

Project Appleseed

the national campaign for public school improvement

Family



Engagement

Professional Development



Appleseed Outcomes:

- Sustained Family Engagement
- Stronger Partnerships
- Impactful Events

Transforming Family Engagement with Project Appleseed

At Project Appleseed, we believe that family engagement is the key to student success. Our professional development programs—offered both in-person and online—help schools and districts connect with every parent, grandparent, and caring adult in their community.

Through our Traveling Workshop and Family Engagement Toolbox Training, we equip educators and school leaders with practical strategies to build meaningful, lasting connections with families. Our training provides the foundation for [Title I](#) learning compacts, including the [Parent Engagement Pledge](#), ensuring that participants:



- Understand the importance of family engagement and its impact on student achievement
- Learn how to define and implement effective engagement strategies in schools
- Recognize the link between parent engagement and student social, academic, and health outcomes.

Meet Kevin Walker – A National Leader in Family Engagement

Invite [Kevin Walker](#), founder of Project Appleseed and a nationally recognized advocate for public school parents, to lead your professional development session. With over 30 years of leadership, Walker has been instrumental in shaping family engagement policies and initiatives nationwide.



- Creator of [National Parental Involvement Day](#) & [Public School Volunteer Week](#)
- Advisor to the Clinton White House on Title I parental involvement provisions
- Named one of the "Top Ten People in American Education" (Teacher Magazine, Education Week)
- Recipient of the [Parenting Leader Award](#) (Parenting Magazine, Time Inc.)

Beyond education, Walker has played key roles in three presidential campaigns, **USA for Africa**, and **Earth Day**, bringing a unique blend of advocacy, organizing, and dedication to public education.



Why Invest in Family Engagement Training?

Family engagement is a shared responsibility between schools and parents, working together to support student learning, development, and well-being. When families are engaged, students benefit from:

- Higher academic achievement
- Stronger social and emotional development
- Healthier behaviors and school engagement

Choose the Right Training for Your School or District

[Traveling Workshop \(One-Day Session\)](#)

A full-day, hands-on training designed to equip school staff and administrators with practical strategies for engaging families in meaningful and sustainable ways.

[Traveling Workshop \(Two-Day Session\)](#)

A more in-depth experience, with additional planning time to develop a customized, multi-year action plan for sustainable family engagement.

[Family Engagement Toolbox Training \(Two-Hour Session\)](#)

A concise yet impactful session that equips educators with research-based tools and techniques to strengthen home-school connections. Each program offers proven strategies that create lasting benefits for schools, families, and students.

DALLAS
INDEPENDENT SCHOOL DISTRICT | Family and Community Engagement

NATIONAL PARENT INVOLVEMENT DAY

As part of our National Parent Involvement Day Celebration, it's important that our parents feel valued. Below are campus ideas that will highlight the powerful contributions parents and caregivers provide at school and at home to support student success.

MONDAY NOV 14	Facebook Live Appreciation Invite parents to join us on Facebook Live @9am via @DALLASISDPARENTS as Superintendent Elizalde & the trustees share their gratitude towards our parents.
TUESDAY NOV 15	Crazy Sock day Students and staff are allowed to wear crazy socks. I'm Thankful For My Parents Because...? Elementary: Ask the students to bring a picture of their parents/caregivers and write why they're thankful for their parents on the attached template. Secondary: Let's show how grateful we are for our parents/caregivers by creating a TikTok. Upload them using #DISDPARENTS and the most creative video will win a prize.
WEDNESDAY NOV 16	
THURSDAY NOV 17	Drive-Thru Greetings At drop-off or pick-up faculty, staff, and students can make signs, posters, and streamers to celebrate our parents. If possible campus can gift parents snacks or treats.

Bring Project Appleseed to Your School – or Visit Us!

Give your school the expertise and tools to transform family engagement into a powerful driver of student success. [Book a Project Appleseed professional development session](#) today and take the first step toward building a stronger, more connected school community!

