

**October 19 - 23, 2020**



# KEEP CONNECTED (VIRTUAL) INSTITUTE

**Locate These Zoom Tools**


- ✓ Mute/unmute
- ✓ Video on/off
- ✓ Chat pane
- ✓ Participant pane

**Make Sure You Have**


- ✓ Day 1 Workbook
- ✓ Paper/Post-It Notes
- ✓ Pen or pencil




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## Our Team



Gene  
Roehlkepartain




Jazmin  
Danielson




Henry  
Alexander

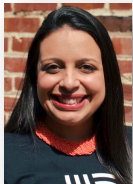
## Guests: Keep Connected Veterans




Sandra Rascon  
(Tuesday)



Lisa Denzer  
(Wednesday)



Ellie Martinez  
(Thursday)

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# Search >

INSTITUTE

*Discovering What Kids Need to Succeed*

## Our Vision

All young people have what they need to thrive.

## Our Mission

Search Institute partners with organizations to conduct and apply research that promotes positive youth development and advances equity.

[www.search-institute.org](http://www.search-institute.org)

Workbook, Page 2



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## Logistics

- Breaks, participation (mixed, with your team)
- Tools we'll use
  - Workbook for each day
  - Online Implementation Toolkit (later today)
  - Facilitator guides (in the Implementation Toolkit)
- Several Zoom features + other online tools



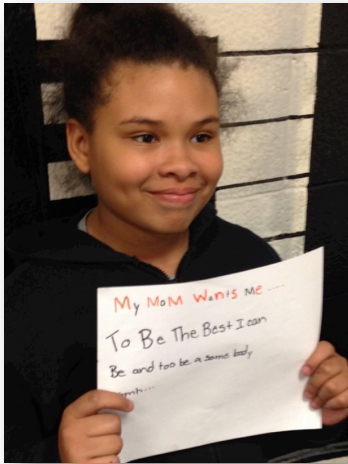
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## Objectives for Our Time Together

Workbook, Page 3



- Online learning community
- KC: Principles, purpose, goals, structure
- Developmental relationships
- Connecting with families
- Time, resources needed
- Organizing and planning
- Facilitating sessions
- Start-up plans



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## Our Time Together




Today	Tuesday	Wednesday	Thursday	Friday
Introduction Brag, Nags, Aspirations	Developmental Relationships: Roots of Success	Set Up <i>Keep Connected</i> for Success	Prepare to Lead KC Workshops (Pt. 1)	Prepare to Lead KC Workshops (Pt. 2)
Reframing Family Engagement	Rethinking Barriers to Partnerships	Stop Recruiting Families	Launch, Assess, Improve, and Extend KC	Open for questions, discussion, planning

Monthly group coaching (2 options per month, December – May) ➔





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# WHO'S IN THE ZOOM?

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Use Zoom's annotation tool to mark the boxes that are true for you.

**Where do you currently live?**

Western US	Canada
Southern US	Eastern US
Northern/Midwest US	Other

**Which are true about your current family?**

Live Alone	Have Kids at Home	It's Perfect
It's Complicated	Have a Multi-Generational Home	Have Kids who Are Grown
Speak More than One Language at Home	Have a Blended Family	Our Pet Is Part of Our Family

Designed by Milano83 / Freepik



## BRAGS, NAGS, & ASPIRATIONS FOR ENGAGING FAMILIES



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### Takeaways for This First Session

1. **We're all in this together**
  - Everyone faces challenges
  - Everyone has something to contribute
2. Effective family partnerships are **rooted in relationships** with, within, and among families
3. **Keep Connected is a structured, but flexible,** opportunity to facilitate enriching relationships with, within, and among families



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## In Your Breakout Room

Workbook, Page 5

BRAGS

What strengths do you have to build on in engaging families?



NAGS

What challenges do you need to tackle as you engage families?

ASPIRATIONS

What are your hopes for engaging families in the next 5 years?

Use the worksheet to collect your thoughts for a couple of minutes. Then go to breakout rooms to share 1-2 things (not everything).


## In Your Breakout Room

1. Start by having each person briefly share:
  - Your name
  - Your organization
  - Where you're from

RESIST GETTING IN SIDE CONVERSATIONS.
2. Then go around again. For **2 minutes only**, have each person share one brag, one nag, and/or one aspiration from their sheet.
3. **No discussion. No interruptions. When done, acknowledge and move to the next person. Respect the time so all have a voice.**
4. If time, talk about connections, shared challenges, goals, etc.




Breakout Rooms



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What 3 - 5 words stood out for you as you listened to each other's brags, nags, and aspirations?

Go to Menti.com on your smartphone or another browser window. Enter this code:

**93 51 91 2**



**Poll**

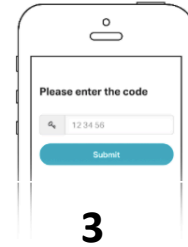


**1**

Grab your phone (or a separate browser window)

**2**

Go to [www.menti.com](http://www.menti.com)



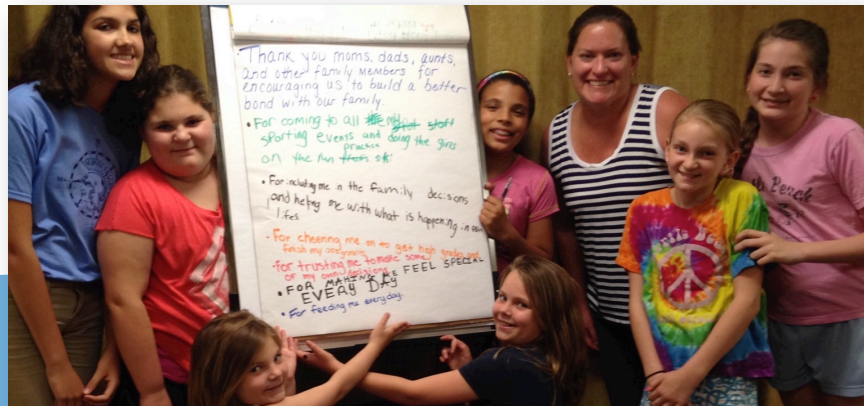
**3**

Enter the code (above) and vote



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# KEEP CONNECTED: THE BACKSTORY



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## Takeaways for This First Session

1. **We're all in this together**
  - Everyone faces challenges
  - Everyone has something to contribute
2. Effective family partnerships are **centered in relationships** with, within, and among families
3. **Keep Connected is a structured, but flexible,** opportunity to facilitate enriching relationships with, within, and among families

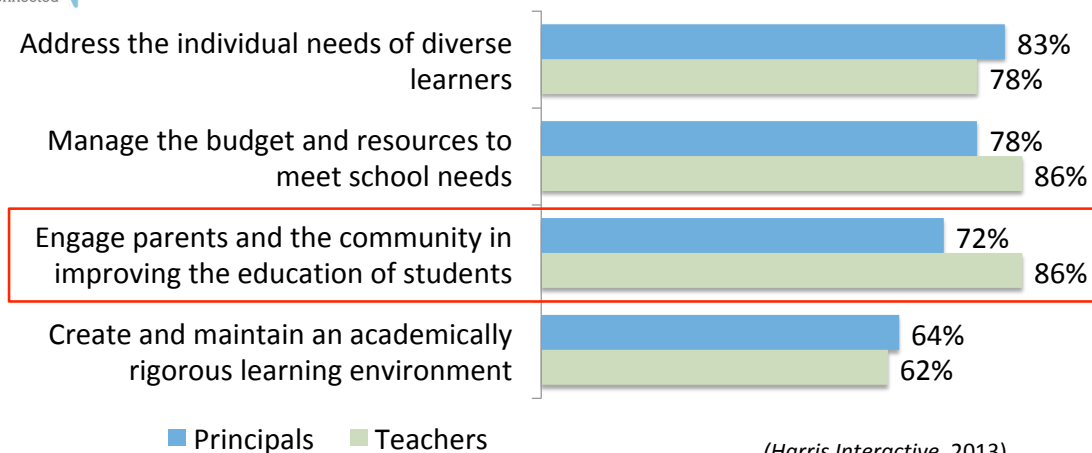


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## A Top Challenge for Principals, Teachers



"Challenging" or "very challenging"

