

October 19 - 23, 2020



# KEEP CONNECTED (VIRTUAL) INSTITUTE



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## Welcome, Lisa Denzer

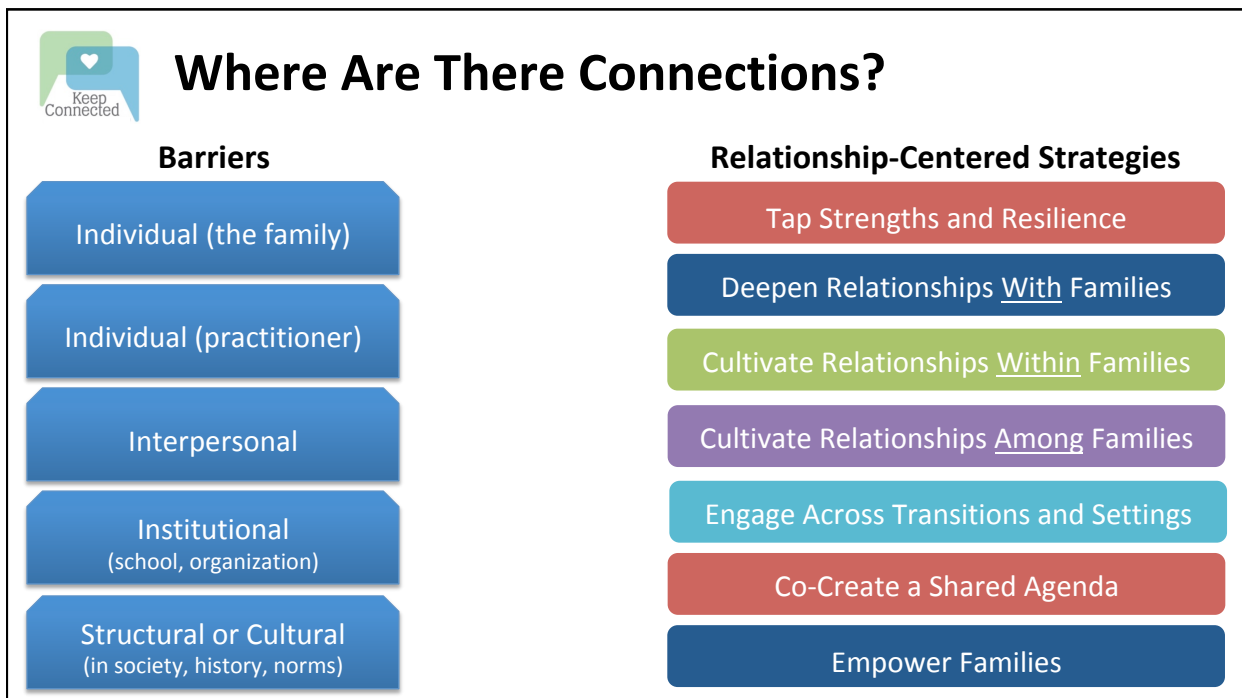
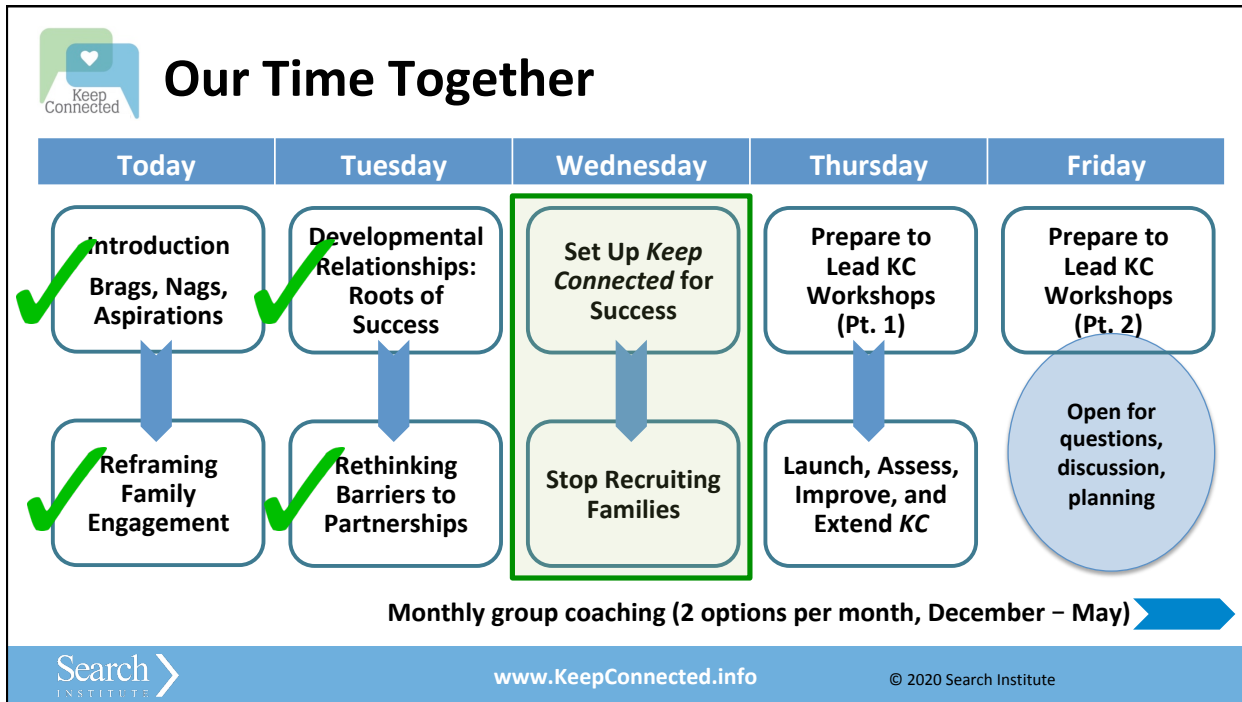