About Project Appleseed

Project Appleseed is dedicated to organizing family engagement in public schools nationwide. We work to improve schools by building public awareness, celebrating family involvement, advancing policy, and advising decision-makers on best practices for community outreach. The result? Academic achievement rises as parent engagement strengthens.

Our Mission & Impact

For over 30 years, Project Appleseed has mobilized millions of volunteers and promoted accountability both at school and at home—especially in low-income and under-served communities. Our work has consistently shown that when families and schools work together, students thrive academically, socially, and emotionally.



Our Program

- **Evidence-Based Approach:** Our training and resources are based on the [Six Types of Parental Involvement](#) derived from Dr. Joyce Epstein’s research.
- **Family Engagement Toolbox:** A comprehensive resource that includes our **Parent Engagement Pledge and [Report Card](#)**. These tools allow parents to formalize their commitment to school involvement and immediately volunteer in various capacities—at school, outside the classroom, and at home.

Signature National Events

- **National Parental Involvement Day** (Since 1994): Celebrates the essential role of parents in school improvement.
- **Public School Volunteer Week** (Since 1997): Recognizes and honors the contributions of dedicated school volunteers.

Our Approach

Project Appleseed believes that family engagement should be:

- **Systemic:** A core component of educational goals, from school readiness to student achievement.
- **Integrated:** Embedded within the structures and processes of teaching, learning, and community collaboration.
- **Sustainable:** Supported by robust resources, including public-private partnerships, to ensure long-term impact.

Developing Our Strategies

Our strategies are the result of a Centers for Disease Control (CDC) comprehensive review of research from education, health, psychology, and sociology, as well as input from expert panels. By synthesizing peer-reviewed studies, government reports, and expert opinions, we have identified evidence-based practices that significantly improve student outcomes through enhanced parent engagement.

Why Family Engagement Matters

When parents and schools work in tandem:

- Students experience fewer emotional and behavioral challenges.
- Academic performance improves.
- Healthy lifestyles are promoted.
- Clear, consistent messaging from home and school helps children value education and access vital support networks.

Family Engagement Traveling Workshop

Foundations of Effective Family and Community Engagement

Family engagement is a proven driver of student success, yet it is often overlooked as a core strategy for school improvement. Project Appleseed's **Family Engagement Traveling Workshop** provides actionable strategies that align with student learning and achievement, equipping schools with research-based tools that meet district, state, and Title I ESSA mandates.

Our workshop is designed to help schools organize parent responsibility, build lasting family-school partnerships, and develop an effective engagement plan to reach all families.

Workshop Pricing

- **\$4,500.00** – In-Person Training (Multiple Sch/Dist.)
- **\$3,500.00** – In-Person Training (Single School)
- **\$3,000.00** – Virtual Training (All Schools)

Workshop Overview

Participants will explore key principles of family engagement and learn how to implement research-based strategies that foster meaningful parent-school partnerships.

Key Topics Covered

- **The Importance of Family Engagement** – Understanding its impact on student success.
- **Breaking Barriers to Engagement** – Addressing cultural, logistical, and systemic challenges.
- **Title I & ESSA Mandates** – How to align engagement strategies with federal requirements.
- **The Family Engagement Toolbox** – Utilizing resources to enhance participation.
- **Interactive Activities** – Hands-on exercises to strengthen engagement skills.

Workshop Benefits & Inclusions

- **Complimentary Family Engagement Toolbox** – Single schools receive one Toolbox, while multi-school districts receive **four Toolboxes** (a \$700 value).
- **Up to 75 Participants per session** – In-person or virtual training for all school staff and administrators.
- **Interactive Learning Materials** – Guides, worksheets, and resources to build home-school connections.
- **Hands-On Engagement Strategies** – Real-world applications that staff can immediately implement.
- **Virtual Follow-Up Sessions** – A no-cost opportunity to reinforce workshop concepts, led by Kevin Walker, Founder of Project Appleseed.



Celebrate National Parental Involvement Day! We honor our parents and caregivers who make a difference in ensuring that every student receives a quality education.



