



Maryland Family Engagement Coalition Meeting
Monday, Dec. 18, 2017
Meeting Minutes

Attendees: Nancy Garcia for Amy Beal, Margo Candelaria, Julie Dobies, Evelyn English, Liza Frye, Jacqueline Grant, Tresa Hanna, Loretta Hoepfner, Cyndi Lessner, Kia McLeod, Marjorie Miles for Ken Hudack, Dayana Muniz, Chris Peusch, Tenaeya Rankin, Lisa Rhodes, Simon Russell, Carrie Sanders, Barbara Scherr, Chris Swanson, Linda Zang, Robin Hopkins for Steven Hicks

- **The Maryland Family Engagement Hub (update)**

- New Website Name Unveiling: Malkia “Kia” McLeod announced the new Maryland Family Engagement website name is ***Maryland Families Engage***.

- Website Presentation: Chris Swanson presented a draft mock-up of the design.

Johns Hopkins University Center for Technology in Education (JHU CTE) is leading the effort to develop a sustainable family engagement website. It is based on recommendations from the “Creating a Communications and Technology Infrastructure to Meet Maryland Family Engagement Goals: [Communications and Technology Plan](#).”

- The new website will be in compliance with Section 508 (Internet Accessibility Policy).
- It will adapt to different screen resolutions (i.e. access from a mobile, iPad, computer, etc.)
- The website will use a top bar navigation structure.
- Under the sub-navigation, there will a definition of family engagement.
- Stakeholders will be featured on the website. The goal is to share with users “why” family engagement is important.
- JHU CTE will create keywords for tagging systems to develop connections between the Maryland Family Engagement website and other websites such as Maryland excels.
- The events page will include the ability to search by geographic locations or event details. There will be registration and an event map directly on the website.
- For the “contact us” page, users will be able to submit/upload articles.
- The role of the Coalition is to serve in an advisory capacity (i.e. workgroups, editorial).
- By March 2018, JHU CTE will move from a prototype into an alpha website.
- Between March and June 2018, JHU CTE will build into a “beta” website for a public launch.

Q: Robin Hopkins asked who is the target audience for the new website?

A: Providers, families as well as leaders and administrators. Lastly, the community at large (libraries, etc.) is the target audience.

Q: Margo Candelaria wondered if there will be a link from the new website to the University of Maryland School of Social Work's family engagement training model.

A: Yes. The goal for partners and the community as a whole is to cross link and promote.

Q: Jacqueline Grant asked if the events page will be for family engagement specific events?

A: The question is where do you draw that line? KRA training is not family engagement. Conferences are open to families and providers.

Linda Zang suggested developing some sort of business rules for the website.

- **The Maryland Family Engagement Coalition:** Cyndi Lessner led the discussion about formalizing the Maryland Family Engagement Coalition.

--Bylaws: After reviewing New York's model, the group decided the state's bylaws may be more suited to fit Maryland's needs.

- The plan for the newly-adopted bylaws includes creating a steering committee comprised of representatives from all groups with the responsibility of reporting back to the main group. However, the Coalition will keep its early childhood focus.

Q: Loretta Hoepfner asked if the information from the last version will be added into the new version?

A: Yes. The Coalition will work on the bylaws in sections. This is the first section that needs the group's feedback. During the next meeting, the goal is to discuss representatives and roles. This version also introduces the steering committee. However, members will discuss in more detail during the next meeting.

Comment: Linda Zang said the group did a good job of incorporating the suggestions from the last meeting. It is clear and easier to understand.

--Mission/Vision Statement (**Note: The mission and vision statements are the same from the first version of bylaws.**)

- **2018 Priorities (three workgroups):** Robin Hopkins asked members to brainstorm strategies for the 2018 Priorities. The following are the priorities and notes from each group:

(1) Promoting family engagement

- Marketing: Create Tips for Parents "Take 15"
- Social Media Toolkit
- Prioritize Connecting to Families
- Inform school systems of effective ways to engage families (Create a poster with the family engagement definition, and what it looks and feels like.)

