

1. WHAT DO YOU THINK OF WHEN YOU THINK OF INCREASED PARENT AND COMMUNITY INVOLVEMENT THAT IS MEANINGFUL?

- Building and sustaining long-term relationships with parents, students, staff and community organizations/businesses, etc. based on mutual respect, trust and shared goals.
- Increasing parent/community turnout at meetings
- Collaborate and act collectively on issues that advance educational opportunity, quality accessible healthcare.
- Have people involved in the work to build the CLS and invested in its success
- Developing new parent leadership

2. HOW DO WE GET THERE?

First you have to:

- TAKE AWAY YOUR NEGATIVE FEELINGS AND UNDERSTAND THE OBSTACLES TO ORGANIZING
- Don't say "only a few people will come," or "it's always the same few," or "we have tried everything and it doesn't work". Then you are defeated before you start.
- Organizer rule: Set realistic expectations. Unless it's a really hot issue, don't expect more than 5-10% of your contacts to turn out regularly.
- Obstacles are real and have to be recognized and worked with—e.g. child care, language barriers, working two jobs.
- Think of ways parents can get involved without having to come to a meeting. Have a menu of things people can do.

WE GET THERE BY BUILDING RELATIONSHIPS AND LETTING PEOPLE KNOW YOU VALUE THEIR OPINIONS AND THAT THEIR CONTRIBUTION MAKES A DIFFERENCE. THIS IS BOTH FOR PARENTS AND COMMUNITY CONTACTS.

What are the best ways to do this?

- Building personal relationships. START BUILDING A LIST OF CONTACTS SO YOU CAN CALL THEM
- Personal visits
- Notifying people early enough with frequent reminders
- Sending out newsletter or email summaries of what occurred at meetings and events
- Giving people reports to do on work that they have done
- Recognition for volunteers work
- Have meetings where discussion occurs so people are invested

SAMPLE TIMELINE 6 week Calendar
Big Kick Off Community Meeting is in one month

When do you do a planning meeting?

When do you put out posters?

When do you put out flyers?

Mailing?

When should robo calls be done?

When should person to person calls be done? When should call backs be done? (THIS IS THE MOST IMPORTANT)

When do you doorknock?

When do you meet with community members?

Key to Effective Phone Calls

- Engage the person you are calling. Ask questions, get ideas and stress how important their ideas are and that we need them at the meeting
- Ask who else they can talk to and write that down. Ask if you can get back to them about results
- Make sure they have pen to write down the details.

Phone Call “RAP”- role play

Getting Community/Business Involved

What are some ways we can engage them in the school?

- Sponsoring a team
- Tutoring
- Coming to school events
- Donating food/supplies
- Providing services at discount to school community in exchange for publicity for them
- Putting signs up in windows
- Participating in safe haven

Effective Meetings with Business /Community Organization

- Give info
- Identify how it is in their self interest to get involved
- Are there community issues they are concerned about we can work on together (crime in area?, need lights improved, etc)
- Get their ideas on how they can be involved.
- How to handle if they say they don't have time.

WHAT MAKES A GOOD MEETING?

As the “organizer” you should always know what your goal is. What do you want to accomplish at the meeting?

- Have different people giving reports
- Have discussion and brainstorming
- Have action plan/work to do
- Use “count on me” forms to get contact information