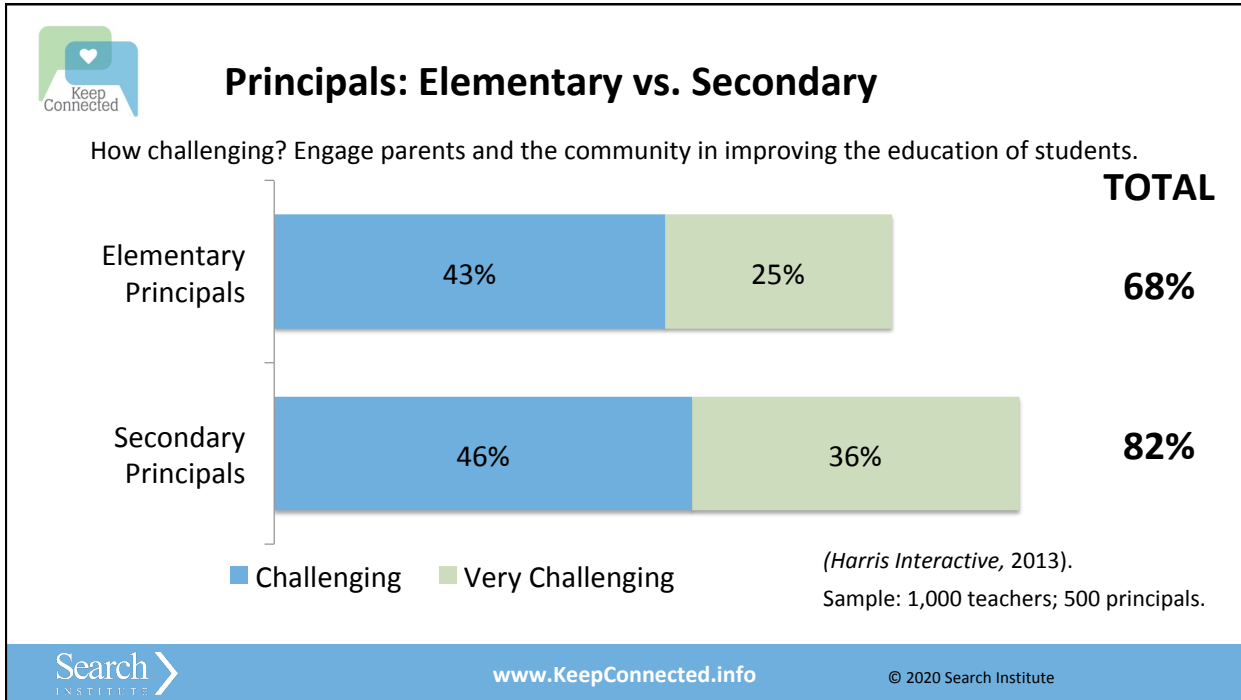
(Harris Interactive, 2013).

Sample: 1,000 teachers; 500 principals.



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**Relationships with Families Are Important, But:**

An NAFSCE analysis of state teacher and administrator certification standards for family and community engagement found four themes:

- Collaboration and partnership
- Communication
- Culture and diversity
- **Relationship and trust**

**“Relationships and trust-building between the school, family and the community is one of the strongest indicators of high-impact family, school and community engagement according to the research literature yet, . . . only 22 states included building trust and relationships with family and community in teaching standards and 37 in administrator standards.”**

82.1% COLLABORATION & PARTNERSHIP  
75% COMMUNICATION  
75% CULTURE & DIVERSITY  
33.3% RELATIONSHIP & TRUST

National Association for Family, School, and Community Engagement (2020). *State of the states: Family, school, and community engagement within state educator licensure requirements*. Alexandria, VA: Author.



## VISION

To become  
more **intentional and inclusive**  
in cultivating **developmental**  
**relationships with, within, and**  
**among families**  
**through all the opportunities**  
we have to interact with them.

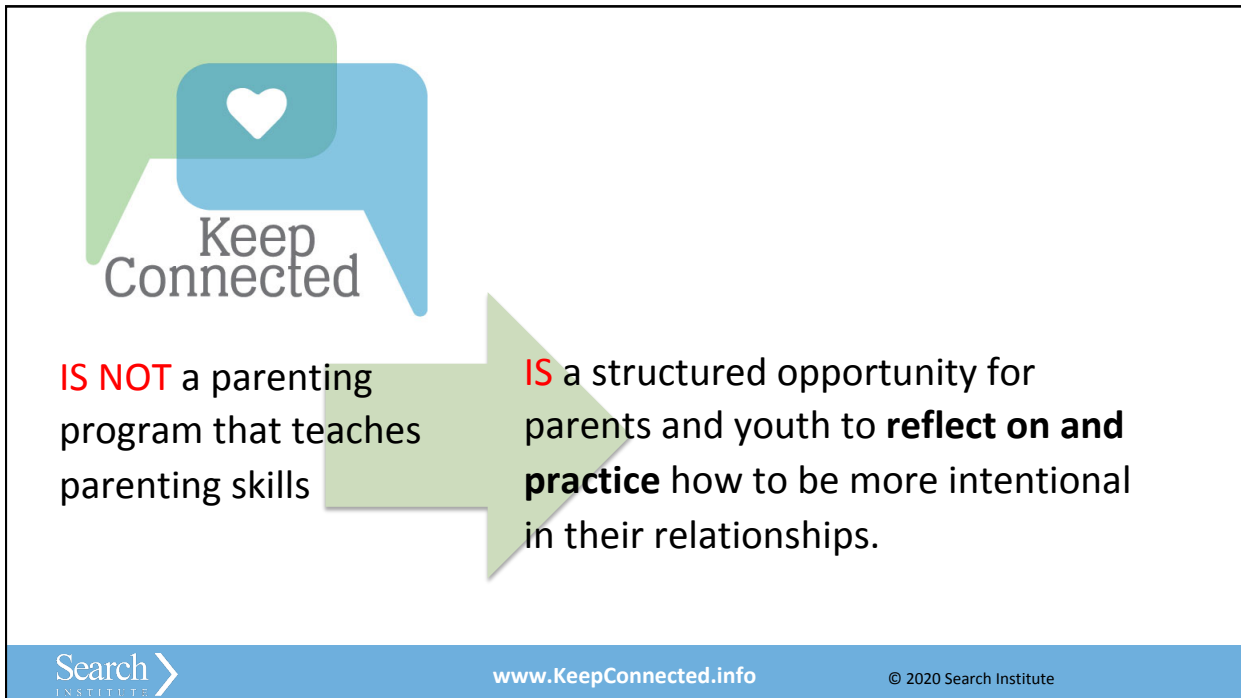
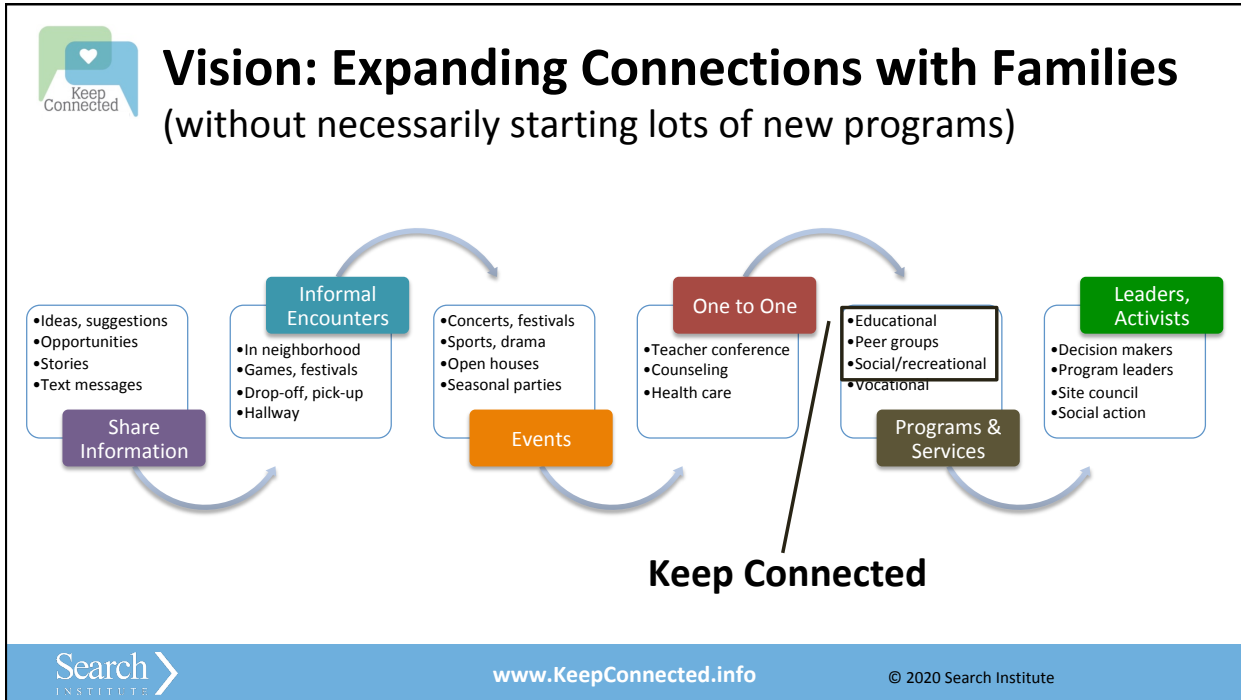


## With Partners



Altria







## Keep Connected

Purpose

*Keep Connected* strengthens youth-parent relationships during the middle school years by offering a shared family experience in which youth and parenting adults reflect on, practice, and commit to shared actions that bring—and keep—they together.

