



A “Sneak Peek” at Maryland’s Family Engagement Communications and Technology Plan

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President

Maryland Family Engagement Summit
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What is the plan, and what does it do?

Identifies barriers to reaching Maryland's family engagement goals, documents how young families receive information, and outlines a state communication and technology framework to overcome barriers.

- ① Recommends strategies for a statewide infrastructure that disseminates best practices in early childhood family engagement across the state
- ② Highlights innovations that will assist local providers in improving their family engagement efforts
- ③ Offers strategies regarding how Maryland can support other states in the development of statewide family engagement strategies and practices.

THE MARYLAND EARLY CHILDHOOD FAMILY ENGAGEMENT FRAMEWORK



The Maryland Early Childhood Family Engagement Framework puts forth a set of common goals for family engagement to be used across the Maryland early childhood system and within individual early care and education programs. These goals are realized by implementing family engagement strategies that focus on foundational areas like leadership and professional development as well as strategies that focus on the "points of impact" in early care and education settings. The successful implementation of the strategies promotes positive school readiness outcomes.

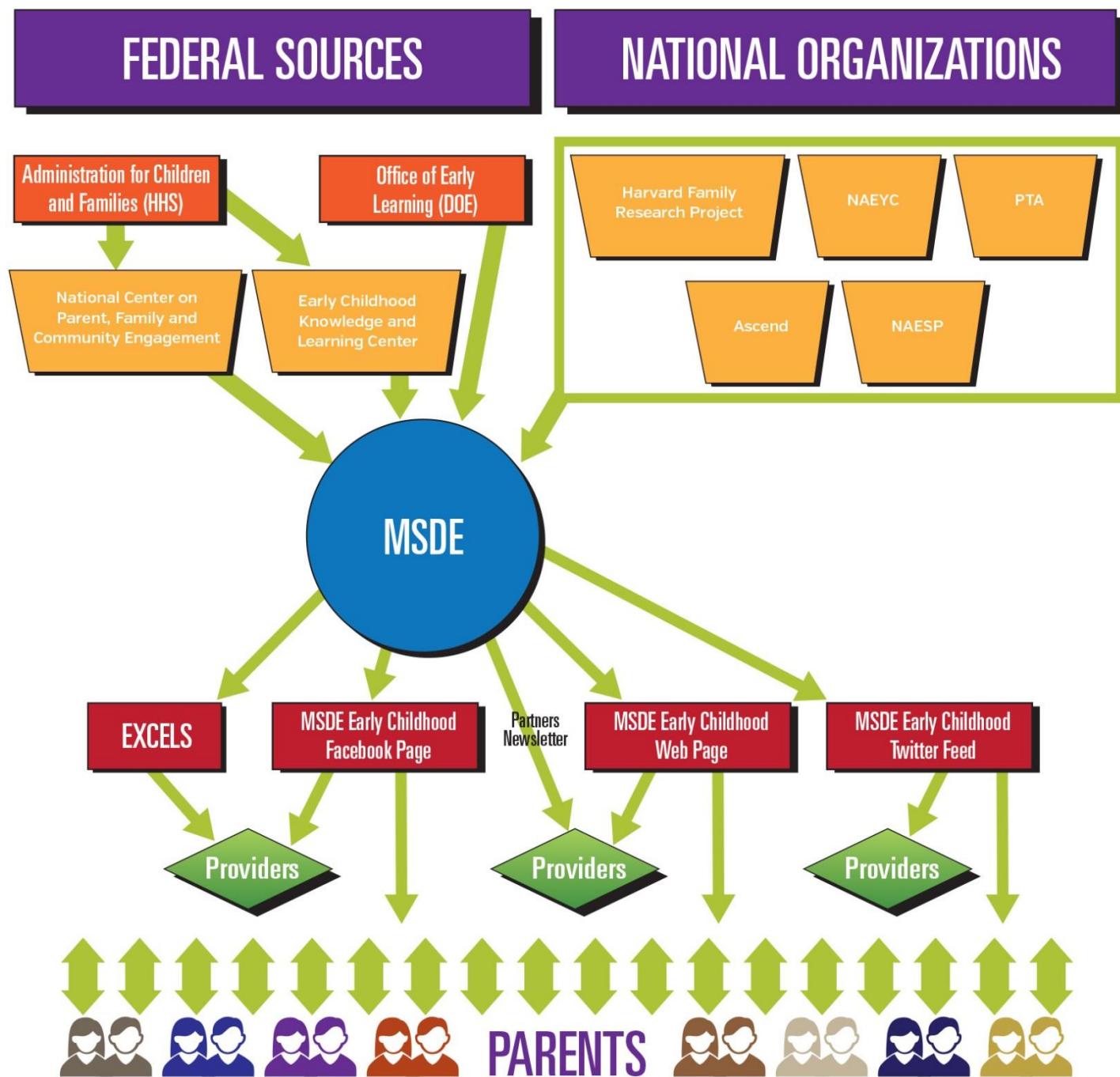
What are the barriers to family engagement?