Austin Public Schools  
Austin, Minnesota



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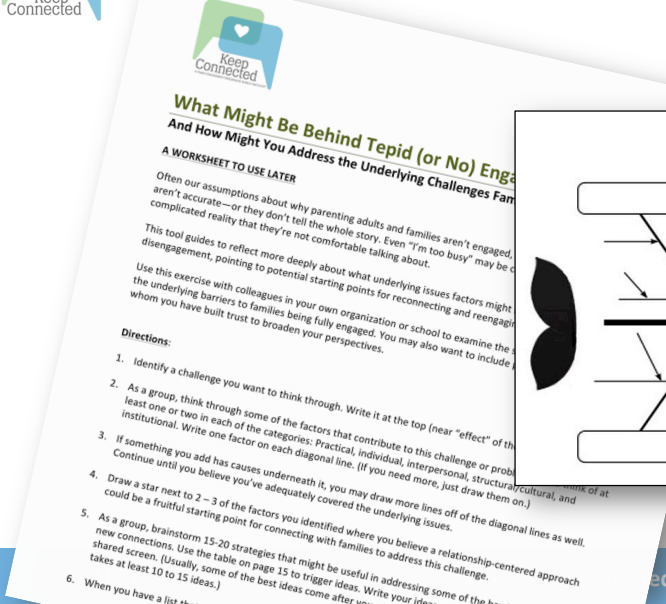
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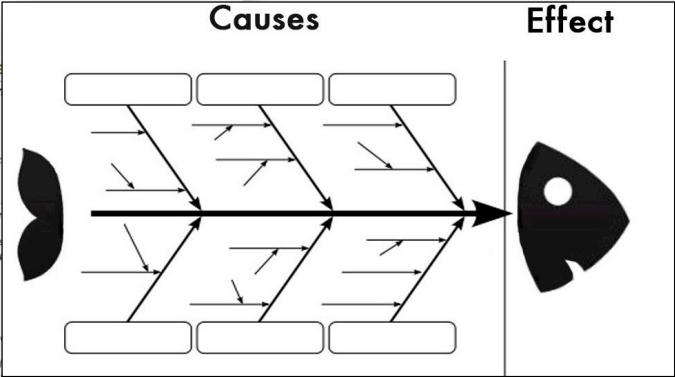


