

Welcome!

Measuring Family Engagement with Perception Data

(Please) Do Now:

Complete the reflection sheet at your seat.

Introductions



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Session Goals

The big questions we'll be discussing are:

- How can we collect reliable, actionable family perception data to deepen family-school relationships?
- What are immediate, short-term, and longer-term ways to use family engagement data?
- What are your next steps for gathering family perception data in your school or district?

Session Agenda

- Do Now / Introductions / Goal-Setting
- Exploring The Family-School Relationships Survey
- Data Case Studies
- Planning Next Steps

Let's get to know each other!

“If the research makes it so clear that Family Engagement matters - why don't we have more of it?”

“The stakeholders (families, district and school leaders, and school staff) have not had the opportunity to develop the knowledge, skills, and dispositions - in other words, the capacity - to engage in effective partnerships.”

What makes family engagement data meaningful?

- Doing family engagement work well requires intentionality
- To be meaningful, family engagement data must be aligned to those intentions



**How can we collect reliable,
actionable family perception data to
deepen family-school relationships?**

What data is used to inform family engagement work?

- Family attendance sheets
- Family exit tickets/feedback forms
- District climate surveys
- Perception surveys
- Randomized Control Trials



Popcorn:

- If you had a magic perception data genie, what data would you ask it for?



The problem: We need to move beyond customer satisfaction and family attendance.



The solution: Use family perception data to diagnose, track, and plan to develop stronger family-school partnerships.



We need a best-in-class family perception survey instrument!

Family-School Relationships Survey



Hunter Gehlbach, Ph.D.
Director of Research
Panorama Education



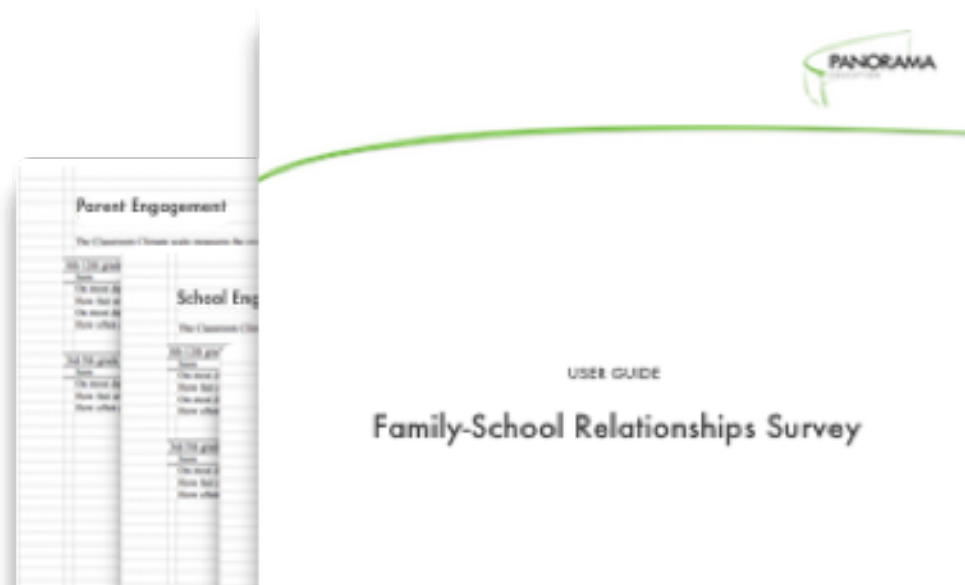
Karen Mapp, Ph.D.
Harvard Graduate
School of Education

- Based on dual capacity-building framework (beyond satisfaction)
- Valid and reliable
- Customizable
- Foster a culture of feedback
- Accessible for everyone
- Impact unto itself



