A photograph of a green apple splashing in water. The apple is positioned in the lower-left quadrant, with its top half above the water surface and its bottom half submerged. The water is splashing upwards and outwards, creating a dynamic, energetic scene. The background is a light, neutral color.

**Strong families,  
Strong schools.**

Project Appleseed



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A photograph of a green apple and an orange floating in water. The apple is on top, and the orange is below the water line. There is a large splash of water behind the fruit, with many droplets in the air. The background is a light, hazy blue.

# About Us

Project Appleseed

## Our Vision

- Project Appleseed is a nonprofit resource, advocate, and voice for the 65 million public school parents in America.

## Our Mission

- Project Appleseed provides resources for parents who want to be engaged in their children's schools and for schools who seek their involvement.



# About Us

Project Appleseed

For over 20 years, Project Appleseed has been an effective advocacy organization that engages public schools and families by mobilizing millions of volunteers, building responsibility and promoting accountability — both at school and at home. With a focus on low-income and under-served families and schools, Project Appleseed works to improve schools, build public awareness, enable public engagement, advance policy positions and advise elected officials and other decision-makers on best practices for creating optimal educational environments. The effect of our efforts are clear: academic achievement rises in tandem with parental involvement.



# About Us

Project Appleseed

Our web-based tools utilize the **Six Types of Parental Involvement** from **Dr. Joyce Epstein's** research to engage with families, schools, and communities for student success and achievement in K-12 education. It has many useful resources for both educators and parents including tips, the Parental Involvement Toolbox, and handouts.

Project Appleseed's **Parental Involvement Pledge** is a learning compact, providing an opportunity for parents to formalize their commitment to working with their child's school through a written agreement, which they can complete and take to their parent leader, school secretary, teacher, or principal.

Source: <http://www.projectappleseed.org/aboutappleseed>

# Our Story

Project Appleseed

**1993**

**Outstanding Schools Act**

In Missouri, Project Appleseed proposed and passed landmark school "report card" legislation that chronicle the state of each public school district and its schools to help parents & the public evaluate how the district performed.

**1994**

**Title I Elementary and Secondary Education Act**

Project Appleseed worked with the White House to pass ground breaking legislation mandating parent involvement affecting half of America's schools

# Our Story

Project Appleseed

1994  
1997

Signature Annual Family Events

Project Appleseed established National Parental Involvement Day in 1994 and Public School Volunteer Week in 1997. Ten million family members participate each year.

CONGRATULATIONS

K GRADS!

1999  
2001

Top Ten In America

Our founder was named one of the Top Ten People In American Education by Teacher magazine in 1999. He was the recipient of Parenting magazine's Parenting Leader Award in 2001.

# Our Story

Project Appleseed

**2009**

**Race To The Top**

Democrat & GOP Tennessee Governors implement Project Appleseed's program model as part of winning a \$500 million U.S. Department of Education, Race to the Top grant.

**2011**

**10 Unsung Nonprofits That Should Be Household Words**

Project Appleseed was named by EcoSalon as one of "10 Remarkable Nonprofits You've Never Heard Of". Called the "little engine that could make a significant dent in aiding women, children and the planet at large."





# Our Story

Project Appleseed



**2015**

#1 On the Internet

Project Appleseed is the #1 search result in two million, for "parental involvement in public schools" in all leading search engines, Google, Bing! & Yahoo!



**2017**

#1 On the Internet

Each week our website is visited by the 100 largest school districts in the United States! Schools worldwide account for 30% of our visitors!



# Breaking Barriers

Project Appleseed

The most recent research on effective parental involvement shows that numerous barriers to involvement exist for both schools and families. Some barriers are created by limited resources, while others originate from the beliefs, perceptions and attitudes of families and school staff.



# Breaking Barriers

Project Appleseed

- Lack of teacher time.
- Educator's misperceptions of parents' abilities.
- Lack of understanding of parents' communication styles.
- Family mobility, limited family resources, such as transportation and child care.
- Parents' lack of comfort and vested interest in the school along with tension in relationships between parents and teachers.
- Difficulties of involvement in the upper grades.



# Breaking Barriers

## Project Appleseed

- School staff had not been trained to work with families.
- Administrators and teachers worried that increased family involvement would add to their already busy schedules.
- Educators were concerned that closer relationships with families would mean giving up power and decision-making.
- Families were not sure how far they could go in making suggestions or asking questions; they worried that children would be punished for their parents' actions by a teacher or principal who was annoyed or threatened by the parent.