## A Take-Home Tool


Workbook,  
page 14-16



**Causes**
**Effect**

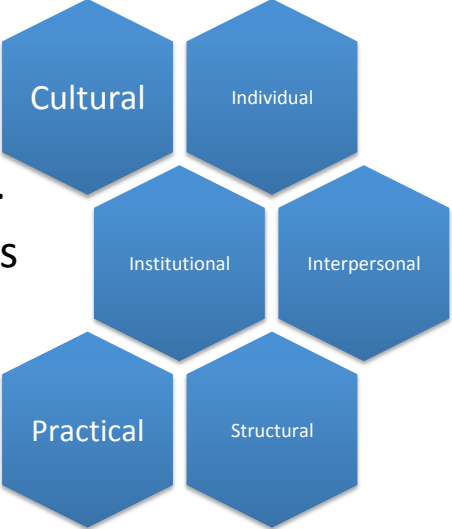



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## Wrap-Up on Barriers to Family Engagement

- Our assumptions about why parents and families aren't engaged don't tell the whole story.
- Deeper systemic and cultural issues are at play.
- Listening, building trust, and, yes, building relationships is likely the best place to start.




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## SET UP KEEP CONNECTED FOR SUCCESS

## Hospitality/ Welcoming



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## Your Current Keep Connected Plans


Which option best reflects your current thinking about using the *Keep Connected* workshops?

- Plan to use 7-session, IN-PERSON version for youth and parents together
- Plan to use 7-session, IN-PERSON version for parents only
- Plan to use 4-session VIRTUAL version
- Plan to use 4-session IN-PERSON version
- Don't know, but want to do something
- Not sure if we'll do anything
- Are not planning to use any

If you have a different plan or idea, jot it in the chat box.



## Zoom Poll



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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



## www.KeepConnect.info: Member Content

<b>The Backstory of <i>Keep Connected</i></b>	<b>Planning and Organizing Keep Connected Workshops</b> Today	<b>Inviting Families—and Keeping The Coming</b>
<b>Materials for Leading Workshops</b>	<b>Facilitation Guidelines and Strategies</b> Thursday and Friday	<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>




## The Building Blocks of a Plan

Workbook, page 3

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<b>Families</b>	<b>Organization</b>	<b>Shared Agenda</b>
<b>Format</b>	<b>Schedule</b>	<b>People</b>
<b>Language and access</b>	<b>Childcare</b>	<b>Facilities</b>
<b>Transportation</b>	<b>Technology</b>	<b>Partnerships</b>
<b>Shared Family Meals</b>	<b>Budget</b>	<b>Materials/Supplies</b>

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## Rough Timeline

8 to 12 weeks before	3 to 6 weeks before	Launch the workshop series
<ul style="list-style-type: none"> <li>Build organizational understanding, buy-in, and support</li> <li>Bring together a planning team.</li> <li>Set a schedule, secure facilities, and other basics</li> </ul>	<ul style="list-style-type: none"> <li>Invite families to participate</li> <li>Organize logistics, supplies</li> <li>Prep to facilitate</li> </ul>	<p>7 weeks for full experience, if you host weekly sessions</p> <p><b>After: Debrief to identify ways to improve</b></p>


Monthly Zoom group coaching calls: December 2020 – May 2021 (2 options per month)


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## Overall Strategy Alignment

Families	Organization	Shared Agenda
<p>What are your existing relationships with the families who might participate?</p> <p>If you aren't connected well, who might you partner with?</p>	<p>What's the level of shared readiness and buy-in?</p> <p>Who needs to be on board for this to be successful?</p>	<p>How well does what you're hoping to do align with what your organization has as priorities and what families have as priorities?</p>
p. 4	p. 5	p. 6




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## Organizing the Sessions

Format	Schedule	People
<p>Which version of <i>Keep Connected</i> will be best for your families?</p> <p>Length?</p> <p>In-Person? Virtual?</p>	<p>When do you hope to do it? What else is happening then?</p> <p>What times work best?</p> <p>How frequently?</p> <p>Start date?</p>	<p>2 facilitators (at least)</p> <p>Language services</p> <p>Childcare</p> <p>Other?</p>
p. 7	p. 8	p. 8



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## Being Accessible and Welcoming for All (all p. 8)


Language and access	Childcare	Facilities
Parent handouts in Spanish Interpreter? Physical accessibility?	What will families need? Is there space at the location of the workshop?	Good space for both youth and parent sessions? Welcoming space for all?
Transportation	Technology	Partnerships
What will families need? What are options in your community?	Only needed for virtual options? How can you ensure that families have what's needed?	For space? Sponsors for food? Connections to families? Other?