Age

Format

Primary Outcome



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## Keep Connected: What It Is and What It Isn't

### What It Is NOT

- A comprehensive family engagement program that will meet every need
- A competitor to Epstein or Mapp's Dual-Capacity Framework
- A domestic abuse or substance abuse or \_\_\_\_\_ prevention program (though it adds value)

### What It Is

- A relationship-building resource for families at the middle school level
- Deepens connections between organizations and families
- Complementary and aligned with best practices in family education
- Tested in diverse settings, cultures
- Fills a key gap in the field →→→



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## Introduction to *Keep Connected*

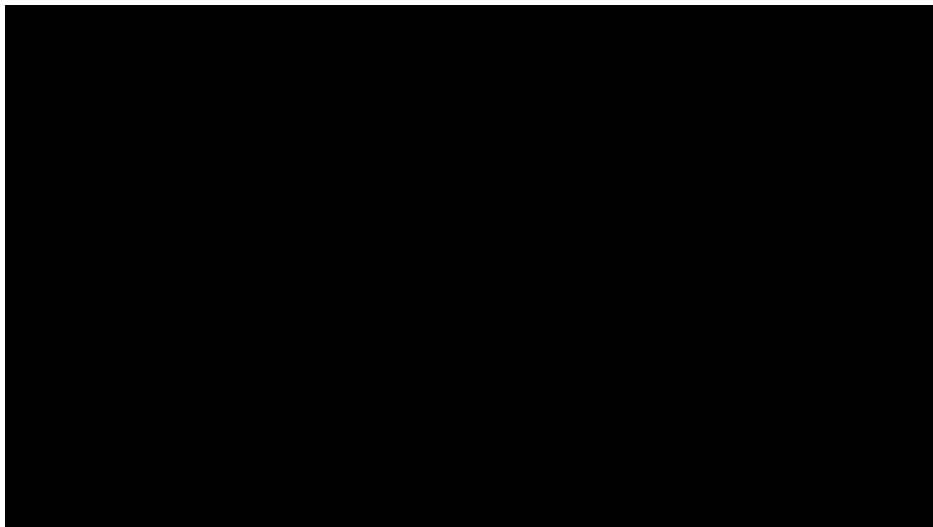


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## Introduction to *Keep Connected*

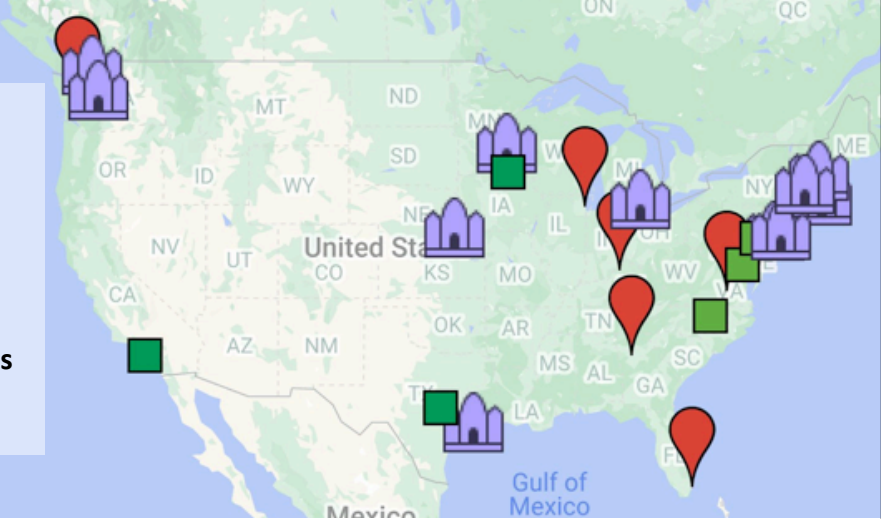


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## Pilot Sites for *Keep Connected*



**2016-17 pilot partners**

- Public middle school
- Educational support program
- Low-income housing program
- Community collaboration
- Family service organization
- Community-based organization

**Plus, focused pilot projects**


- 6 mentoring programs (BBBS)
- 10 Christian churches

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## The Flow of a Session

**At-home activities**  
(through the week)




This is the in-person experience.  
We are creating a virtual alternative.

**A shared meal**  
(about 30 minutes)



**Separate youth and parenting adult sessions**  
(about 45 minutes)



**Families together**  
(about 40 minutes)

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## Shared Family Meal



**A shared meal**  
(about 30 minutes)

*"The dinner focused us for the evening." – Parent*



*"I loved having the meal. That was really important to making this work for us, for sure."*

-Parent, Austin, MN



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## The Flow of a Session



**A shared meal**  
(about 30 minutes)



**Concurrent youth and parenting adult sessions**  
(about 45 minutes)



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## Youth Sessions




"Every game we played was really fun!"

Youth, Austin, MN

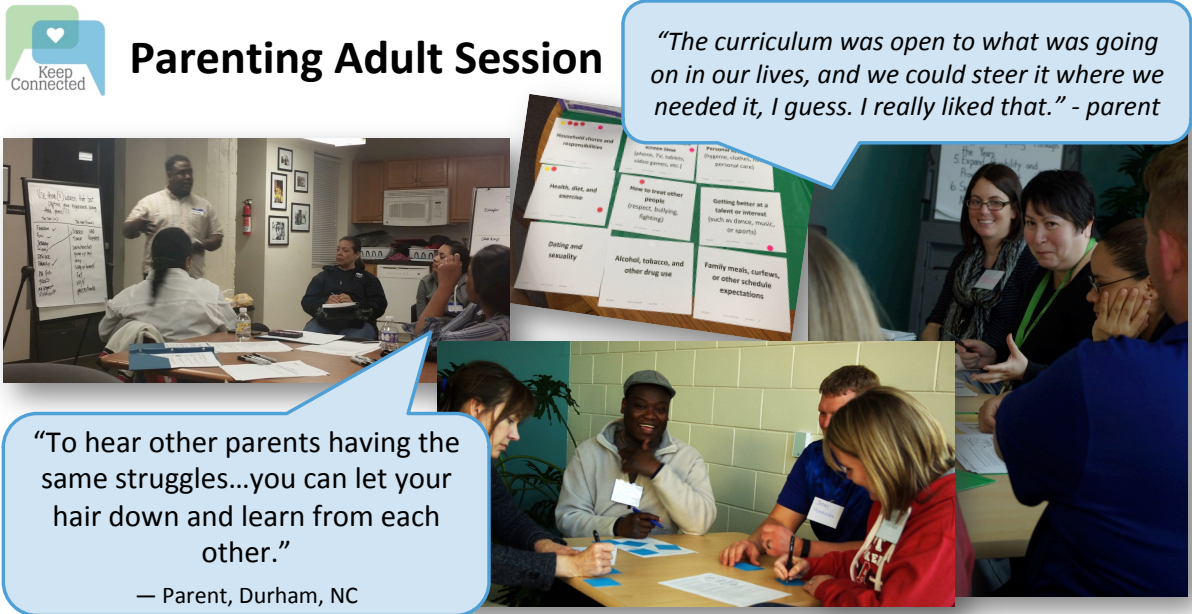


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## Parenting Adult Session



*"The curriculum was open to what was going on in our lives, and we could steer it where we needed it, I guess. I really liked that."* - parent


*"To hear other parents having the same struggles...you can let your hair down and learn from each other."*