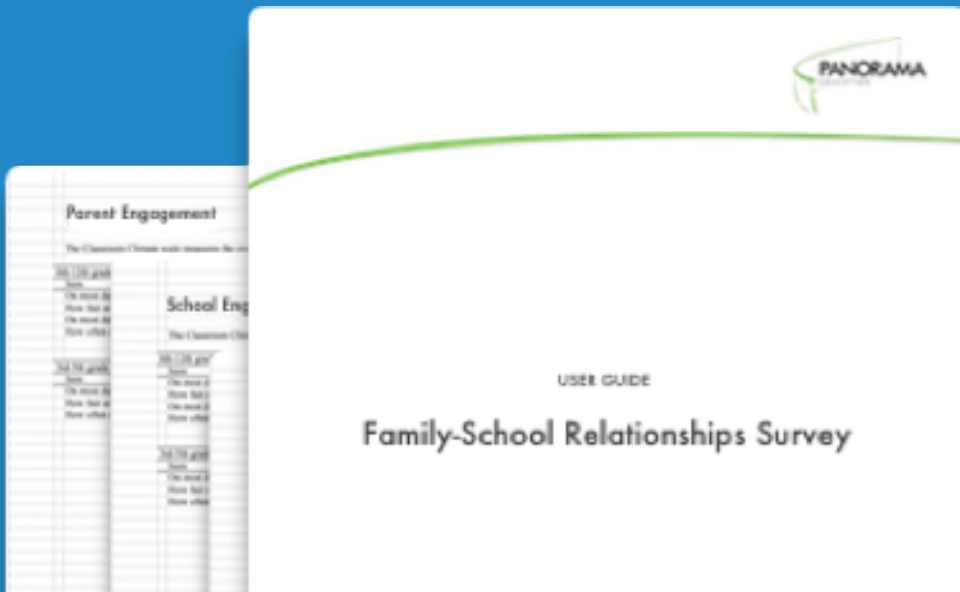
Survey Development Process

1. Literature Review & Expert Partnerships
2. Focus Groups
3. Synthesis of Findings
4. Item Development
5. Expert Review
6. Cognitive Pre-Testing
7. Piloting & Refinement



Let's take the Family-School Relationships Survey!

- What do you notice?
- How is this survey-taking experience different than family surveys you've seen in the past?
- How would you feel if you were a family member taking this survey?



Family-School Relationships Survey: Topics

- **Family Efficacy:** how confident families are with regard to key parenting skills
- **Family Engagement:** the degree to which families become involved with and interact with their child's school
- **School Climate:** perceptions of the overall social and learning climate of the school.
- **Learning Behaviors:** families' perceptions of their child's learning-related behaviors
- **Family Support:** families' perceptions of the amount of academic and social support that they provide their child with outside of school.
- **School Fit:** families' perceptions of how well a school matches their child's developmental needs
- **Barriers to Engagement:** factors that can create challenges for families to interact with or become involved with their child's school
- **Roles and Responsibilities:** perceptions of who should be primarily responsible for school success
- **School Safety:** perceptions of student physical and psychological safety at school
- **Student Grit:** perceptions of how well students are able to persevere through setbacks to achieve important long-term goals

Example Topic:

Family Support

Families' perceptions of the amount of academic and social support that they provide their child with outside of school.

Item	Responses				
How often do you have conversations with your child about what his/her class is learning at school?	Almost never	Once in a while	Sometimes	Frequently	Almost all the time
How much effort do you put into helping your child learn to do things for himself/herself?	Almost no effort	A little bit of effort	Some effort	Quite a bit of effort	A tremendous amount of effort
How often do you help your child engage in activities which are educational outside the home?	Almost never	Once in a while	Sometimes	Frequently	Almost all the time
To what extent do you know how your child is doing socially at school?	Not at all	A little bit	Somewhat	Quite a bit	A tremendous amount
How often do you help your child understand the content s/he is learning in school?	Almost never	Once in a while	Sometimes	Frequently	Almost all the time
How well do you know your child's close friends?	Not well at all	Slightly well	Somewhat well	Quite well	Extremely well
How often do you and your child talk when s/he is having a problem with others?	Almost never	Once in a while	Sometimes	Frequently	Almost all the time

Example Topic:

Barriers to Engagement

How big of a problem are the following issues for becoming involved with your child's current school?

Item	Responses				
How big of a problem are the following issues for becoming involved with your child's current school?					
Childcare needs	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
Transportation-related challenges	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
Concerns about getting to the school safely	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
How busy your schedule is	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
School staff seem too busy	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
You feel unsure about how to communicate with the school	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
The school provides little information about involvement opportunities	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
The school is not welcoming to parents	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
The school does not communicate well with people from your culture	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem
You do not feel a sense of belonging with your child's school community	Not a problem at all	Small problem	Medium problem	Large problem	Very large problem

Family-School Relationships Survey:

Free Response Options

- **Feedback:** If you were in charge of the school, how would you try to engage more parents from your community?
- **Family Engagement:** What is the best thing your school does to help parents become involved at the school?
- **School Fit:** If you could change one aspect of your child's school to help him/her learn more, what would you change? Why?
- **Learning Behaviors:** If another parent asked your advice for getting their child to be a more motivated learner outside of school, what suggestions would you give him/her?