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## Being Accessible and Welcoming for All (all p. 8)

Shared Family Meals	Budget	Materials/Supplies
Integral to in-person (and virtual?) experience Families have role in selecting, preparing? Attend to dietary restrictions so all feel included and respected.	You owe nothing more to Search Institute (although you may find other things to be valuable) Personnel is main cost if that isn't covered Some cost savings over time	Relatively simple to find, but it takes time to put together Many assemble supplies for each session before the series starts Some get creative based on local resources
p. 9	p. 10	p. 11


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## Budget Sample

Fall 2017	Session 1	2	3	4	5	6	7	Total
Certified Staff (3)	\$180.00	\$180.00	\$180.00	\$180.00	\$180.00	\$180.00	\$180.00	\$1,260.00
Success Coach (1)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$350.00
Support staff -Childcare Supervision (1)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$210.00
Food	\$180.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	Potluck	\$930.00
Transportation		\$24.00						
Supplies- purchased and used over multiple sessions.	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	\$19.00	
<b>Totals</b>	<b>\$459.00</b>	<b>\$453.00</b>	<b>\$429.00</b>	<b>\$429.00</b>	<b>\$429.00</b>	<b>\$429.00</b>	<b>\$279.00</b>	<b>\$2,750.00</b>
Supplies- purchased and used over multiple sessions.								
3m Flip charts	\$38.00							
Name tags	\$21.00							
Canvas	\$24.00							
Stencils	\$20.00							
Paints	\$20.00							
Brushes	\$10.00							
133/7=\$19.00	\$133.00							



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## Planning in Breakout Rooms

If your group isn't giving you what you need to plan, let us know. We could form breakouts with each organization having its own room, for example.

Coalitions  
1

Coalitions  
2

BBBS 1

BBBS 2

K-12  
Education

Child &  
Family  
Services  
Canada 1

Child &  
Family  
Services  
Canada 2

National  
Organizations



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# Breakout Room

The person in the group who was born earliest in the day (which starts at midnight) is the facilitator and will report out for the group.




- ◆ With your group, scan the planning topics on page 3 in the workbook. Decide on which 1 or 2 you'd like to work on today. (Most you'll do on your own.)
- ◆ Brainstorm your options, what you're thinking about, and questions you have. Add ideas to the relevant worksheet. Spend 5 minutes on each topic.
- ◆ Be ready to report 1 or 2 things your group is considering in each topic—or a big question you have.




## The Building Blocks of a Plan

Workbook, page 3

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TIME FOR A  
BREAK!  
for lunch