— Parent, Durham, NC



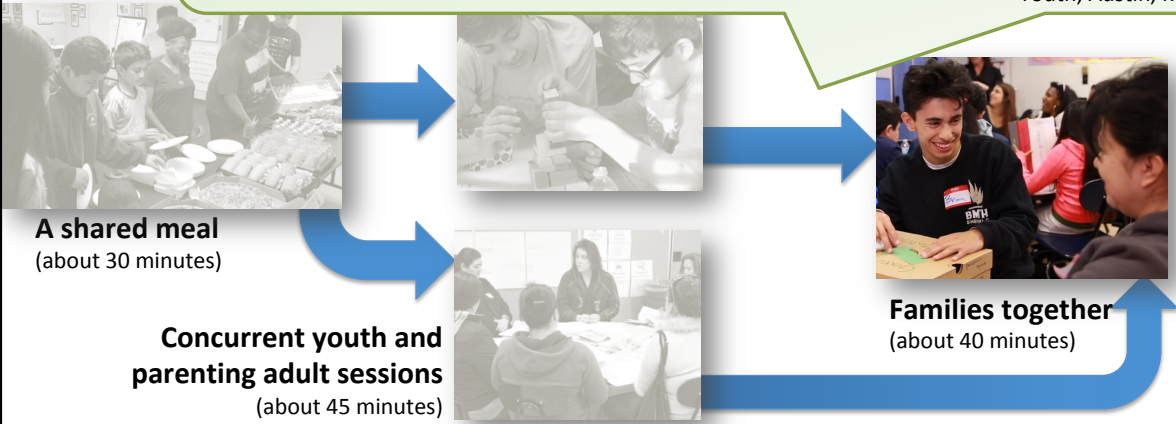
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**“I liked the way we did it, cause we got separate and talked about, like say, expressing care. And then we come together, and we say what we were saying in our group.”**


—Youth, Austin, MN



**A shared meal**  
(about 30 minutes)

**Concurrent youth and parenting adult sessions**  
(about 45 minutes)

**Families together**  
(about 40 minutes)



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## Family Sessions



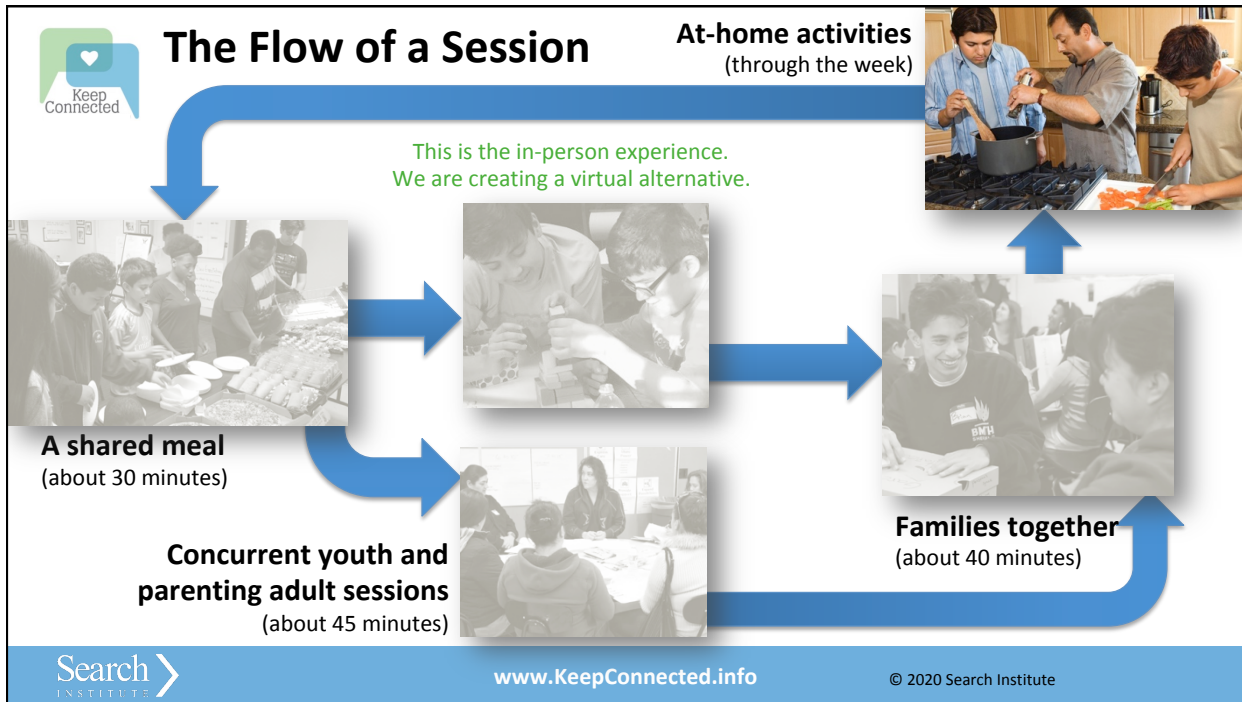
*“I enjoyed getting to be closer to my family and closer to other families.”*

- youth



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**At-Home Activities**

**Understanding the Growth Zone**

**Expressing Care and Shared Family Meetings**

**Share Power Through Regular Family Meetings**

**Feedback That Motivates Growth**

**Purpose: Try, reinforce, and maintain “habits” of developmental relationships that are introduced during sessions. What will be valuable to and work for our family?**

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## Family Graduation Celebration




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## What Pilot Sites Experienced


- Not a “parenting curriculum”
- Learned from each other’s experiences
- Drew out parents’ strengths, and they “didn’t feel judged”
- Facilitator disclosure was key

“The opportunity for kids and parents to come together separately, then together was really valuable. It provided an outlet for the kids to talk about their lives.”

— Facilitator

“I think it’s refreshing to know that you’re not the only one going through the struggles.”


— Parent



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## Youth & Parents: What Stuck with Them

**Some Ways Families Grew**

- Better communication
- Sharing power, decision-making
- Spending more time together (e.g., meals)
- Trying relationship-building activities (practice) together that they could keep doing at home (e.g., highs/lows)

“We look for something positive in each day and we share power in family decisions.”  
— Parent


“We started to talk more often, instead of us just doing our own thing.”  
— Youth



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Parent Surveys

## Perceived Impact: Parenting Adults

As a result of *Keep Connected* . . .

Statement	Agree	Strongly Agree
I have strengthened my relationship with my child(ren).	16	15
I am more confident in my family's ability to stay connected over the teen years.	14	17
I formed new relationships with other parents in my community.	9	21
I am more aware of areas where I could do better in building strong relationships with my family.	9	21
I am more likely to turn to the organization that put on Keep Connected for help and support in the future.	12	18

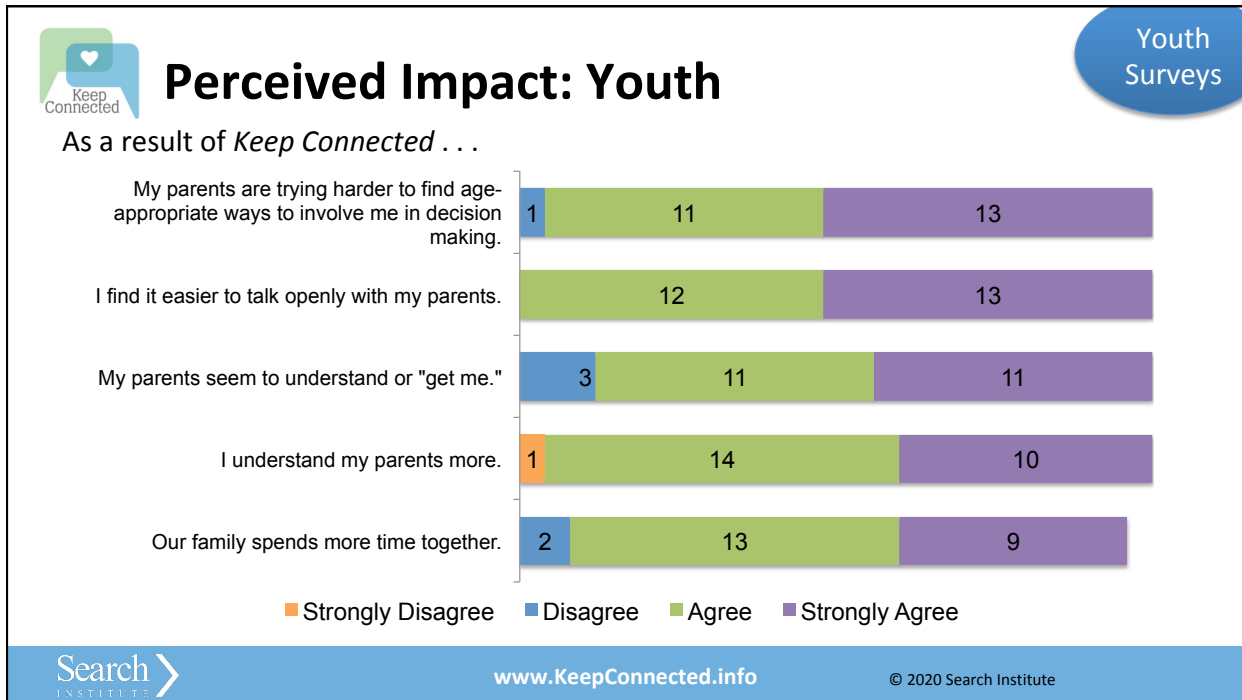
■ Agree    ■ Strongly Agree



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This entire project made me more in tune with the needs of the families we serve as an agency, and it only added to my skill set in working directly with families.