Source: <http://www.projectappleseed.org/barriers>




Title I ESSA: Family Engagement

# Who do we engage?

Project Appleseed

## National, state and local partners

- Governor
- State legislature
- State board of education
- Districts
- Teachers
- Principals
- Other school leaders
- Charter school leaders
- Specialized instructional support personnel
- Paraprofessionals
- Administrators,
- Other staff
- Parents, grandparents and caring adults




Title I ESSA: Family Engagement

# Who do you engage?

Project Appleseed

## **Families and the Community**

- Parents, grandparents and caring adults
- Early Childhood Educators
- K-12 Educators
- School-based parent coordinator
- Afterschool program staff
- Parent leaders
- Non-profit staff
- Government Agency staff
- University Faculty
- Consultant
- Other



Title I ESSA: Family Engagement

# Who do you engage?

Project Appleseed

Public Agenda research demonstrates that public school parents fall into three categories. The [Parental Involvement Toolbox](#) is designed to engage each group with evidence based strategies.

## Help Seekers

- Parents Who Are Concerned About Their Own Children's Learning and Need Help.

## School Helpers

- Parents Who Want to Help Out More in Traditional Ways at Their Children's Schools

## Potential Transformers

- Parents Who Would Like More Say in their Children's Schools and Are Poised to Take Action



Every Student Succeeds Act  
**Title I Engagement**

Project Appleseed

- **School Districts: The district [Title I](#) parent and family engagement policy must describe how the district will:**
  - Involve parents in the joint development of the district plan;
  - Provide the support necessary to assist schools in implementing effective family engagement activities;
  - Conduct an annual evaluation of the effectiveness of the policy in improving the academic quality of Title I schools and use the findings to design strategies to support successful school and family interactions and revise engagement policies; and
  - Involve families in schools activities, which may include establishing an advisory board to develop, revise and review the engagement policy.





Every Student Succeeds Act  
**Title I Engagement**

Project Appleseed

**Schools: The school parents and family engagement policy must describe how the school will:**

- Convene an annual meeting, at a convenient time to which all parents of low-income students are invited and encouraged to attend, to inform parents that their school receives Title I funds, that these funds come with requirements, and that parents have a right to be involved;
- Offer a flexible number of engagement meetings at convenient times for families (for which the school may provide transportation, child care, or home visits using Title I funds);
- Provide parents and families with:
- Information about Title I-funded programs;
- An explanation of the curriculum and achievement levels the school uses; and
- If requested, opportunities for regular meetings to participate in decisions relating to the education of their student.



Every Student Succeeds Act  
**Title I Engagement**

Project Appleseed

**The Same:**

**Title I schools must develop:**

- FE Policy – meetings, program review, info on curriculum and testing, parent comments.
- School-Parent Compact: Shared responsibility for student learning, dual capacity for involvement;

**New:**

- Ensure regular two-way, meaningful communication between family members and school staff.
- 90% of Title I family engagement funds go directly to the school

Source: National Association for Family School Engagement

leseed



Every Student Succeeds Act  
**Title I Engagement**

Project Appleseed

**Core Principles:**

- Family engagement is an essential strategy to improve student learning.
- Parents and families are not “the problem” but essential partners
- Both educators and families need support to collaborate
- Close parent-teacher communication and collaboration is what improves student learning

Source: National Association for Family School Engagement

leseed



Logic Model

# Beyond Random Acts

Project Appleseed

**As a reform strategy, family engagement should be systemic, integrated, and sustained.**

- **Systemic** family engagement is purposefully designed as a core component of educational goals such as school readiness, student achievement, and school turnaround.
- **Integrated** family engagement is embedded into structures and processes designed to meet these goals, including training and professional development, teaching and learning, community collaboration, and the use of data for continuous improvement and accountability.
- **Sustainable** family engagement operates with adequate resources, including public–private partnerships, to ensure meaningful and effective strategies that have the power to impact student learning and achievement.

## Logic Model

Project Appleseed's logic model provides the basic framework that illustrates our program's theory of change. It shows how day-to-day activities connect to the outcomes and impacts the program seeks to achieve.

### **Our Mission**

Project Appleseed provides resources for parents who want to be engaged in their children's schools and for schools who seek their involvement.

### **Our Vision**

Project Appleseed is a nonprofit resource, advocate, and voice for families, in the pursuit of life, liberty and happiness, by means of a quality education in America's public schools.

### **Core Values**

All students and their families are entitled to opportunities to succeed, regardless of any demographic, disability, geographic, or economic factors.

### **Beliefs & Assumptions**

Parents are their child's first and most important teachers. (Megan Northrup 1990)

When parents are involved in children's education, children are more successful in school. (Henderson & Mapp 2002)

When parents are involved in school planning and review, through active participation schools are more effective.