**Families Playlist**

- Add suggestions
- Recommend deletions

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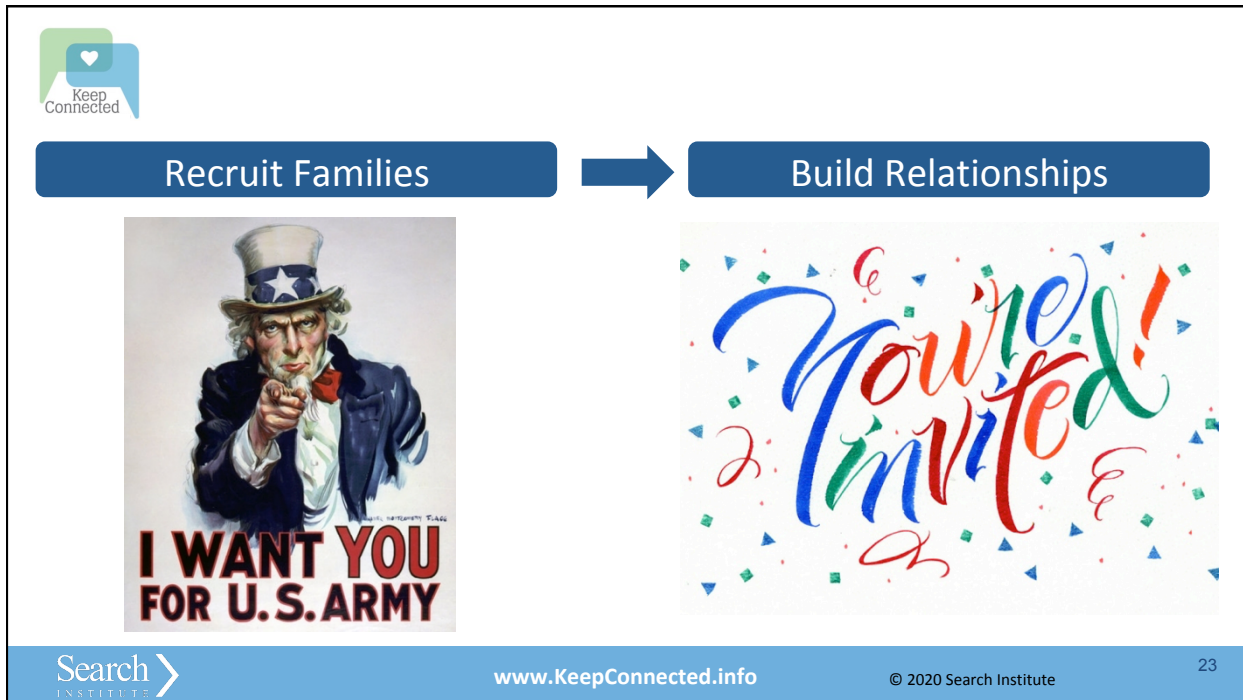
**Stop  
“Recruiting”  
Families  
(And What  
To Do Instead)**

**INVITING FAMILIES TO PARTICIPATE**

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**re·cruit**  
/rə'kroʊt/

“To enlist for military service; to furnish or replenish with a fresh supply; to attempt to enroll or enlist.”

*Synonyms:* enlist, call up, conscript, draft, muster in

**in·vite**  
verb  
/ɪn'viːt/

make a polite, formal, or friendly request to (someone) to go somewhere or to do something.

*Synonyms:* ask, summon, have someone over, request the pleasure of someone's company

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## From a Completely Different World . . .



Among furniture retailers:

**80%** named word-of-mouth  
their most powerful  
marketing tool

**5%** rate social-media  
marketing as very  
effective

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## The Power of Inviting – Engaging - Partnering

Nothing is more powerful than a **personal invitation** from someone who . . .

- Shares their **life experience**
- Connects the experience to the family's **specific goals, worries, priorities**
- Is **trusted**, warm, encouraging
- Will **be there** to welcome

Parents want to be sure:

- “I’ll fit in”
- “I won’t look stupid”
- “I have something to contribute”
- “I won’t be pressured to do something else”