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## Personal Reflection

In your workbook (p. 9), jot notes to yourself.

As you learn about Keep Connected . . .

- What resonates?
- What might be problematic?
- What do you need to know more about?

### One Size Doesn't (Need to) Fit All

- Full In-Person Series for Youth and Parenting Adults
- Reducing Risks by Strengthening Relationships (added session)
- Full In-Person Series for Parenting Adults Only
- Short In-Person Series for Youth and Parenting Adults
- Short Virtual Series for Parenting Adults



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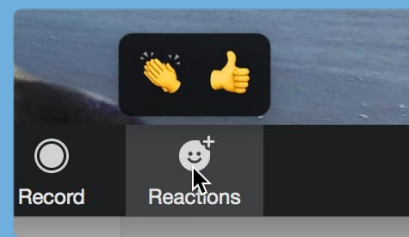
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## Takeaways: Just checking

1. **We're all in this together**
  - Everyone here faces challenges
  - Everyone here has something to contribute
2. Effective family partnerships are **centered in relationships** with, within, and among families
3. *Keep Connected* is a **structured, but flexible**, opportunity to enrich relationships with, within, and among families

If these three takeaways are CLEAR, use one of the Zoom reactions (bottom of screen) to let us know.



If the takeaways are NOT CLEAR, add a question or comment in the chat box.



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**TIME FOR A BREAK!**

**FIVE MINUTES**

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**Our Time Together**

Today	Tuesday	Wednesday	Thursday	Friday
Introduction Brag, Nags, Aspirations	Developmental Relationships: Roots of Success	Set Up <i>Keep Connected</i> for Success	Prepare to Lead KC Workshops (Pt. 1)	Launch, Assess, Improve, and Extend KC
<b>YOU ARE HERE</b> Reframing Family Engagement	Rethinking Barriers to Partnerships	Stop Recruiting Families	Prepare to Lead KC Workshops (Pt. 2)	Open for questions, discussion, planning

Monthly group coaching (2 options per month, December – May)

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# REFRAMING FAMILY ENGAGEMENT

Critical Shifts for Partnering With Today's Families



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## Digging Deeper

1. We're all in this together
  - Everyone here faces challenges
  - Everyone here has something to contribute
2. Effective family partnerships are **centered in relationships** with, within, and among families
3. *Keep Connected* is a **structured, but flexible**, opportunity to enrich relationships with, within, and among families



## Chat

Imagine that schools, youth organizations, social service agencies, faith communities, and others all built family partnerships aligned with this vision. What would we see happening that we don't see enough of now?



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**7 Mindset Shifts: Follow Along**

As we introduce each shift, reflect on . . .

- What do you see as “default” mindset in your organization and among its leaders
- Think of concrete examples
- Try to think about it from the perspective of families too.
- We’ll reflect on them after we’ve introduced them all.

**7 Shifts Toward Relationship-Centered Family Engagement**  
Workbook, page 10

Search Institute relationship-centered approach is grounded in seven principles or strategies that support family engagement as well as our ongoing research and practice efforts. We often express these seven shifts from dominant mindsets in this society about families and parent or family engagement organizations. (Note that some of the strategies in the “dominant mindset” still have value in particular. However, we are suggesting they are over-emphasized or disproportionately used.)

**DOMINANT MINDSETS IN THE PUBLIC**

- Focus on Deficits or Risks in Families**
  - Focus on how families fail their kids
  - Connect primarily when problems arise
  - Offer programs focused on risks
  - View failures as evidence of dysfunction
  - Assume that professionals know more about what the family should do than the family does
- Recruit Families to Participate**
  - We know what families need, and they just need to come
  - Communication—accomplishing tasks that must be done
  - Transactional—primarily one way
  - If they don't show up, they must not care
- Build Parenting Skills**
  - Teach parents to manage their children's behaviors
  - Send them lots of information and resources so they can solve the problems
  - View parents as almost solely responsible for what their children do
- Work Primarily With Individual Families**
  - Focus on helping individual families
  - See your organization as connecting hub
  - Offer expert help for major issues
  - Become overwhelmed with all the issues
- Focus on Key Developmental Periods**
  - Invest most resources in early childhood
  - Assume that early childhood is the most important time

**RELATIONSHIP-CENTERED STRATEGIES**

- Tap Families' Strengths and Resilience**
  - See families as resourceful and resilient amid adversity
  - Recognize the strengths in all types of families, culture, community
  - Respect every families' dignity, autonomy, and goals
  - Recognize systemic injustice, barriers families face
- Deepen Relationships With Families**
  - Take time to build mutual trust and fun time together
  - Show interest in a family's situation
  - Invite based on their goals, priorities
  - Build your own intercultural humility and competence
- Nurture Relationships Within Families**
  - Advocate for families to have opportunities for meaningful and fun time together
  - Give time to practice relational skills and strategies
  - Reinforce routines, habits, rituals that sustain relationships
  - Support families as relationships change
- Cultivate Relationships Among Families**
  - View culture and community as assets
  - Recognize and connect with diverse families

1

Focus on Deficits or Risks

Tap Strengths and Resilience



- Risks, deficits, dysfunction
- Structure and place in society = destiny
- We (professionals) know what they need to do; we can save/fix them
- Work around, compensate

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## The Deficit Mindset in Family Engagement



“Members of the public assume that one of the main functions of family and school engagement—apart from information transfer about homework—is to resolve crises that might occur during the school year. . . .

“At that point, people argue that teachers or principals should reach out to parents to inform them of the problems, inquire after what might be occurring at home, and meet to resolve the problem.”

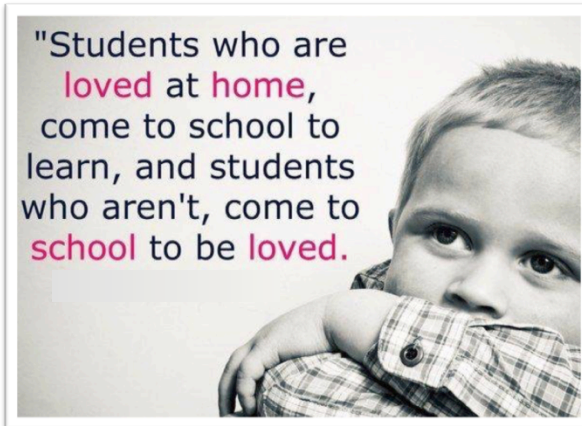
(Pineau et al., 2019)

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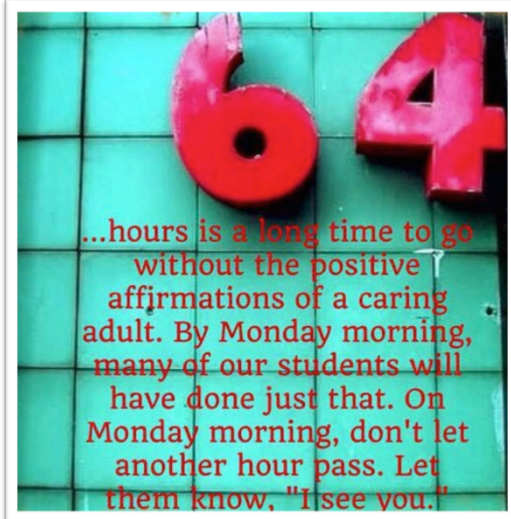
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## Must we belittle parents and families to make our roles important?