5:11 PM · Nov 17, 2022 · Twitter for iPhone

Agenda Overview

Introduction:

- Project Appleseed’s Advocacy & National Signature Events
- Workshop Learning Objectives

Section 1: Connecting with Families

- Understanding Family Engagement & Title I Requirements
- Overcoming Barriers to Engagement
- Survey Activity #1: Strategies to Connect Families

Section 2: Engaging Families for Success

- Effective Home-School Communication Strategies
- Cultural Awareness in Family Engagement
- Six Slices of Family Engagement
- The Family Engagement Toolbox & Teacher Home Visits (*Optional*)
- Survey Activity #2: Engaging Families in Meaningful Ways

Section 3: Sustaining Engagement Over Time

- The Red Carpet Treatment: Building Welcoming Schools
- Survey Activity #3: Sustaining Long-Term Engagement
- Group Activity #4: Family Engagement Planning

Workshop Outcomes

- Implement research-based strategies aligned with Title I and ESSA mandates.
- Build and sustain effective parent-school partnerships.
- Overcome cultural, logistical, and systemic engagement barriers.
- Create actionable, long-term engagement plans using practical tools like the Family Engagement Toolbox.
- Reinforce learning through follow-up virtual sessions.

Complimentary [Family Engagement Toolbox](#) for single schools and four Toolboxes for multi-schools Workshops:

When you order the Traveling Workshop on Family Engagement, you can choose between lifetime or annual reproduction rights for the **Family Engagement Toolbox**. Single school workshops receive one free Toolbox, while multi-school workshops receive up to four Toolboxes. You'll get master copies of all documents in Adobe PDF format, ready for unlimited duplication and distribution. Orders are delivered within one week, any time of the year.

Parent Engagement Pledge and Report Card

The Toolbox includes essential tools like the **Parent Engagement Pledge** and **Report Card**, customized with your school's logo, and other resources to support effective parent engagement strategies aligned with district, state, and Title I ESSA mandates.

Strategies for Engaging Families

Developed with the CDC, this guide is based on the Six Slices of Family Engagement framework and aligns with our Family Engagement Toolbox. It integrates the CDC's six professional development practices—Sustain, Design, Promote, Deliver, Follow-Up, and Evaluate—ensuring comprehensive and practical strategies for meaningful family involvement in education.

Parent Activity Handbook

The new **Parent Activity Handbook** offers 100 ideas for school-based activities and events that involve families, promoting positive school-home partnerships. Celebrate volunteers with National Parental Involvement Day, Public School Volunteer Week, and 150 Days of Family Engagement Activities. Additional resources include the Strategies for Engaging Families Guide and the PTA Partnership Standards Overview.

The Red Carpet Treatment

Our **Red Carpet Treatment** tool guides schools in creating a welcoming environment for all families. Focusing on Physical Environment, School-wide Practices & Policies, Welcoming School Staff, and Communication, this tool involves parents, educators, administrators, and community members to enhance the school experience.

Project Appleseed Certification

Our certification demonstrates your capability to address the complex challenges of parent engagement effectively. Enhance your school's family engagement initiatives with these comprehensive tools from Project Appleseed.

Two-Day Traveling Workshop

Long-Range Family Engagement Planning

Empower your school or district with the tools and strategies needed to create lasting, high-impact family engagement. Project Appleseed's Two-Day Traveling Workshop on Long-Range Planning builds upon our One-Day Traveling Workshop on Family Engagement Foundations, providing a deeper, more comprehensive approach to fostering meaningful and sustainable connections with families and communities.

Workshop Overview

- **Day One: Foundations of Family Engagement**
Gain core principles, proven strategies, and ready-to-implement tools to strengthen immediate family-school partnerships.
- **Day Two: Long-Range Planning for Lasting Impact**
Take a deeper dive into sustainable engagement by developing a customized, multi-year action plan tailored to your school or district's needs.