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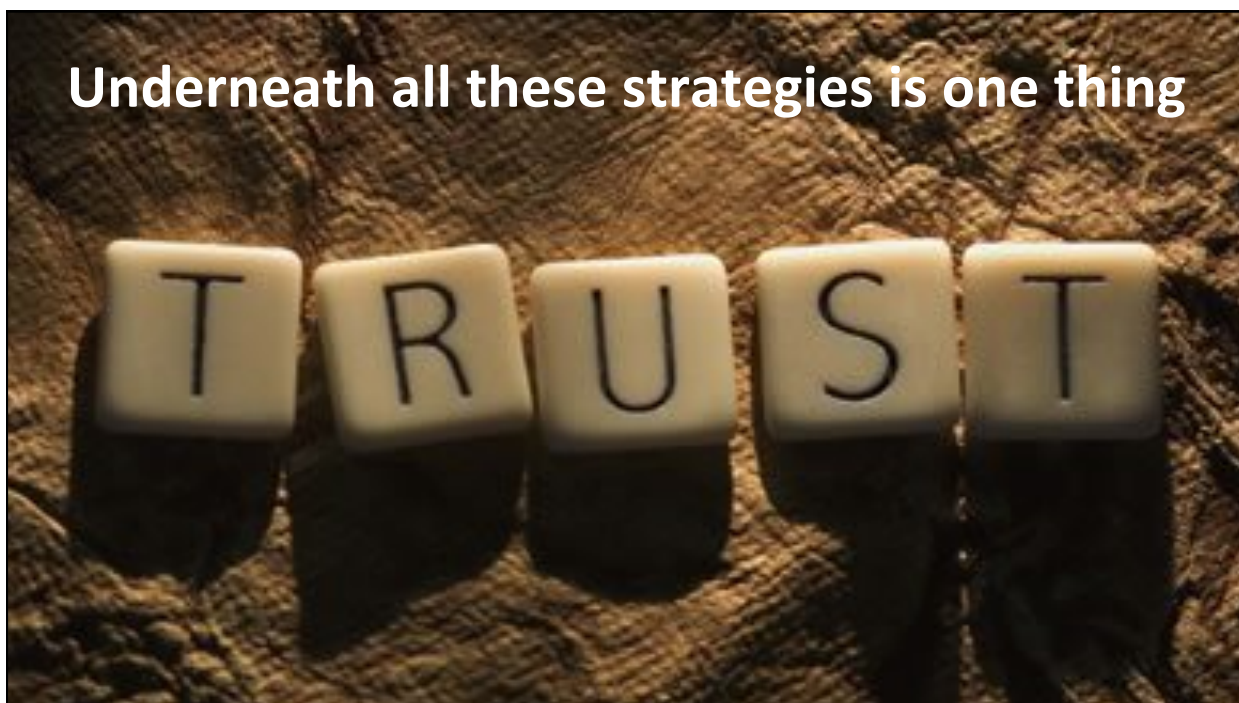
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## A Basic Strategy

1. Start with listening to families
2. Recognize families as partners, not just recipients
3. Partner with trusted allies
4. Build trust with families

**Underneath all these strategies is one thing**






## Trust Levels

How would you describe the trust level currently between your organization and the families in your community?


- Very strong
- Pretty strong
- Mixed, up and down
- Suspicious
- Fragile, on edge
- Broken



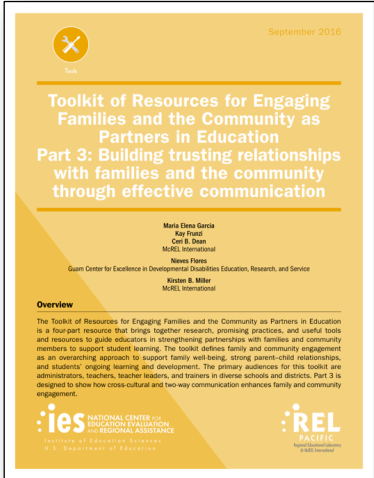
Zoom  
Poll



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## The Foundation of Relationships: Trust



Engaging families . . .

- Trust is **built over time**, based on consistent, ongoing interactions
- If people don't know each other, trust starts with one's **reputation and/or commonalities** (background, interests, culture)
- **Not much in common:** Trust takes longer to build.



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## Trust: Foundation of Relationship-Centered Engagement

- Benevolent** You experience that the person cares about your well-being and will protect it.
- Reliable** You have confidence the person will come through, act consistently, and follow through.
- Competent** You believe the person can effectively do required tasks.
- Honest** You experience the person having integrity and being authentic.
- Open** The person shares (doesn't withhold) relevant information.

(Tschannen-Moran, 2014)



## Overview: Strategies Rooted in Relationships

- **Express Care:** Listen and build trust
- **Provide Support:** Respond to needs
- **Challenge Growth:** Tap goals and strengths
- **Share Power:** Engage families as partners
- **Expand Possibilities:** Tap and build a web of relationships





## Express Care

*Show me that I matter to you.*



<b>Be dependable</b>	Be someone I can trust.
<b>Listen</b>	Really pay attention when we are together.
<b>Believe in me</b>	Make me feel known and valued.
<b>Be warm</b>	Show me you enjoy being with me.
<b>Encourage</b>	Praise me for my efforts and achievements.

I appreciate what you're doing you do to support your kids. I know it can feel challenging at times, but you're doing a great job!

I really enjoyed spending time with you this evening . I'll be at the event next week and I hope you can join us.