Recent posts on social media



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### What We Hear

- Families are broken, dysfunctional
- 64% of parents say: Families have declined

*Today's families are really messed up.*

### What We Experience


- Families are the most important part of life
- 75% of adults say: They are very satisfied with family

*Nothing is more important to me than my family.*



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**Douglas Coatsworth**  
Penn State University

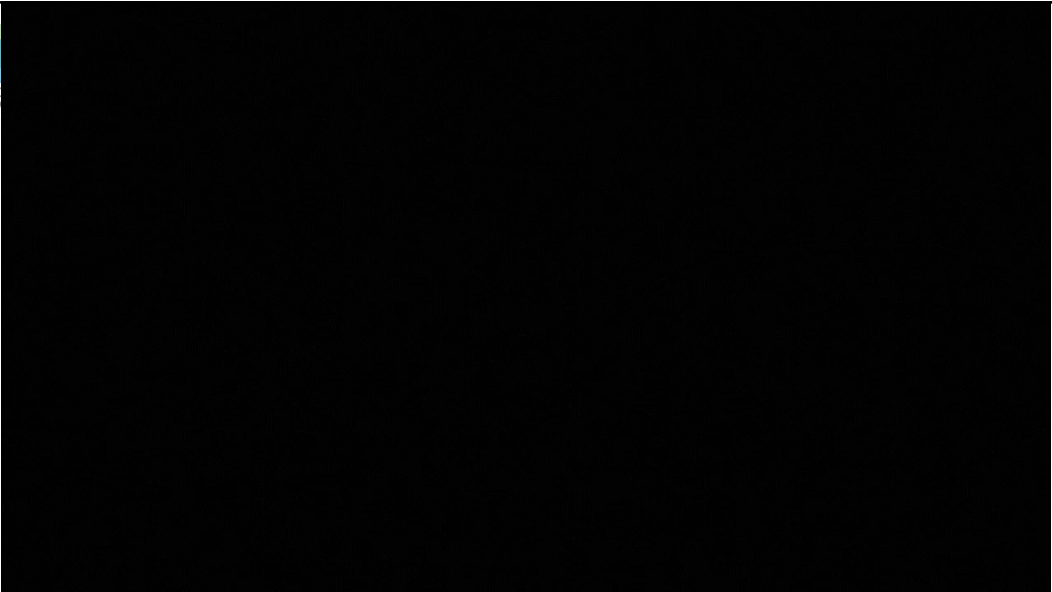

**John DeFrain**  
University of Nebraska

**Yan Ruth Xia**  
University of Nebraska

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**Douglas Coatsworth**  
Penn State University


**John DeFrain**  
University of Nebraska

**Yan Ruth Xia**  
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## The (Sometimes Hidden) Strengths in Families

Workbook, page 11

APPRECIATION  
AND AFFECTION


COMMITMENT

POSITIVE  
COMMUNICATION

TIME TOGETHER

SPIRITUAL  
WELL-BEING


THE ABILITY TO COPE WITH  
STRESS AND CRISIS



### Chat

What are examples of strengths you've seen in families that you didn't expect? Add them to the chat box.

This list of strengths was excerpted from "Family Strengths," International Encyclopedia of Marriage and Family (online).



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2 Recruit Families to Participate

➔

Deepen Relationships With Families


Recruitment relies on . . .

- Market research—what do they need that we can produce?
- Best product to meet biggest needs
- Good marketing/outreach materials
- Incentives, door prizes



Use the "Thumbs Up" reaction button if these strategies are getting great results in your family engagement efforts.

➔



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**2** Recruit Families to Participate

Deepen Relationships With Families

What if we shifted to begin by asking questions:

- What are your hopes, dreams, struggles, gifts?
- How might we learn from each other, tell each other our stories?

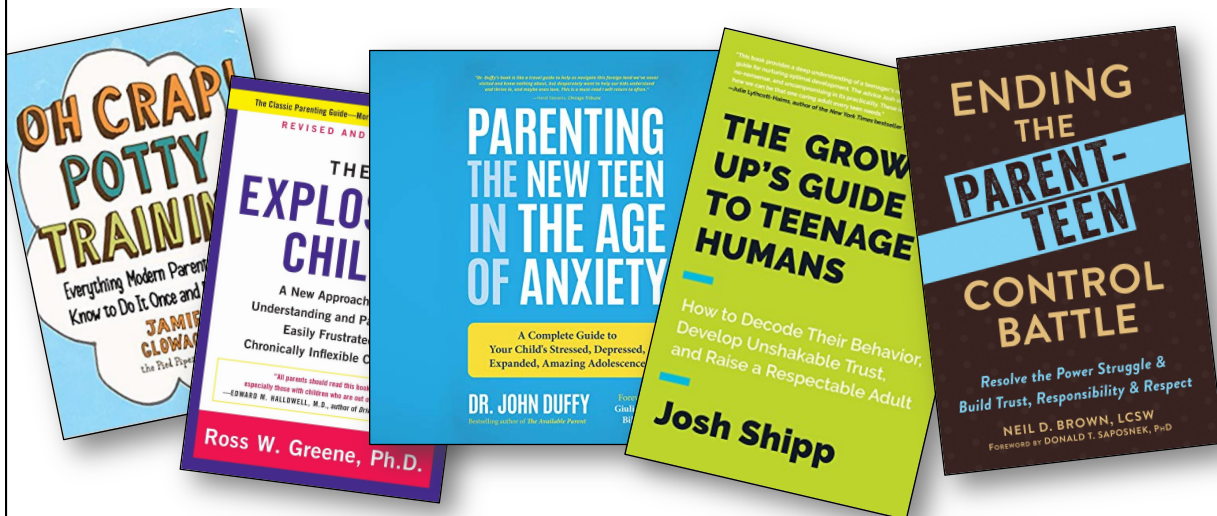
**Goals:** Build trust; give voice; tap their strengths, priorities . . .

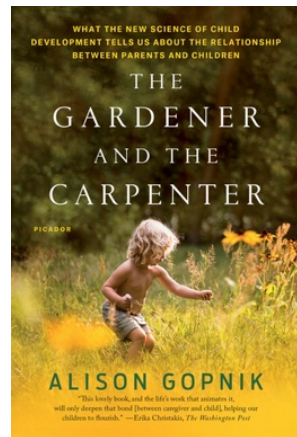
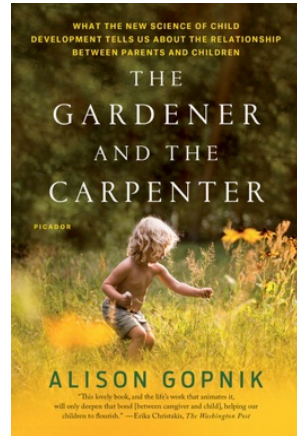
**Build a relationship**

*This shift will be a primary focus for the Wednesday afternoon session, Stop Recruiting Families (and What to Do Instead).*

**3** Build Parenting Skills


Cultivate Relationships Within Families





<https://youtu.be/aHhluDJmFLY>

**3** Build Parenting Skills → Cultivate Relationships Within Families




## DEVELOPMENTAL RELATIONSHIPS

*The Roots of Resilience & Thriving*

*(The organizing framework for Keep Connected and a focus for tomorrow afternoon)*


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 **Reframing Our Emphases: 7 Mindset Shifts**

Focus on Deficits or Risks	→	Tap Strengths and Resilience
Recruit Families to Participate	→	Deepen Relationships <u>With</u> Families
Build Parenting Skills	→	Cultivate Relationships <u>Within</u> Families
<b>4</b> Work With Individual Families	→	Cultivate Relationships <u>Among</u> Families


4
Work With Individual Families

➔
Cultivate Relationships Among Families




- Dependence
- “White savior”
- Burnout for professionals

- The professionalization and commodification of care
- Not everyone can be served
- Assumes the individual can address issues on their own.




## Chat

What are some unintended consequences of this individual-focused approach? Add them in the chat box.