Workshop Pricing

- **\$7,500.00** – In-Person Training (Multiple Sch/Dist.)
- **\$6,000.00** – In-Person Training (Single School)
- **\$5,000.00** – Virtual Training (All Schools)



Led by Kevin Walker, founder of Project Appleseed, these workshops combine research-based insights with practical solutions, ensuring that participants leave with the confidence and resources to transform family engagement initiatives.

Day Two – Extended Workshop Agenda (3 Hours)

For schools ready to go further, this session guides participants through the development of a tailored, multi-year family engagement plan, providing effective strategies to overcome barriers and ensure success.

Key Activities

- **Review & Analysis:** Assess current engagement efforts and identify areas for growth.
- **Vision & Strategy:** Develop a clear roadmap for sustainable, culturally responsive family engagement.
- **Align School Events:** Integrate [high-impact family engagement](#) into existing school initiatives.
- **Tracking Pledge Impact Metrics:** Learn how to measure and improve engagement efforts using data.
- **Collaborative Planning:** Work in teams to create actionable plans that enhance parent involvement.
- **Focus Area Development:** Address specific engagement challenges unique to your school community.
- **Teamwork & Refinement:** Finalize strategies for implementation and long-term success.

Workshop Outcomes

By the end of this workshop, participants will leave with:

- A practical, customized plan to integrate family engagement into school programs.
- Strategies to build stronger partnerships between families, schools, and communities.
- Tools to support student success, well-being, and academic achievement through engagement.

Family Engagement Toolbox Training

Two-Hour Virtual Training Session for All Schools

Unlock the full potential of family engagement with our concise, virtual training designed to empower educators and school leaders. Ideal for schools seeking flexible, on-demand professional development, this Zoom-based workshop provides innovative tools and practical strategies to boost in engaging families and foster a thriving school community.

About the Toolbox

Our [Family Engagement Toolbox](#) is a comprehensive suite of evidence-based resources that includes:

- [The Parent Engagement Pledge & Parent Engagement Report Card](#)
- A [Parent Activity Guide](#) and Strategies for Engaging Families
- The Reimagine Family Engagement PowerPoint
- The Family Engagement Game, and more

These resources are designed to help you organize effective engagement strategies, involve families in [school activities](#), and improve communication and collaboration—creating a positive, inclusive school environment that supports every student’s success.

Training Pricing

- **\$1,250.00** – Virtual Training (All Schools)
Required Family Engagement Toolbox sold separately.

What You’ll Gain

- **Enhanced Communication:** Strengthen the connection between families and educators.
- **Increased Involvement:** Boost parent participation across school activities.
- **Deepened Impact:** Understand how engagement drives improved social, academic, and health outcomes.
- **Stronger Community:** Build a cohesive and supportive school culture.
- **Improved Outcomes:** Translate engagement strategies into measurable academic and social-emotional success.
- **Certification:** Distinguish yourself as a leader in parent engagement by earning our certification, demonstrating your ability to navigate complex challenges.

 Parent Academy DCPS
@ParentAcadDCPS

In celebration of National Parental Involvement Day, sign the Family Engagement in Education Pledge!
bit.ly/3UPc07U



10:05 AM · Nov 16, 2023 · 234 Views

Learning Objectives

- Grasp the importance of parent and family engagement.
- Identify key components and effective strategies for engagement.
- Access practical tools to promote and sustain parent involvement.

Training Agenda Highlights

- **Introduction & Connecting:** Explore foundational concepts, including [Title I](#) Family Engagement.
- **Engaging:** Learn the [Six Slices of Family Engagement](#), and how to utilize the Toolbox, Pledge, and Report Card.
- **Sustaining:** Develop a comprehensive [10-Step Family Engagement Plan](#) for long-term success.
- **Evaluation and Feedback:** Our Family Engagement Toolbox uses surveys to assess your school's current beliefs and practices regarding parent engagement. This helps determine if your schools capacity and priorities for effective planning. Participants engage in detailed discussions.