- ① **Parent schedules:** Parents are busy and often work inflexible jobs at hours that make it difficult to engage
- ② **Language barriers:** When parents' home language is not English it is difficult to communicate with teachers/staff
- ③ **Poor communication channels:** Communication that uses a folder in a child's backpack or a flier is "suboptimal"
- ④ **School-centered approaches:** Schools sometimes do not consider the needs of parents; do not prioritize two-way communication
- ⑤ **Parent attitudes:** Some parents don't understand the importance of engagement

Communicating with millennials

Average age of mother at first birth in Maryland is 26.1

- Many parents of young children in Maryland were born in the late 1980s/early 1990s!
- This generation has its own style of parenting and preferred methods of communication that differ from past generations
- *Most frequently used methods of gathering information and communicating among millennial parents*
 - *Google search*
 - *Parent blogs (e.g., MOTH: “Moms on the Hill”)*
 - *Parent apps*
 - *Social Media*
 - *Texting*
- Plan needs to meet parents where they are and help to communicate important information through the “noise”





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FEATURES



CHANGES MADE TO DEVELOPMENTAL SCREENING REGULATION TIMELINE

The developmental screening regulation, designed to help children in need of instructional supports or referrals for intervention, has been delayed until July of 2017.



PROMOTING FAMILY ENGAGEMENT IN MARYLAND

In 2011, Maryland received funding from the U.S. Department of Education's Race to the Top-Early Learning Challenge to enhance family engagement efforts in the state.



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NEWS & ANNOUNCEMENTS

- Child Care Credential Program Application Processing Update
- The Winter Edition of PARTNERS Now Available
- The latest Maryland EXCELS participation and publishing rates have been released

UPCOMING EVENTS

TUE 18 Family Engagement Coalition Meeting

WED 21 Early Learning Supervisors' Briefing

FRI 30 El día de los niños/El día de los libros (Children's Day/Book Day)

SAT 19 OCC Child Care Advisory Council Meeting

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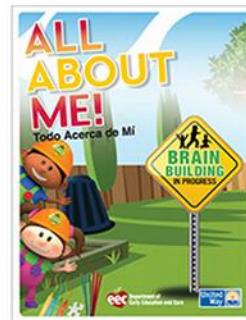
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July 21 at 3:48pm ·

The Rhode Island Department of Education and the Center for Early Learning Professionals would like to share that we are currently accepting applications for Early Education Technology Grants. Grants in the amount of \$1,000 are available for Bright Stars participating Centers, and Family Child Care providers not currently accepting CCAP. The resources are available to support access to the states current online systems (ECEDS). Information and application sessions are being held July 26th from 3-4:30 and 5:30-7 at the Center for Early Learning Professionals. For more information visit:



Early Education Technology Grants - Center for Early Learning Professionals

The Center for Early Learning Professionals is pleased to announce the availability of \$50,000 in Early...

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Rhode Island's cross-departmental initiative to improve early care and education thru our Race to the Top - Early Learning Challenge Grant.

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#DoctorStrange

57.7K Tweets

#ThinkBIGSundayWithMarsha

18.9K Tweets

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Review of technology innovations for providers will look like this...

Model/ Technology	Publisher	Costs	Description	For more information	Maryland Family Engagement Goal					Advocates and Leaders
					Parent Child Relationships	Family Well-Being	Life-Long Educators	Educational Aspirations of Family	Support in Transitions	
Message from Me	CREATE Lab; Children's School of Carnegie Mellon University; and the Pittsburgh Association for the Education of Young Children	Free for parents (school or center must be registered to use Message from Me)	Young children are able to communicate with parents about daytime activities through the use of digital devices such as cameras, microphones, email, messaging services, and other technologies.	http://www.messagefromme.org	X					
ReadyRosie	Pascal Learning Inc.	Free for parents (school district must be registered to use ReadyRosie)	An early education tool that serves to improve parent engagement through the provision of video modeling and mobile technology. Videos (provided in English or Spanish) model everyday interactions in relatable settings that serve to improve parent-child interactions and promote a learning environment.	https://readyrosie.com	X	X				X

Next Steps, Timeline and Contact information

Plan completed by August 31st

Will be presented to the Maryland Early Childhood Advisory Council in September

Contact Information

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