Open Discussion:

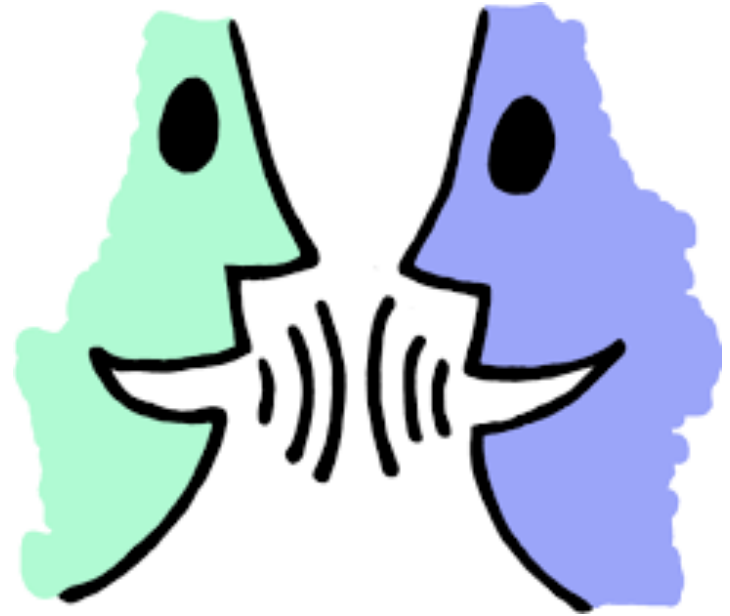
Which topic is most important to you? Why?

- **Family Efficacy:** how confident families are with regard to key parenting skills
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What are immediate, short-term, and longer-term ways to use family engagement perception data?

Turn & Talk:

- What questions are you hoping to answer with family perception data?
- How will you need to analyze the data to answer those questions?



Questions to Consider:

- How are we doing across the elements of family-school relationships that matter to us?



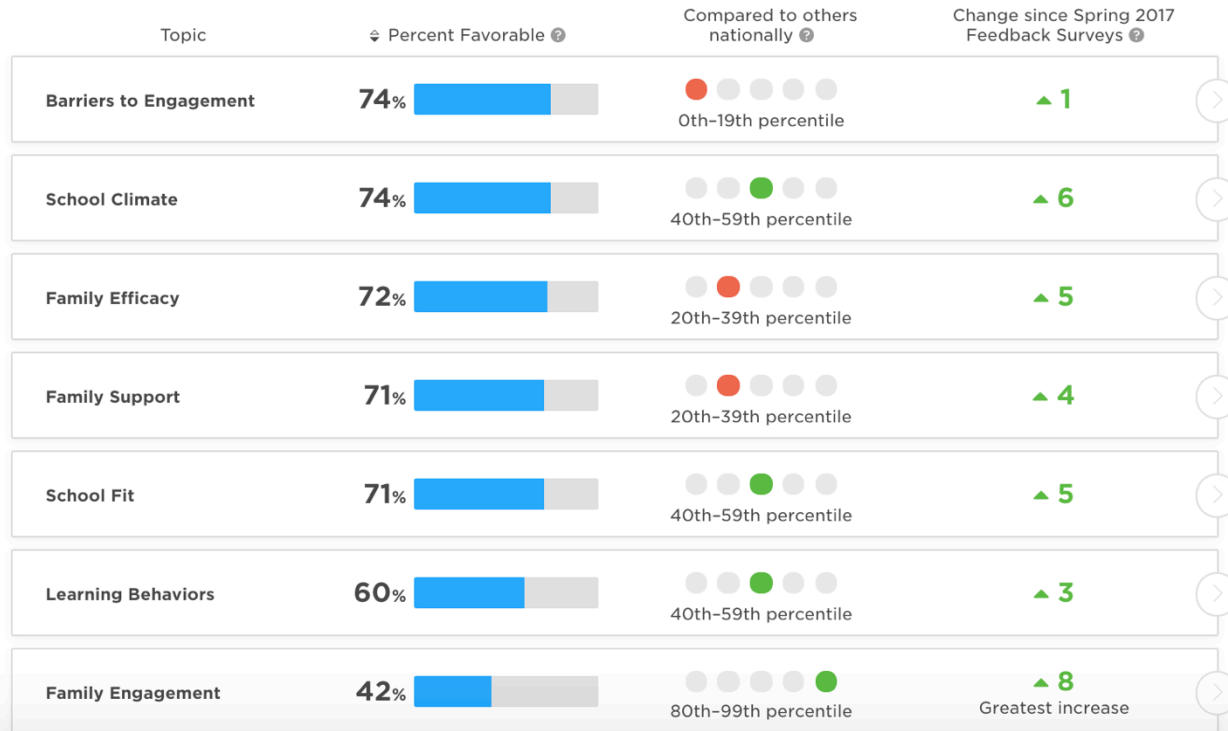
Guardian Survey

What feedback did family members have for their school?