Leadership Sessions

Family Engagement Traveling Workshop in St. Louis



Project Appleseed is excited to announce that our renowned Family Engagement Traveling Workshop now includes a Leadership Session in St. Louis! As the home base of both Project Appleseed and founder Kevin Walker, St. Louis serves as a centrally located hub—just a three-hour flight from anywhere in the continental U.S. This is a unique opportunity to experience our highly acclaimed professional development in the city that has been instrumental in shaping our mission to strengthen family engagement.

Workshop Pricing

- **\$3,500.00** – In-Person Training (All schools)

Designed for individuals and small groups, the Leadership Session offers a personalized setting to explore actionable strategies and tools for building strong connections with families. Whether you're an educator, administrator, or community leader, this workshop is tailored to meet your needs.

The workshop runs from 8:30 a.m. to 2:30 p.m., including a one-hour lunch, and provides a focused, interactive environment to collaborate and learn. To ensure a smooth experience, participants must schedule their workshop at least 30 days in advance. Simply let us know your preferred date, and we'll work with you to make it happen!

Don't miss this opportunity to join us in St. Louis and take your family engagement initiatives to the next level. Together, we can create lasting, meaningful change for schools, families, and communities.

Workshop Location: Clayton Meeting Rooms, 8112 Maryland Avenue Suite 400, Clayton, Missouri 63105. Trust Serendipity Labs is the host our workshop and training events in the St. Louis suburb of Clayton, MO - the county seat of St. Louis County. The high-performance meeting space offers access to the Lab Café and lounge areas, and complimentary coffee, tea, and fruit infused water for attendees.



Experience high-speed internet and featuring covered parking, spacious outdoor terraces and close to hotels, local shopping, restaurants and entertainment venues. This location is easily accessible via I-170, Ladue Road and St. Louis Lambert International Airport and only 10 miles from Downtown St. Louis.



Book Your Workshop Today!

We recommend booking at least **30 days in advance** to secure your preferred dates. Let's work together to transform family engagement into a powerful driver of student success in your school or district!



Project Appleseed

[Order Online](#)

Family and Community Engagement Order Form

1. Family Engagement Training Select Your Training Options:

One Day Family Engagement Traveling Workshop

- On-Site In-Person (Multiple Schools) – \$4,500.00*
- On-Site In-Person (Single School) – \$3,500.00*
- Virtual Workshop (One or More Schools) – \$3,000.00

Two Day Family Engagement Traveling Workshop

- On-Site In-Person (Multiple Schools) – \$7,500.00*
- On-Site In-Person (Single School) – \$6,000.00*
- Virtual Workshop (One or More Schools) – \$5,000.00

Family Engagement Toolbox Training via Zoom

- Toolbox Training – \$1,250.00

Leadership Session

- St. Louis In-Person (All Schools) – \$3,500.00

Workshop date desired? _____ Is there another date that works? _____

*Includes all travel expenses and a Lifetime Family Engagement Toolbox (one for single schools; four for multiple schools).

2. Family Engagement Toolbox Annual Reproduction Choices (Select one option for copyright permission at an individual school)

- Lifetime Toolbox – \$1,000.00
- Two Years – \$500.00
- Four Years – \$700.00
- One Year – \$400.00
- Three Years – \$600.00

3. Membership (Two-Year) (Select one option)

- Individual School Membership – \$150.00
- District Membership – \$300.00
- State/Regional Membership – \$1,000.00

4. Order Information

First Name: _____ Middle: _____ Last Name: _____

Street Address: _____ City: _____ State: _____ Zip Code: _____

School (Required): _____ District: _____

Phone: _____ Fax: _____ Email (Required): _____

Title: _____ Date: _____ Signature: _____

Send payments and purchase orders to Project Appleseed using one of the following methods:

1. Mail: Project Appleseed, 520 Melville Ave c/o Side Street, St. Louis, MO 63130-4506
2. Online: www.projectappleseed.org Email: headquarters@projectappleseed.org.

*To request a W-9 form, please email headquarters@projectappleseed.org. IRS Tax ID #43-1859663 (501(c)(3) Nonprofit Organization)

Project Appleseed Family Engagement Professional Development