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**“Social poverty—social isolation and a lack of easy access to help—had become rampant, regardless of families’ socioeconomic status. To a large extent, help had become a commodity that people buy, not what they do.”**

— Gary Melton (2010)





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Work With Individual Families

Cultivate Relationships Among Families

## How can we rely less on professional-centered hubs and more on community-embedded networks?



## Community-Centered Engagement


### From . . . Organization-Centered


- Activity based
- Parents as individuals
- Parents follow the organization's agenda
- Workshops that provide information
- Organization-to-parent communication


### Toward . . . Community-Centered

- Relationship based
- Parents as members of networks
- Parents as collaborators in setting the agenda
- Build capacity for growth and leadership
- Mutual exchange of relational power

(Warren et al., 2009)


 Shift #4: Cultivating Relationships Among Families







**“To hear other parents having the same struggles. . . . You can let your hair down and learn from each other.”**  
— Parent, Durham, NC

**“I enjoyed getting to be closer to my family and closer to other families.”**  
— Youth


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 **After a Disaster . . .**

**“Those individuals who had been more involved in local festivals, funerals and weddings, those were individuals who were  **tied into the community**, they knew who to go to, they knew how to find someone who could help them get aid. . . . Really, at the end of the day, the  **people who will save you**, and the people who will help you—**they're usually neighbors.**”**



— Daniel P. Aldrich (on National Public Radio)

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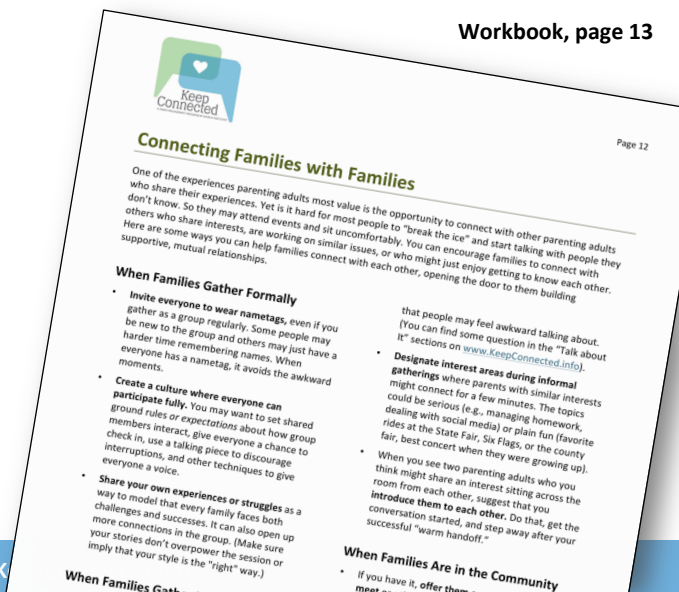
## Connecting Families with Families

When families gather formally

When families gather informally

When families are in the community

Workbook, page 13



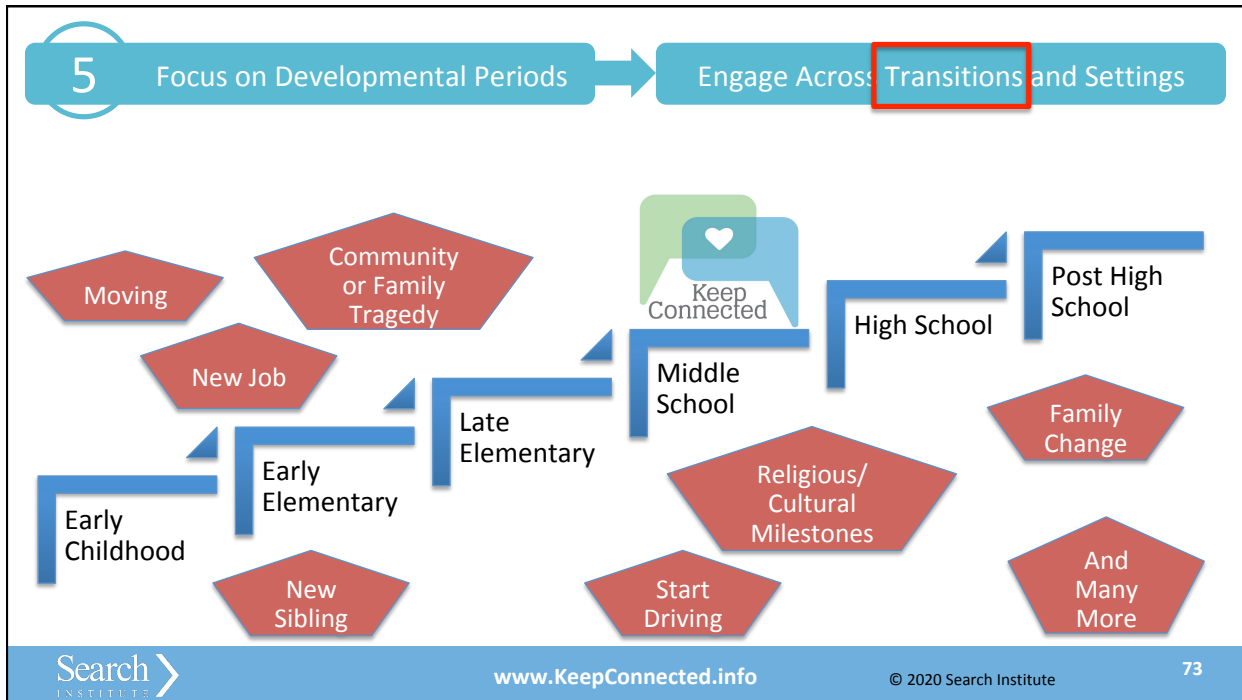
### 5

### Focus on a Developmental Period

“The public assumes that active family engagement is really only necessary in the pre-school and early elementary years, and that once children reach high school parental engagement is unnecessary because students are primarily responsible for their own education.”

— FrameWorks Institute

(Pineau, 2019)



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**Learning Heroes study . . .**

“As kids get older, I try to give them independence.”  
— Cincinnati parent

“Once you get to middle school, I’m not talking to your teacher anymore. . . . [I say to my child,] ‘You talk to them.’”  
— Sacramento parent

Edge Research (2018)

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6

Advance Organization's Agenda

Co-Create an Agenda

**What's in it for us . . .**

Most strategies we use focus on how parents support our organization's mission (school, youth program, congregation) or help us by being sure their child does what they need to do to fulfill our requirements.

**How might we co-create a shared agenda?**

Some familiar starting points:

- Tap families' strengths
  - Deepen relationships with families
- AND
- Bring Shift #7 to life . . .

(See some starting ideas on page 13 in your workbook.)

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Serve Families

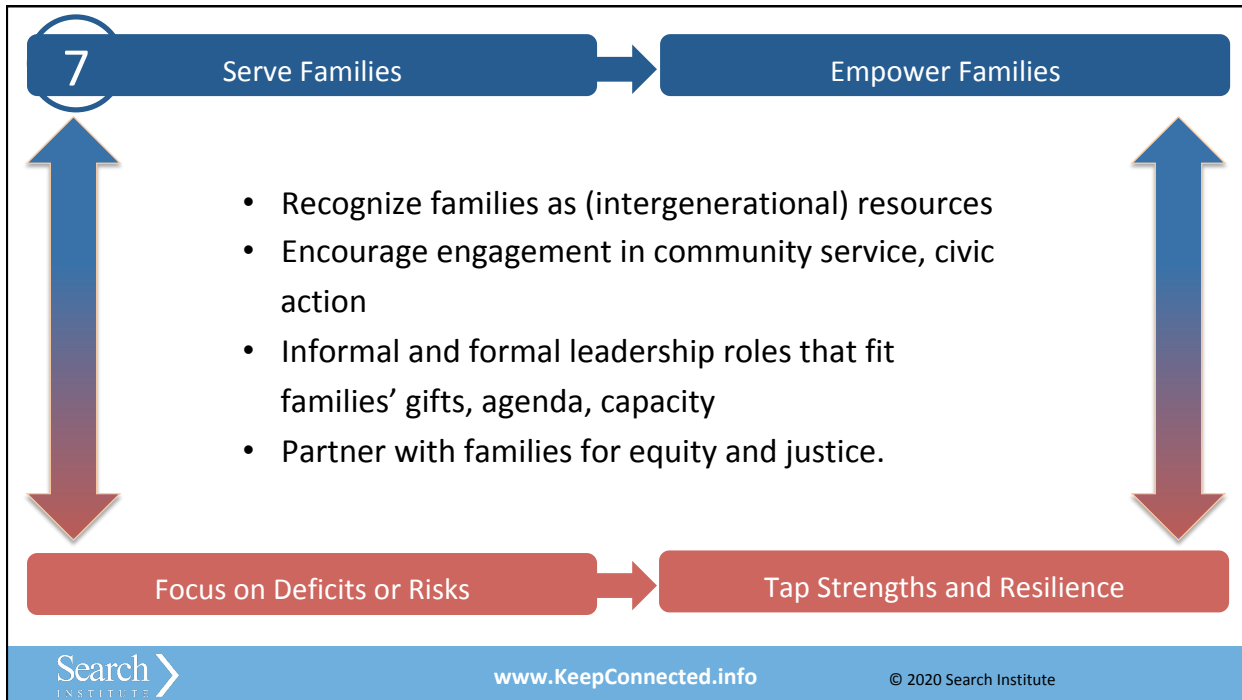
- Families are our "customers" or "clients"
- We have what families need
- Focus on marketing services; risks becoming transactional



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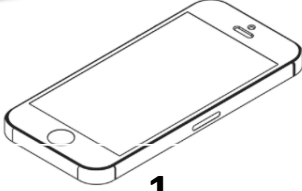
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How much has your organization already made this shift?

