

# REACHING OUT THROUGH OUTREACH

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# WHAT IS OUTREACH?

"Outreach is, first, a commitment to create an inviting climate. Further, it is about forming respectful, trusting relationships throughout the school community and recognizing that everyone has value.

Outreach is sharing and distributing important information about committees and topics that inform and invite action. Must be a priority for everyone. The greater ability to members and leaders to form positive one-on-one relationships with all community members, the greater their ability to generate positive impacts on for all children and the school community.."

-PTA

# TYPES OF OUTREACH

## ELECTRONIC:

EMAIL, TEXT MESSAGE, PHONE CALLS, ROBO CALLS, BLOG, CLASSDOJO, SOCIAL MEDIA, (WHATSAPP, FB, INSTA, TWITTER)

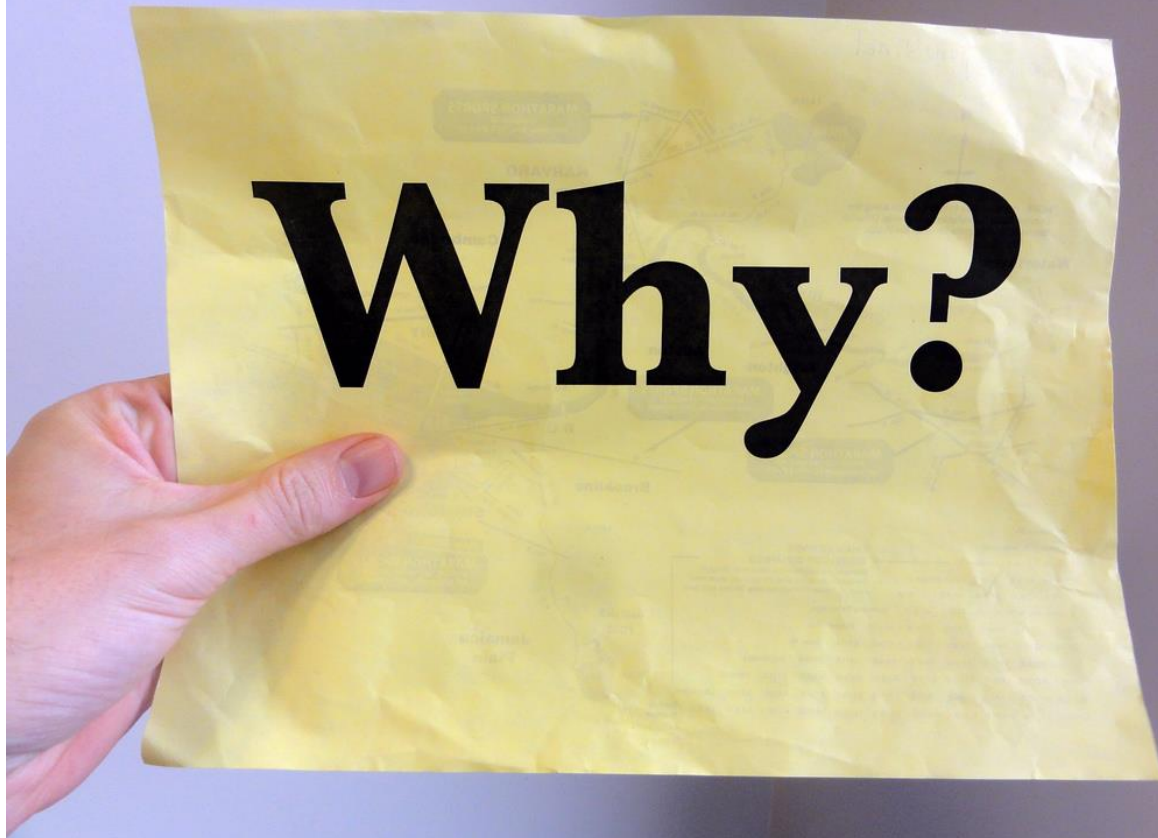
## VISUAL:

POSTERS, FLIERS, BANNERS, LETTERS, MARQUIS,

## PERSON TO PERSON:

FLIER DISTRIBUTION, SHARING AT (SSC/PTA/ELAC/DELAC/DPAC/PAC/STAFF) MEETING, IN CONVERSATION, BEFORE & AFTER SCHOOL, CLUBS, AT ACTIVITIES, EL INSTRUCTIONAL AIDE TO PARENTS, PARENT TO PARENT, TEACHER TO PARENT, PRINCIPAL TO PARENT





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WHY OUTREACH?

# WHO DOES OUTREACH?

*EVERYONE & ANYONE IN THEIR OWN UNIQUE WAY.*

## Who .....

- ✓ Teachers, all grades ClassDojo, email, fliers,
- ✓ Parent Volunteers
- ✓ Librarians allow for posters.
- ✓ ELI Aides is aware and can share meetings with EL families.
- ✓ PTA, has representation at meetings.
- ✓ Secretary, allow to place fliers in office.
- ✓ Principals

## When.....

One week before, at least 72 hours before meeting.

Before and After School, at least 2 days.

At all entries and exits of school.

At all different dismissal times.





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## WHY OUTREACH?

- The most effective form of communication
- To encourage parent engagement
- To create a culture of inclusiveness.
- To ensure you have parent representation. Not the same 5 parents.
- To ensure a functional committee able to support student needs/programs.
- To fulfill our duties of service positions.
- To create a culture of community.
- To Collaborate on ideas and solutions.
- Parents have more meaningful engagement with each other, staff.
- Disseminate information.

# HOW TO OUTREACH..

- \*Always discuss with Principal ahead of time.
- \*Coordinate Veteran and New team members to do outreach.  
(Choose: time, place, days, etc.)
- \* Handout a flier and a calendar smile. Will email sample
- \*Have people at multiple school site entries.
- \*Be available at different dismissal times.
- \*Have a sign-up sheet and ask if you can email or sent text reminder for next meeting.
- \* Put on armor of rainbows. Anticipate resistance and rejection..
- \*Be honest, don't feel you have to be an expert, Be yourself.
- \*Try to be consistent. Be patient.



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# RESISTANCE AND RESPONSES

## Prospect Parent

"I don't have time."

"My wife goes to that.."

"Isn't that for English Learners?"

"I don't know if my child is an English Learner?"

"I don't know when my child reclassify?"

## Outreach Team Member

"If you only have one hour a month, ELAC meetings are the best way to invest in your child's education.."

Here's a calendar of future meetings. Hope you can schedule next meeting. Would you like me to make a note you are requesting different meeting time?"

"How do you usually give input?"

"How do you usually stay informed of school and district events?"

"Have you thought what you would have felt like as a child having both your parents come to a meeting just for you?"

"How are supporting

"Yes but all families must be invited, although voting is done by EL families."

"No other monthly meeting is disseminating information.."

"Great time to establish a relationship with your principal and get to know your EL Instructional Aide."



# RESOURCES

Network with other members

4x4 Mini Flyer (English one side, Spanish Other)

Sign in Outreach Roster

DAC/DELAC Bylaws on CVESD Website

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