other!

¿TE GUSTA
BAILAR?

你喜欢咖啡吗?

HAS VISITED
ANOTHER
STATE

هل لديك حيوان
أليف؟

AIME LA PIZZA

OWNS A PET

¿HABLAS MÁS
DE UN IDIOMA?

좋아하는 계절이
있습니까?

학교에서 일합
니까?

LOVES
ICE CREAM

MAGLARO KA
BA NG SPORTS?

HAS USED
GOOGLE
TRANSLATE



Любишь
путешествов
ать?

DRINKS COFFEE
DAILY

SPOKE TO
SOMEONE IN
ANOTHER
LANGUAGE TODAY

JE HEBT EEN
BROER OF ZUS?

¿HAS VIAJADO
FUERA DE TU
ESTADO?

HAS ATTENDED
A FAMILY EVENT
AT SCHOOL

¿TE GUSTA
CANTAR?

CAN WHISTLE

PARLEZ-VOUS
UNE AUTRE
LANGUE?

LIKES TACOS

هل تحب
الموسيقى؟

HAS GOTTEN
LOST BEFORE

Lost in Translation

BINGO

Find a different person who can answer "YES" to each statement and write their name or get a signature.
Have fun, be respectful, and get to know each other!

¿TE GUSTA BAILAR? SPANISH DO YOU LIKE TO DANCE?	你喜欢咖啡吗? CHINESE DO YOU LIKE COFFEE	HAS VISITED ANOTHER STATE	هل لديك حيوان أليف? ARABIC DO YOU HAVE A PET?	AIME LA PIZZA FRENCH LIKES PIZZA
OWNS A PET	¿HABLAS MÁS DE UN IDIOMA? SPANISH DO YOU SPEAK MORE THAN ONE LANGUAGE?	좋아하는 계절이 있습니까 KOREAN DO YOU HAVE A FAVORITE SEASON?	학교에서 일합니까? KOREAN DO YOU WORK IN A SCHOOL?	LOVES ICE CREAM
MAGLARO KA BA NG SPORTS? TAGALONG DO YOU PLAY SPORTS?	HAS USED GOOGLE TRANSLATE		Любишь путешествовать? RUSSIAN DO YOU LIKE TRAVELING?	DRINKS COFFEE DAILY
SPOKE TO SOMEONE IN ANOTHER LANGUAGE TODAY	JE HEBT EEN BROER OF ZUS? DUTCH DO YOU HAVE A BROTHER OR SISTER?	¿HAS VIAJADO FUERA DE TU ESTADO? SPANISH HAVE YOU TRAVELED OUTSIDE YOUR STATE?	HAS ATTENDED A FAMILY EVENT AT SCHOOL	¿TE GUSTA CANTAR? SPANISH DO YOU LIKE TO SING?
CAN WHISTLE	PARLEZ-VOUS UNE AUTRE LANGUE? FRENCH DO YOU SPEAK ANOTHER LANGUAGE?	LIKES TACOS	هل تحب الموسيقى? ARABIC DO YOU LIKE MUSIC?	HAS GOTTEN LOST BEFORE