

Maryland Family Engagement Coalition

Ready at Five
5520 Research Park Drive, Suite 150
Baltimore, MD 21228
April 18, 2016
1:00p.m. – 3:30p.m.



AGENDA

- Welcome- Cyndi La Marca
- Kellogg Grant Updates
 - Local Councils RFP - Wendy Baysmore
 - Web based modules – Tresa Hanna
 - Family Engagement Toolkit – Cyndi La Marca
 - Technology Plan – Louise Corwin
 - Communications Plan – Jeff Capizzano
- Family Engagement Summit - Cyndi La Marca and Wendy Baysmore
- Vision/Mission of Coalition - Cyndi La Marca
 - Themes from group discussion
 - Media campaign
 - Family well being
 - Family/parent participation
 - Parent's role as child's first teacher
- Roles and Responsibilities of Chair/Nominations
- Future meetings- Every 3rd Monday (bi-monthly), from 1-3:30 p.m.:
 - June 20, 2016
 - August 22, 2016
 - October 24, 2016
 - December 19, 2016

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Minutes

- Welcome- Cyndi La Marca
- Kellogg Grant Updates
 - **Local Councils RFP** - Wendy Baysmore gave an update on the Local Councils and the Kellogg grant. Nine councils that applied for the grant are receiving funds to improve family engagement. Their specific plans were reviewed.
 - **Web based modules** – Tresa Hanna gave an update on the web based modules. Ready at Five and University of Maryland have begun working on the modules. The training will be available in English and in Spanish. Participants will be able to receive CEUs for the training.
 - **Family Engagement Toolkit** – Cyndi La Marca gave an update for the Toolkit. The content is being completed at this time and the design of the toolkit has been modified. It will be packaged as a “toolkit” and have 5 sections, including a self-assessment. Each section will have cards that discuss the goal, strategies to reach the goal and specific examples of these strategies as well as examples of programs that are supporting the goals of the framework. The Framework will be included in each of the toolkits and will be updated with a new cover. The Framework will also be translated in Spanish.
 - **Technology Plan** – Louise Corwin gave an update on the Technology plan. Through the Learning Parties, participants will be able to sign up for Ready Rosie and receive emails that give brief videos of how to engage with your children in their daily routine. Flyers are being sent to the 3 local councils that are participating in this pilot. (Washington,

Somerset, and Carroll Counties) Flyers will be in libraries and schools and parents can scan the QR Code on the flyer to sign up. Ready Rosie will be able to provide data, including the number of children and their ages, how participants heard about Ready Rosie, who watched the videos and who did the videos.

- **Communications Plan** – Jeff Capizzano reviewed the outline of the Communications Plan (see PowerPoint). Barriers to family engagement were reviewed including school center approaches and parent attitudes towards family engagement. Maryland’s current communication practices were reviewed as well as parents preferred use of technology. Discussion of presentation prompted discussion of parent involvement on the Coalition. There needs to be more of a consistent effort to get parents involved or get their concerns heard. What information do parents really need, too much information can be overwhelming and confusing. It was decided that surveys would be created for parents at the local ECACs, Learning Parties and programs to determine concerns of parents.
- Family Engagement Summit - Cyndi La Marca and Wendy Baysmore reviewed the tentative agenda and breakout groups for the Family Engagement Summit. Options, such as a possible stipend for childcare, was discussed so that there can be parent participation at the summit.
- Vision/Mission of Coalition - Cyndi La Marca reviewed the themes that emerged from the Coalition’s group discussion (February meeting).
 - **Media campaign** – More public awareness is needed for ECE and Family Engagement initiatives.
 - **Family well-being** – There is a lot of discussion regarding the academic side of family engagement, but we also need families to be aware of their well-being. More attention needs to be focused on health and safety of children, especially to discourage illegal child care.
 - **Family/parent participation** – There needs to be more of a consistent effort on the participation of parents in the coalition. The Coalition needs to work together to bring parents to the meeting to hear their concerns.
 - **Parent’s role as child’s first teacher** – Parents do not always understand what is meant by “parents are their child’s first teacher.” There needs to be a focus on explaining what this means and their role in family engagement and how parents can be more engaged.
- Roles and Responsibilities of Chair/Nominations

- As Margaret Williams has resigned from Chair of the Coalition, the Coalition will be voting for a new Chair. The roles and responsibilities were discussed. It was decided that a draft of the roles and responsibilities would be emailed to the group. Those interested could nominate themselves and others. Once all nominations were in, a survey would be sent to the group for the vote.
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