Family Survey

17,249 responses | [show breakdown](#)

Save as PDF



Questions to Consider:

- How do results vary across subgroups?

Explore this topic by subgroup

Click on a subgroup category below to see the percentage of favorable responses by subgroup for Family Engagement.

Subgroup category	Subgroup	Percentage of favorable responses
After-school program participation	—	—
	Asian	47%
Chronically absent	—	—
	Black or African ...	33%
Current Term GPA	—	—
	Hispanic	46%
ELL Status	—	—
	White	43%
FRPL Status	—	—
Student Gender	—	—
Gifted/talented status	—	—
Student Grade Level	—	—
Student Race	—	—












Questions to Consider:

- What schools need the most support and with what?

Panorama Public Schools			Family Survey					
Export	Color	Filter	Barriers to Engagement	Family Efficacy	Family Engagement	Family Support	Learning Behaviors	School Climate
								School Fit ▲
Elk Valley Elementary	74%	66%	31%	67%	56%	69%	64%	
Clear Lake Middle School	72%	64%	31%	66%	57%	65%	65%	
Cypress Middle School	72%	67%	31%	66%	56%	68%	65%	
Silver Creek High	73%	67%	31%	66%	56%	67%	65%	
Golden Oak Elementary	73%	67%	34%	69%	56%	69%	66%	
Elk Grove Middle School	74%	70%	39%	69%	59%	73%	68%	
Poodle Elementary School	74%	70%	37%	70%	57%	70%	68%	
Coral Springs Elementary	74%	73%	45%	73%	60%	76%	70%	
Maple Leaf Middle School	73%	71%	42%	69%	59%	74%	70%	
Oakwood Middle School	75%	71%	40%	69%	58%	73%	70%	
Seacoast Elementary	73%	72%	41%	70%	59%	76%	70%	
Willow Park Elementary	74%	72%	39%	72%	59%	74%	70%	
Beagle Elementary School	74%	72%	40%	70%	59%	73%	71%	
Pomeranian Middle School	75%	73%	42%	72%	58%	74%	71%	

Questions to Consider:

- What schools can we learn from?

Panorama Public Schools							
 Export  Color  Filter			 Family Survey  Barriers to Engagement  Family Efficacy  Family Engagement  Family Support  Learning Behaviors  School Climate  School Fit				
Columbus Middle School	76%	77%	49%	74%	63%	78%	75%
Ridgeview High	75%	75%	49%	74%	62%	77%	75%
Valley View Elementary	75%	76%	43%	73%	62%	77%	75%
Willow Creek Middle School	76%	76%	51%	75%	63%	78%	75%
Deer Valley Elementary	75%	77%	47%	73%	61%	78%	74%
Boxer Elementary	76%	75%	45%	72%	60%	77%	73%
Grapevine Elementary	75%	74%	45%	72%	63%	76%	73%
Laguna Beach Elementary	75%	72%	44%	72%	61%	75%	73%
Maltese Elementary School	75%	74%	46%	72%	62%	76%	73%
Marie Curie Elementary	76%	75%	46%	72%	60%	75%	73%
Meadows Ridge Elementary	75%	74%	44%	73%	61%	76%	73%
Pacific Grove Middle School	75%	74%	45%	71%	61%	76%	73%
Seal Coast High School	76%	76%	47%	74%	61%	76%	73%
Golden Valley High	75%	73%	43%	71%	60%	75%	72%

Questions to Consider:

- Are we building family-school relationships equitably?
- Which families do we need to focus on?