- The Maryland Families Engage Website
- “The Elevator Pitch” — each coalition member commits to “pitching” stakeholders using prepared elevator pitches.
- “Family Engagement Month” or “Week”— could be in conjunction with the month of The Young Child or American Education Week.
- Develop Electronic Promotional Kit
- Highlight local family engagement events on the new website (videos)
- Collaborate with the Judy Centers, local early childhood programs and public schools

(2) Training and Resources

Incentives-COK, money, PAUS

- MSDE Online Family Engagement Training
- Better promote what is currently available
- Create an organization matrix to help understand who, what, where
- Look at where gaps are:

Provider

Family

- Learning Parties
- Open to Private Providers
- Partner with Resource Centers, Libraries, Community Colleges
- Family Engagement Toolkit Training—MFN, Doctors, Hospitals, Realtors
- Parent Cafés
- ReadyRosie
- Parents Place training included in early intervention- Family Support and Resource Center
- Inform Licensed Child Care
- Document Current Training and Resource Opportunities

WHAT	FOR WHO	WEBSITE	DESCRIPTION	INCENTIVES

(3) Supporting local efforts for family engagement

- See FE Coalition as a resource to develop customizable FE opportunities.
- ID models for local efforts (FE Coalition will then expand those successful local models to broader implementation).
- Bi-directional sharing of resources through new website; repository
- Explore ideas of staff sharing b/t counties.

- Pursue potential of local community resources through public libraries and/or other groups such as churches, parks and recreation departments, and pediatrics as a clearinghouse or conduit to families.
 - Bridge local challenges such as specific language needs—help inform website development.
 - Work with public schools to promote understanding of family engagement—particularly in moving from pre-school into K-12, how it evolves through school career.
 - Develop specific plan to support initiatives to seek funding (ID high-cost and low-cost alternatives to be ready for short-term and long-term.)

- **The 2018 Maryland Family Engagement Summit:** Karina Hudack announced the event date for the 2018 Maryland Family Engagement Summit: Thursday, July 26. For next year's event, MSDE has partnered with Ready At Five. The focus for the annual event will be on parent leadership. Coalition members were invited to sign-up for the 2018 planning committee.

- **Kellogg Grant:**
 - Updates: Robin Hopkins provided an overview of the [Ready At Five's Parent Leadership Learning Parties](#) (PLLPs) and [ReadyRosie](#). Cyndi Lessner provided an update on behalf of the Maryland Libraries.
 - Ready At Five and Every Person Influences Children conducted the first PLLP Facilitator Training for 30 participants representing 14 different jurisdictions in September 2017. Twelve different programs have already planned to implement PLLPs in their communities with funding from the Kellogg grant. An additional PLLP facilitator training is scheduled for March 2018.
 - PLLPs are part of a larger statewide effort to create and sustain local parent leadership efforts. It supports parents/family members as they take an active role in their child's education and in their schools, early learning programs and local communities. PLLPs support growth and development in four areas: Trust and Conflict, Communication, Advocacy and Idea Implementation. PLLPs build on the newly-adopted [Maryland Family Engagement Framework](#) and meets [Goal 7](#).
 - The PLLPs have been well received. The Maryland School for the Deaf conducted a set and had a few parents attend. Ready At Five also partnered with the Bedtime in a Box group for facilitator training. Ready At Five will be conducting a small evaluation with approximately eight Baltimore City schools. The organization plans to create a more sustainable model for post-Kellogg grant funding.

- Dorchester, Somerset, Washington, Wicomico, and Worcester counties all launched county-wide implementation of the ReadyRosie program this fall. Thirty-two Judy Centers are also participating. Moving forward, the goal is to find additional interested counties.
 - Twelve library systems participated in the first year of the Kellogg grant. Each library system received \$1,250 to design their own local project to promote early learning and family engagement.
 - The funding supported a wide range of materials such as take-home books, parenting, early learning and pre-school science kits, Spanish/English books, Every Child Ready to Read materials, toys for play/learn centers, and STEM materials. One library hosted dance classes that led to a public performance.
 - Maryland Libraries also partnered with Judy Centers, Head Start, the Department of Health and Human Services, WIC offices, local management boards, schools, Summer Meal programs, and Mothers of Preschoolers. One library partnered with a nature center that brought a “Fishmobile” to the library for families to tour and learn about the Chesapeake Bay.
 - The twelve libraries reached 6,458 children and parents/caregivers.
- **Future Meetings:** Coalition members voted to keep the same meeting structure of every other month from 1 to 3:30 p.m.