Go to [www.menti.com](http://www.menti.com) and use the code:  
**93 51 91 2**

In your mind, how much of a priority is it for your organization to make this shift?




**1**

Grab your phone (or a separate browser window)


www.menti.com|

**2**

Go to [www.menti.com](http://www.menti.com)



**Menti Poll**



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## What Are You Already Doing? Where Might You Grow?

- **Checkmark the 1-3 strategies** that you believe are most important to address in your organization in 2021-2022.
- **Your breakout room has been assigned one of the shifts.**
- **Breakout Discussion:**
  - One by one, talk about **what you're already doing** in that area that is working.
  - Brainstorm ideas for other things you could do to grow. Build on each other's ideas.
  - Be ready to **report your 3 most creative** but doable ideas.

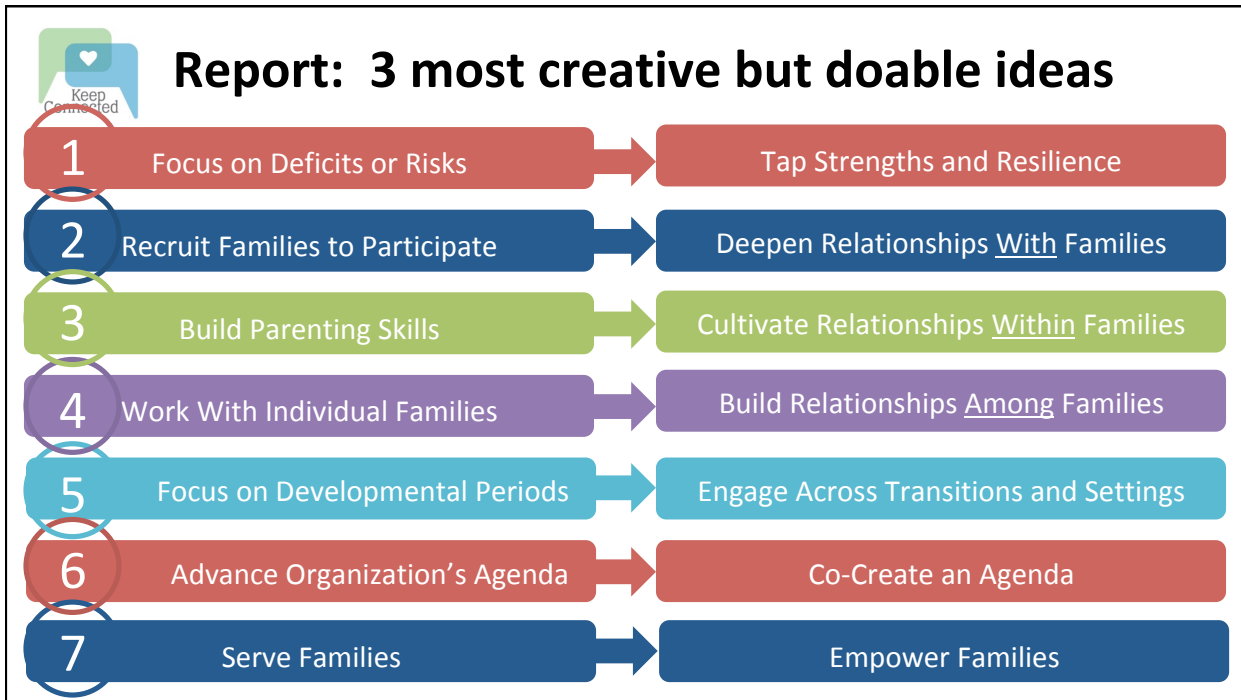


Breakout Room



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**The Keep Connected Implementation Toolkit**

First go to: [www.KeepConnected.info](http://www.KeepConnected.info)

Click on "Member Content" Button

What is Keep Connected?  
Healthy, strong family relationships are foundational to young people's growth, learning, and well-being. These relationships build strong social and emotional strengths that kids use throughout their lives.  
**But great family relationships don't just happen.**  
Keep Connected offers all kinds of families—and organizations that support them—ideas, activities, and experiences to help build strong family relationships. Our goal is to strengthen family relationships to help kids be and become their best selves.

Parents & Families | Schools & Organizations Serving Families

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# The Keep Connected Implementation Toolkit

Parenting Resources ▾ Programs About Tools ▾ Blog Member Content

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To access content, please email [info@searchinstitute.org](mailto:info@searchinstitute.org) or message us using the contact form here.

## Keep Connected Implementation Toolkit

Welcome to the Keep Connected Implementation Toolkit, where you'll find tools, strategies, and insights to plan, lead, and monitor quality of Keep Connected in your school, organization, or community.

<b>The Backstory of Keep Connected</b>	<b>Planning and Organizing Keep Connected Workshops</b>	<b>Inviting Families—and Keeping Them Coming</b>
Explore the background, history, research base, rationale, and key ideas behind Keep Connected.	Unpack the features and logistics of planning and organizing Keep Connected workshops.	Access insights, strategies, and tools to tackle the challenges of recruitment and retention.

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## www.KeepConnect.info: Member Content

<b>The Backstory of <i>Keep Connected</i></b>	<b>Planning and Organizing Keep Connected Workshops</b>	<b>Inviting Families—and Keeping The Coming</b>
<b>Materials for Leading Workshops</b>	<b>Facilitation Guidelines and Strategies</b>	<b>Feedback and Evaluation Resources</b>
<b>Extend Keep Connected Beyond the Workshops</b>	<b>Material from Keep Connected Institutes</b>	<b>Promotional Tools and Resources</b>

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## Facilitator Agreement

You are all “Licensed Users” with online access

- Training and fees
- Training of facilitators: Not authorized
- Facilitator guides: For your use
- Handouts: For these workshops only
- Representation: “Trained by . . .”
- Length of use: Ongoing

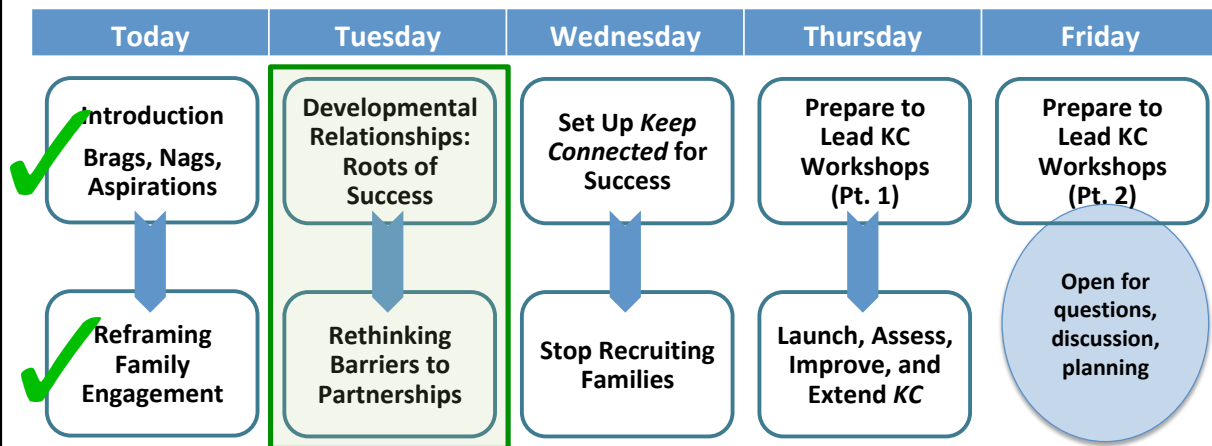


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## Our Time Together



Monthly group coaching (2 options per month, December – May) ➔



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