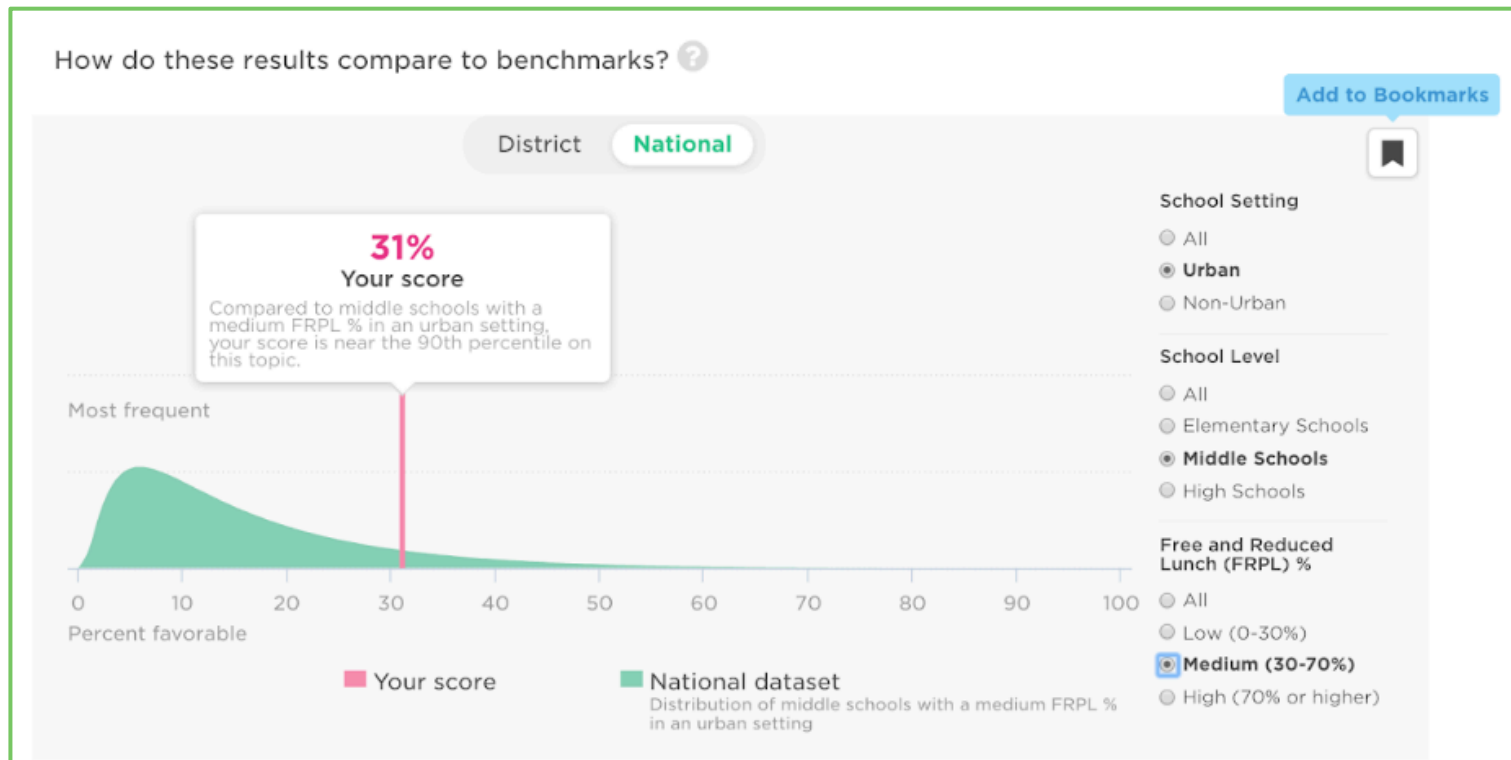


Fall 2017 Feedback Surveys
Guardian Survey

Subgroup Name		Barriers to Engagement	Family Efficacy	Family Engagement	Family Support	Learning Behaviors	School Climate	School Fit
All respondents		74%	72%	42%	71%	60%	74%	71%
After-school program participation								
No		0	0	0	0	0	0	0
Yes		0	+1	0	0	0	0	0
Chronically absent								
No		0	+1	0	0	0	0	0
Yes		-1	-3	-9	-4	-4	-5	-6
Current Term GPA								
0.0 - 1.99		-1	-4	-8	-4	-4	-4	-6
2.0 - 2.49		+1	+1	+1	0	-1	0	0
2.5 - 2.99		0	+1	+1	0	0	0	0
3.0 - 4.0		0	0	+1	0	0	+1	0

Questions to Consider:

- How is my school doing compared to others nationally?



Questions to Consider:

- Are we getting better?
- Is our work having impact?