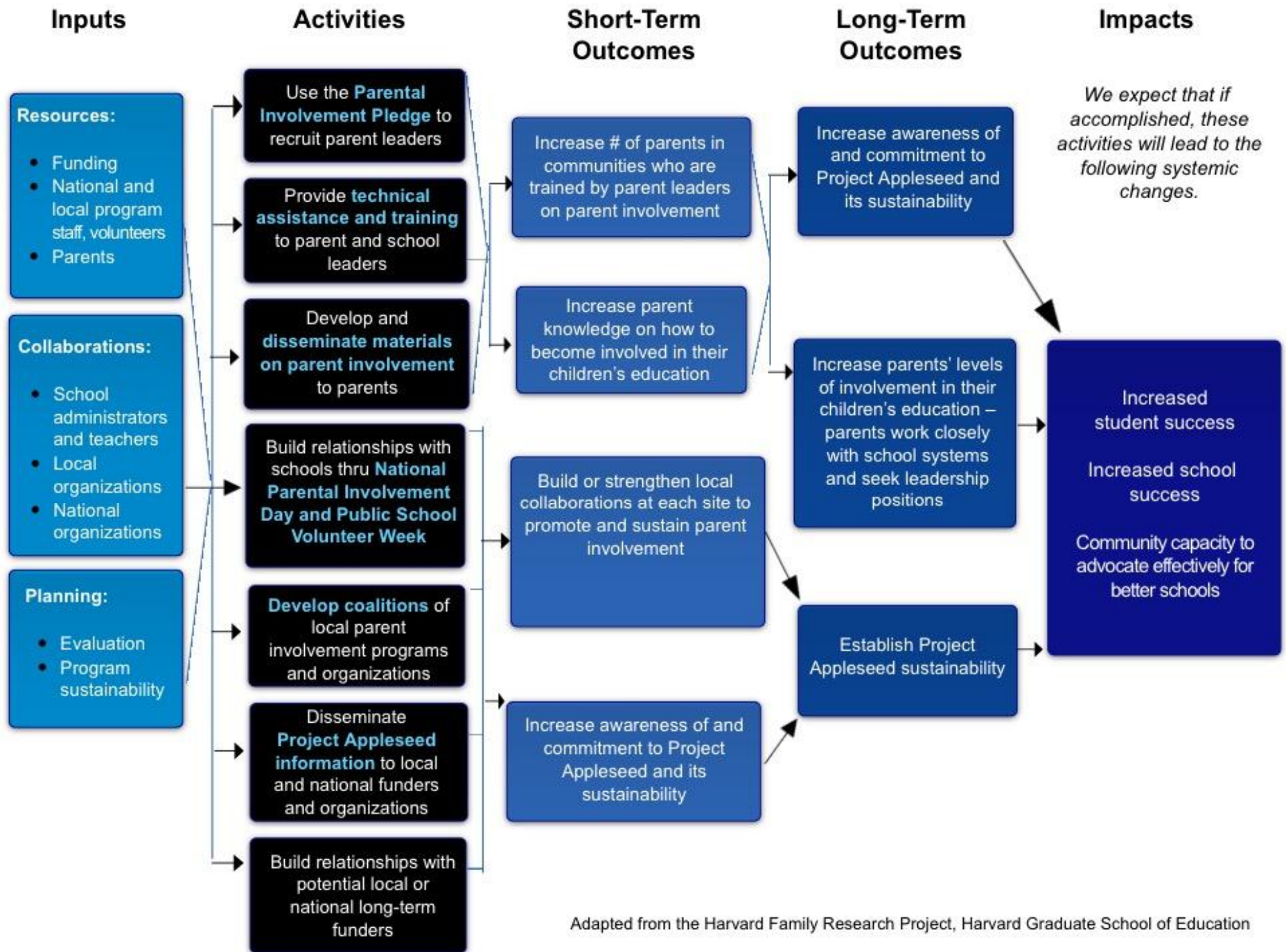
### **Areas of Focus and Priorities**

Navigating the School as a System

Leadership and Advocacy

Targeted Academic Development

Communication Between the Home and the School



Adapted from the Harvard Family Research Project, Harvard Graduate School of Education



**Parenting**



**Learning @ Home**



**Collaborating with  
Community**



**Volunteering**



**Communicating**



**Decision Making**

# Six Slices of Family Involvement™



VOLUNTEERING  
**Slice 1**

Project Appleseed

**GOAL: Recruit and organize parent help**

*Sample best practices:*

- Distribute Project Appleseed's learning compact known as the [Parental Involvement Pledge](#) to recruit and organize parent volunteers.
- Distribute Project Appleseed's [Parental Involvement Report Card](#). The Report Card is intended to help parents evaluate their contributions to their child's success at school .
- Use the Pledge to identify all available talents, times, and locations of volunteers.
- Establish a parent room or center for volunteer work, meetings, and resources for families.