What are your hopes, dreams, struggles, and gifts?



Listening to Understand



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## Flyers, Posters, Social Media, Videos, etc.




### How They Can Be Useful

- Efficient and relatively inexpensive
- Cultivate awareness
- Reinforce invitations
- Provide details to help with decision to participate
- Reminders

### Their Limitations

- One-way
- Easy to ignore
- Impersonal
- In the pile
- Feel good to get out, but unlikely to generate many participants



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## Challenge Growth

*Push me to keep getting better.*



<b>Expect my best</b>	Expect me to live up to my potential.	 <p>Learn and Keep Track of Families' Goals</p>
<b>Stretch</b>	Push me to go further.	
<b>Hold me accountable</b>	Insist I take responsibility for my actions	
<b>Reflect on failures</b>	Help me learn from mistakes and setbacks	


You're not alone in facing that challenge - would you like to get together with other families who have gone through the same thing to find out what they've learned along the way?

What are your goals as a parenting adult? How can I help you stay on track?



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## Incentives: Pros and Cons

### How They Can Help

- Increase enrollment; nudge interest to sign up
- May attract those who may not wish to participate
- Can help with retention (if tied to the last session)
- Can lower barriers to participation


### When They Can Hurt

- May contribute little to participation, but reinforces extrinsic value
- Focus more on the incentive than the experience (low engagement)
- Some show up for incentive, then leave
- Reinforces that they are helping with your agenda




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## Provide Support

*Help me complete tasks and achieve goals.*



**Navigate** Guide me through hard situations and systems

**Empower** Build my confidence to take charge of my life


**Advocate** Stand up for me when I need it.

**Set boundaries** Put in place limits that keep me on track.


How can we help you achieve your goals?

Our program doesn't have the capacity to help with that. Can I work with you to explore other options?

When you invite parents to attend something, make sure childcare, meals/refreshments, transportation, translation services, and any other unique needs are provided.




How Do You Want to Grow?




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## Share Power

*Treat me with respect and give me a say.*



**Respect me** Take me seriously and treat me fairly.


**Include me** Involve me in decisions that affect me.

**Collaborate** Work with me to solve problems & reach goals.

**Let me lead** Create opportunities for me to act and lead.

What did you think of the workshop today? What could I do better next time?

I'd like to learn from you.



Sharing Power Relies on Two-Way Communication  
Where Are You Now with Sharing Power?