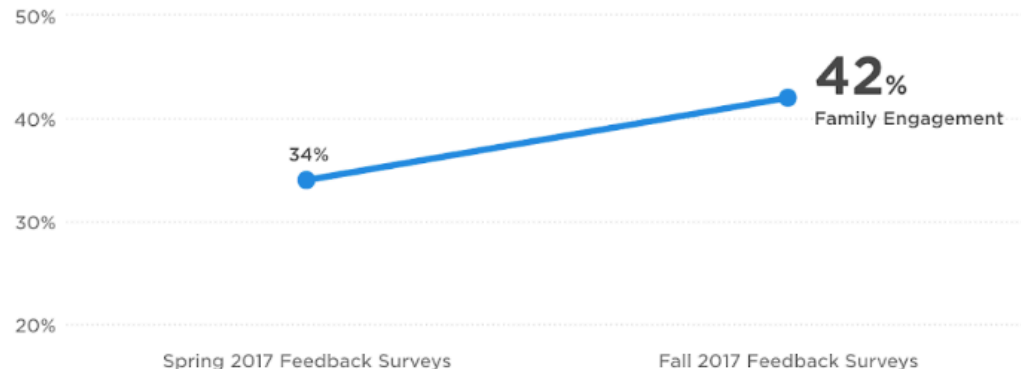
Family Engagement

Based on **17,249** responses

The degree to which families become involved with and interact with their child's school.

How have results changed over time?

Percent Favorable



Questions to Consider:

- How can we use individual questions to drive improvement?
- How do responses to questions vary by subgroup?

QUESTION

▼ How confident are you in your ability to support your child's learning at home?

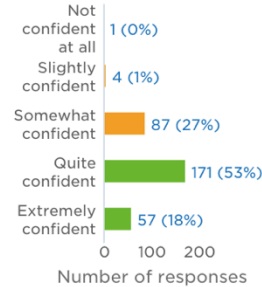
71%

responded favorably

▼ **9**

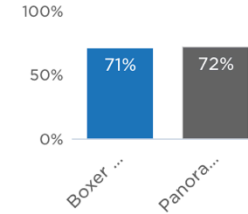
from Spring 2017 Feedback Surveys

Answer distribution



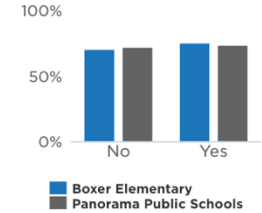
Favorability compared with others

Percentage favorable responses for this question



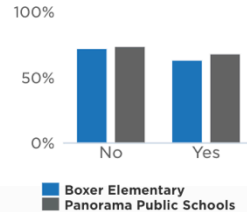
Breakdown by After-school program participation

Percentage favorable responses for this question



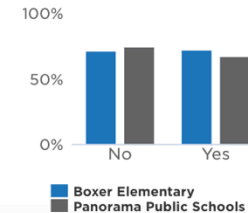
Breakdown by Chronically absent

Percentage favorable responses for this question



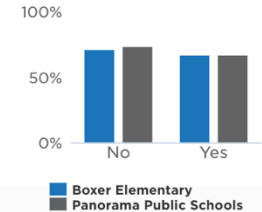
Breakdown by ELL Status

Percentage favorable responses for this question



Breakdown by FRPL Status

Percentage favorable responses for this question



Questions to Consider:

- Where do our families want our focus to be?

Opportunities 30 responses

More **opportunities** to come into the classroom

I would offer a second type of meeting mid year and give people an **opportunity** to submit questions for discussion. I would title the night something like " getting your child ready for the most productive learning section of the year"..

more volunteering **opportunities**, an **opportunity** to meet with teachers during the school year (a "how the cluster is doing" night)

Weekly or bi weekly electronic communication from either the Principal or classroom teacher. Provide more **opportunities** for child centered after hours community activities. The Winter Carnival is a great example of this, however, this is the only community building event that has taken place this year.

How should the school better engage parents?



