

Family Engagement

Vancouver Public Schools

GEAR UP



Who We Are...

- **3 cohort model high schools**
- **About 1200 10th grade students total**
- **Very diverse population of students**
- **4 GEAR UP Site Directors, 5-8 GEAR UP Tutors, 1 GEAR UP District Coordinator, 1 Fiscal Clerk and school support administration and staff.**

What we were doing...

- **Family events for each school**
- **Events were held at each school building**
- **Each school was promoting only to their students and families**
- **Simple dinners, such as pizza were offered**
- **Relying mostly on our own manpower**

What we are doing now...

- **Combined family events with all 3 schools**
- **Events held at an outside, relevant location. Utilizing community partners. Focus on more than one topic.**
- **Schools are uniting promotional efforts, using the same flyers, wording, even posting flyers at local businesses, etc.**
- **Utilizing our HEROs to promote the events in the schools and classrooms. Peer-to-peer promotion.**
- **Follow-up calls to parents of students who expressed interest in attending. Sign-up sheets in classrooms.**
- **Emails out to parents from building administrators rather than just GEAR UP**

What we are doing now...

- Partnering with local restaurants and programs to provide healthier, more substantial meals.
- Inviting community partners to attend and benefit from marketing the event.
- Asking for donated raffle items so it's not just a grocery store gift card. College gear, swag, Amazon card, Starbucks, tub of red vines!
- Making sure what we are offering is interesting, relevant and useful to families.
- Required weekly positive parent contact



What the impact has been...

- Attendance of about 150 at our last Family Event
- One successful event leads to another...people talk about how fun it was, how good the food was and want to come to the next one.
- Community partners see the benefit of the events and want to participate in the future.
- Parents feel more comfortable in the larger crowd setting. Seem more likely to ask questions at the tables, etc. Maybe don't feel as targeted?

What the impact has been...

- **Able to talk with families about exactly what they want to learn more about so we can incorporate that into future events, e.g. Running Start**
- **Bottom line...families are getting the information they need to help their student be successful in school and pursue their dreams.**
- **Bonus... High match dollars from community partners! We made about \$6,000 match in 2 hours.**



**HERE'S TO OUR AWESOME
GEAR UP FAMILIES!**

Discussion:

- ❖ **What are you doing at your school that works?**
- ❖ **Brainstorm ideas for improvement at your school...**
 - Where could you have your family nights?**
 - Restaurants you could partner with?**
 - Etc, etc, etc...**