Design & lead shared priorities

Lead set workshops


Real input on topics, goals

Invited for a set role

Insignificant (scripted) roles

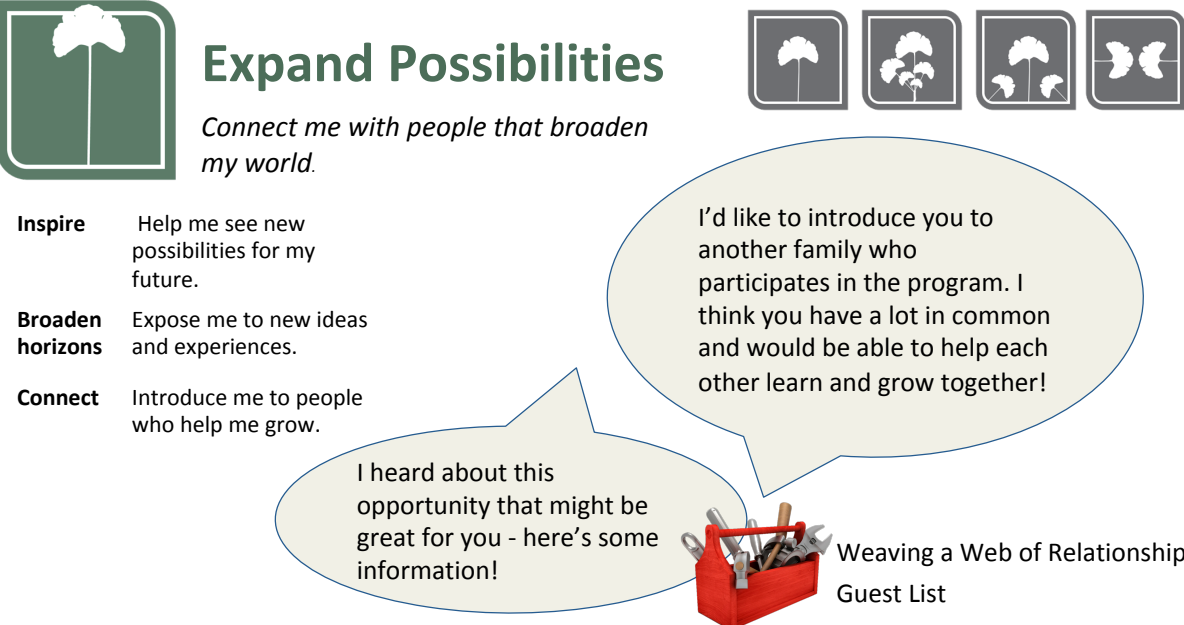
Asked to come; no real role

Excessive reward or mandatory



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## Expand Possibilities

*Connect me with people that broaden my world.*

**Inspire** Help me see new possibilities for my future.


**Broaden horizons** Expose me to new ideas and experiences.

**Connect** Introduce me to people who help me grow.

I heard about this opportunity that might be great for you - here's some information!

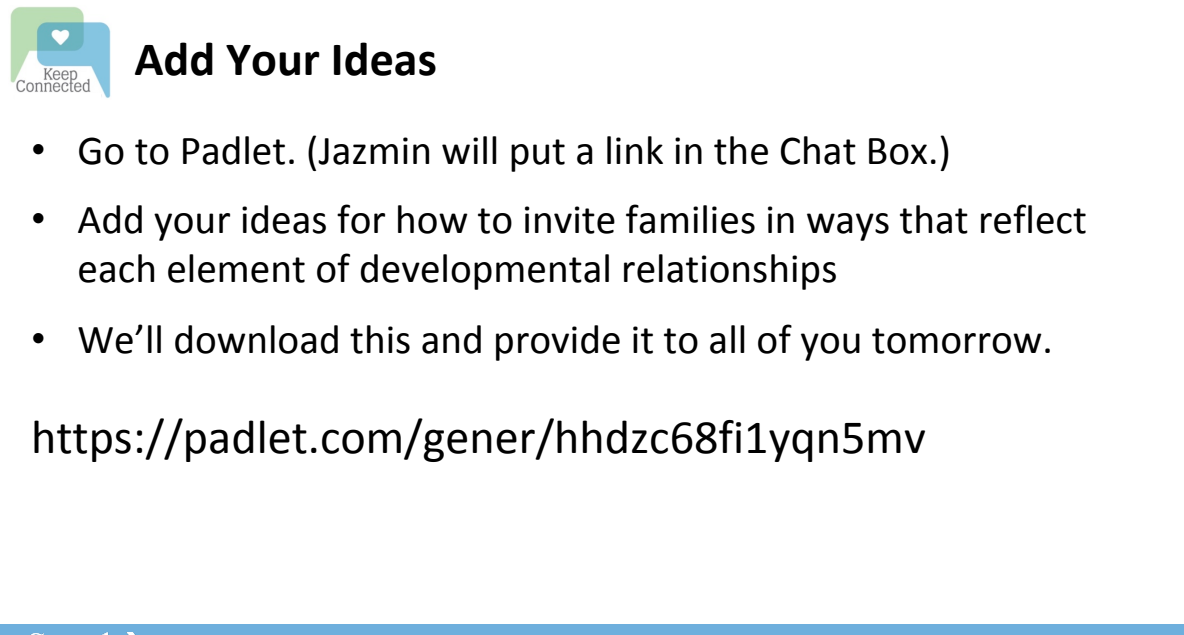
I'd like to introduce you to another family who participates in the program. I think you have a lot in common and would be able to help each other learn and grow together!

Weaving a Web of Relationships  
Guest List

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## Add Your Ideas

- Go to Padlet. (Jazmin will put a link in the Chat Box.)
- Add your ideas for how to invite families in ways that reflect each element of developmental relationships
- We'll download this and provide it to all of you tomorrow.

<https://padlet.com/gener/hhdzc68fi1yqn5mv>

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