National Insights

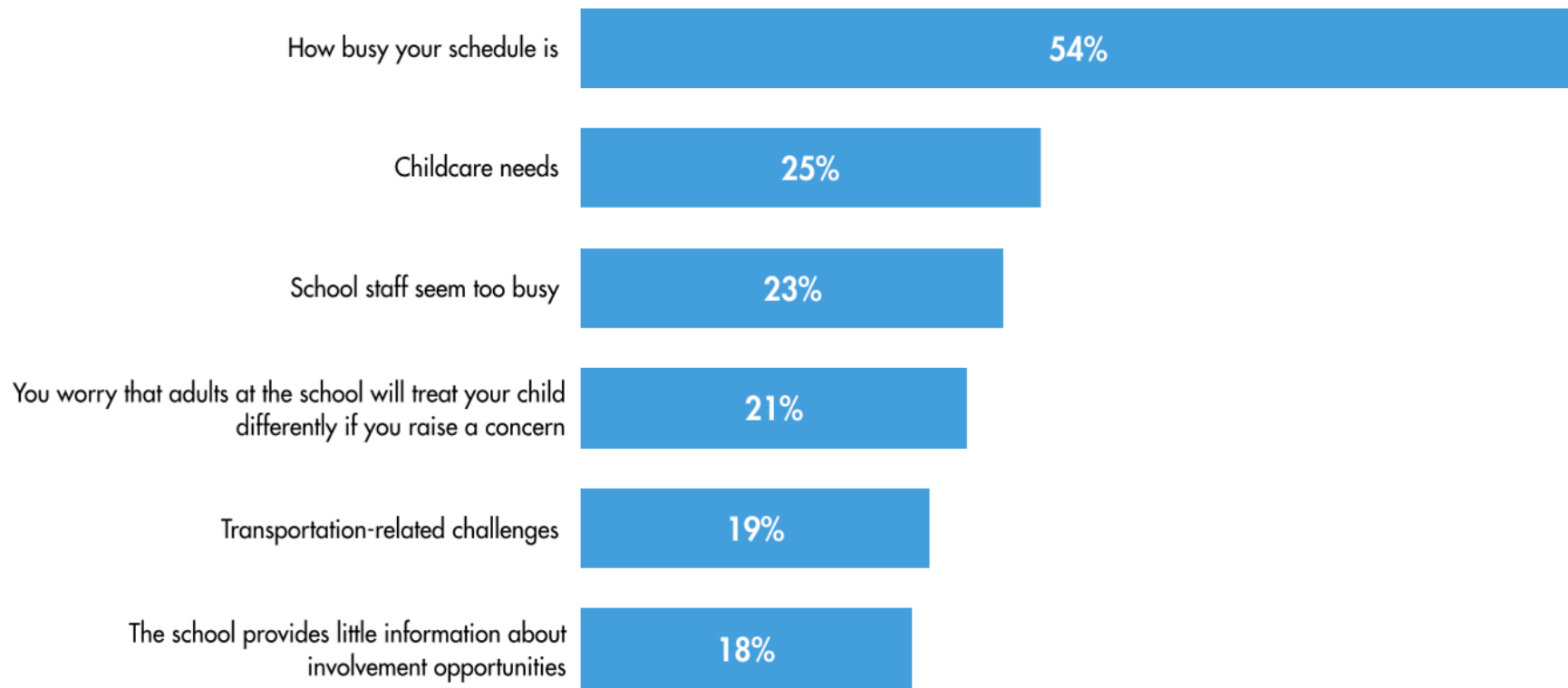
Which issue do you predict families identify as the biggest problem for becoming involved at their child's school?

1. School provides little information about involvement opportunities
2. School staff seems too busy
3. How busy their schedule is
4. Transportation challenges
5. Childcare needs
6. You worry that adults at your school will treat your child differently if you raise concerns

Families identify the following issues as their biggest problem for becoming involved at their child's school

- How busy their schedule is (#1 - 54% of parents)
- Childcare needs (#2 - 25% of parents)
- School staff seems too busy (#3 - 23% of parents)
- You worry that adults at your school will treat your child differently if you raise concerns (#4 - 21% of parents)
- Transportation challenges (#5 - 19% of parents)
- School provides little information about involvement opportunities (#6 - 18% of parents)

Families identify the following issues as their biggest problem for becoming involved at their child's school



Families identify the following issues as their biggest problem for becoming involved at their child's school

WHAT ARE THE TOP BARRIERS TO FAMILY ENGAGEMENT WITH SCHOOLS?

In a recent survey, schools and districts across the US asked **18,000 parents and guardians**: How big of a problem are the following issues for becoming involved with your child's current school?



