



# Agenda

## Webinar: Using Digital Tools and Social Media to Engage Families in School Improvement Initiatives

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**Tuesday, October 23, 2018**

**1:00–2:15 p.m. MT**

This REL Central webinar will present research-based strategies to engage families in school improvement initiatives. Presenters will discuss tools, resources, and strategies from *Partners in Education: A Dual Capacity-Building Framework for Family–School Partnerships* (2013) and *BSCP Center Strategic Communications Toolbox* (2017) that support communication, through a thoughtful and coordinated process, of key messages around state and district school improvement goals and strategies. The webinar will highlight digital tools and social media used by state and local education agencies to engage families in order to support school improvement initiatives.

By the end of this webinar, participants will have learned the following:

- The research-based practices in the *Partners in Education: A Dual Capacity-Building Framework for Family–School Partnerships* and *BSCP Center Strategic Communications Toolbox*.
- Multiple strategies for implementing digital and social media communication efforts to engage families in school improvement initiatives.

### Agenda

#### **1:00–1:05 p.m. Orientation to Webinar Tools**

*Facilitator: Carrie Germeroth (REL Central)*

The facilitator will explain the webinar platform features and introduce participants to the resources for the webinar. During the session, participants will use Twitter or the webinar Q & A tool to ask questions and provide examples of family engagement.

#### **1:05–1:15 p.m. Introduction to the Webinar**

*Presenters: Ceri Dean (Dean Education Consulting), Tammy Mitchell (Kansas State Department of Education), and Jay Scott (Kansas State Department of Education)*



Participants will become familiar with the importance of engaging families in education to improve student outcomes and school improvement. A brief Q & A session will follow.

**1:15–1:35 p.m. Actionable Strategies to Engage Families in School Improvement**

*Presenter: Ceri Dean*

Participants will become familiar with the *Partners in Education: A Dual Capacity-Building Framework for Family–School Partnerships* and *BSCP Center Strategic Communications Toolbox* resources. The presenter will highlight actionable strategies that states can use to engage families in one-way and two-way communication about state and local education agency goals, strategies, and reform initiatives. A brief Q & A session will follow.

**1:35–2:05 p.m. Using Digital Tools and Social Media to Engage Families in School Improvement Initiatives**

*Presenters: Ceri Dean, Jay Scott and Tammy Mitchell*

The presenters will share examples of how state and local education agencies use digital tools and social media to communicate with and engage families as part of overall communications efforts. The presenters from the Kansas State Department of Education will share multiple strategies for implementing digital and social media tools to engage families in education in the context of the Kansas Can School Redesign Project. They will highlight how engaging with families in a major redesign effort was critical to successful implementation. Participants will engage in Q & A throughout this portion of the webinar.

**2:05–2:15 p.m. Closing**

*Facilitator: Carrie Germeroth*

The facilitator will deliver closing remarks and provide an overview of additional resources. The facilitator will also address participants' questions and explain how to find the recorded webinar.

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*This agenda was prepared under Contract ED-IES-17-C-0005 by Regional Educational Laboratory Central, administered by Marzano Research. The content does not necessarily reflect the views or policies of IES or the U.S. Department of Education, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.*