54%

HOW BUSY YOUR SCHEDULE IS

25%

CHILDCARE NEEDS



23%

SCHOOL STAFF SEEM TOO BUSY

21%

YOU WORRY THAT ADULTS AT THE SCHOOL WILL TREAT YOUR CHILD DIFFERENTLY IF YOU RAISE A CONCERN



19%

TRANSPORTATION-RELATED CHALLENGES

18%

THE SCHOOL PROVIDES LITTLE INFORMATION ABOUT INVOLVEMENT OPPORTUNITIES



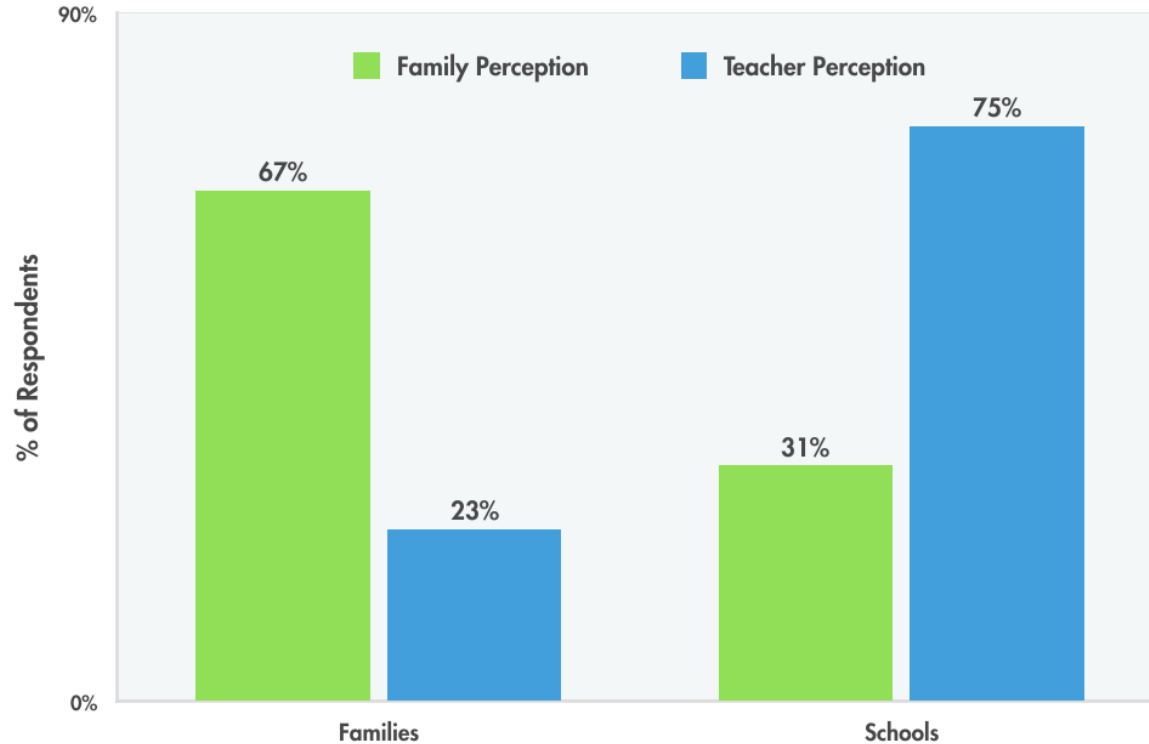
WWW.PANORAMAED.COM

Who do you predict families think is primarily responsible for calling attention to decisions about learning that do not seem to be in the best interest of children?

Who do you predict teachers think is primarily responsible?

Who is primarily responsible?

To call attention to decisions about learning that do not seem to be in the best interest of the children



Next Steps

Next Steps



1. What's one thing you want to start doing in terms of how you're measuring family-school relationships?
2. What's one thing you want to start doing in terms of how you're using family-school relationships data?
3. What are the barriers to measuring and using family-school relationships data in the ways you've described in answers to #1 and #2?
4. For each barrier you listed, name one step you will take to address that barrier.
5. What lingering questions do you still have?

Additional Resources



- Webinars
 - [“How Schools Improve by Engaging Families”](https://go.panoramaed.com/video/how-schools-improve-by-engaging-families):
 - <https://go.panoramaed.com/video/how-schools-improve-by-engaging-families>
 - [“Promoting Positive Family-School Relationships”](https://go.panoramaed.com/video/promoting-positive-family-school-relationships):
 - <https://go.panoramaed.com/video/promoting-positive-family-school-relationships>
 - [“Hosting Effective Family Events”](https://go.panoramaed.com/video/hosting-effective-family-events):
 - <https://go.panoramaed.com/video/hosting-effective-family-events>
- [Survey Design Checklist](https://panorama-www.s3.amazonaws.com/files/survey-resources/checklist.pdf):
 - <https://panorama-www.s3.amazonaws.com/files/survey-resources/checklist.pdf>
- [Strategies for Raising Response Rates on Family Surveys](https://panorama-www.s3.amazonaws.com/files/survey-resources/Strategies-Raising-Response-Rates.pdf):
 - <https://panorama-www.s3.amazonaws.com/files/survey-resources/Strategies-Raising-Response-Rates.pdf>
- [Family-School Relationships Survey](https://bit.ly/30mqaAF):
 - <https://bit.ly/30mqaAF>

Thank you!

Q & A



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