PARENTING  
**Slice 2**

Project Appleseed

**GOAL:** Help all families establish home environments to support children as students.

***Sample best practices:***

- Home visits at transition points to preschool, elementary, middle and high school; and neighborhood meetings to help families understand schools and to help schools understand families.
- School provides suggestions for home conditions that support learning at each grade level, provides workshops, videotapes, and/or computerized phone messages on parenting and child-rearing .
- Parent education and other courses or training for parents (e.g., GED, college credit; family literacy), and family support programs to assist families with health nutrition, and other services.



COMMUNICATING  
**Slice 3**

**Project Appleseed**

**GOAL:** Design more effective forms of school-to-home and home-to-school communications with all families each year about school programs and their children's progress.

***Sample best practices***

- Parent and student pick-up of report card, with conferences with every parent at least twice a year, with follow-ups as needed.
- Weekly or monthly folders of student work are sent home and reviewed, parental comments returned to teacher. Regular schedule of useful notices, memos, phone calls, newsletters, and other communications.
- Clear information on all school policies, programs reforms, and transitions. Clear information on choosing schools, or courses, programs, and activities within schools.



LEARNING AT HOME

# Slice 4

Project Appleseed

**GOAL:** Provide information and ideas to families about how to help students at home with homework and other curricular-related activities, decisions, and planning.

***Sample best practices:***

- Information on homework policies and how to monitor, and discuss schoolwork at home, and skills required for students in all subjects at each grade.
- Information on how to assist students to improve skills on various class and school assignments.
- Regular schedule of homework that requires students to discuss and interact with families on what they are learning in class (e.g., TIPS).
- Goal setting for students with families each year, and for future plans for college or work.



DECISION MAKING

# Slice 5

Project Appleseed

**GOAL:** Include parents in school decisions, developing parent leaders and representatives.

***Sample best practices:***

- Active PTA/PTO or other parent organizations, school advisory councils for parent leadership and participation.
- District level councils and committees for family and community involvement.
- Independent advocacy groups to work for school improvements and to provide networks to link all families with parent representatives.
- Information on school or local elections for school representatives.



COLLABORATING WITH COMMUNITY

# Slice 6

Project Appleseed

**GOAL: Identify and integrate resources and services from the community to strengthen school programs, family practices, and student learning.**

**Sample best practices:**

- Information for students and families on community health, cultural, recreational, social support, and other programs or services.
- Information on community activities that link to learning skills and talents, including summer programs for students.
- Service to the community by students, families, and schools (e.g., recycling, art, music, drama, and other activities for seniors or others, etc.)
- Alumni to link to school programs for students.

Source: <http://www.projectappleseed.org/chklist>

A photograph of a green apple and an orange floating in water. The apple is on top, and the orange is below it, partially submerged. There is a large splash of water around the fruit, with many droplets in the air. The background is a light, hazy blue-green.

PARENTAL INVOLVEMENT

# Toolbox<sup>tm</sup>

Project Appleseed

Project Appleseed's [Parental Involvement Toolbox](#) is our program designed for educators and parent leaders who strive to supersize and mobilize family engagement to improve student outcomes. Schools organize parent responsibility with an effective model that is [research-based](#), meets district and state mandates, [Title I](#) and best practices. Each Toolbox's [Parental Involvement Pledge](#) and [Parental Involvement Report Card](#) is customized and branded with each school's logo's for distribution to every student and family.

SUPERSIZE ENGAGEMENT

# Toolbox

Project Appleseed

## Engagement Tools

- Parental Involvement Pledge, pdf
- [Parental Involvement Pledge Online](#)
- Parental Involvement Report Card, pdf
- [Parental Involvement Report Card, Online](#)
- Certificates of Parental Involvement for schools and parents!

## National Events: Act locally twice each year!

- Support for [National Parental Involvement Day](#)
- Engagement in [Public School Volunteer Week](#)
- [150 Days of Family Engagement Activities](#)
- Proclamation and Resolution support

## Training

**GUIDE:** Title I Parental Involvement from SEDL - 33 Tools, Policy, Planning, and Building Capacity

- **GUIDE:** Parent Engagement Guide: Strategies for Involving Parents in School Health from the Centers for Disease Control



<http://www.projectappleseed.org/online-store>

TITLE I LEARNING COMPACT  
**Parental Involvement  
Pledge™**

**Project Appleseed**



AS A PARENT, GRANDPARENT, OR CARING ADULT, I hereby give my pledge of commitment to help our community's children achieve a truly independent future. My declaration of responsibility and commitment to my public schools is stated in the five self-evident truths as spoken by President Woodrow Wilson...

<http://www.projectappleseed.org/pledge>



SELF DIAGNOSTIC TOOL

# Parental Involvement Report Card™

Project Appleseed



Project Appleseed provides this self-diagnostic tool which is intended to help parents rate their contributions to their child's success at school. Use these 31 questions as a guide to discover some of the ways that you can help your child at home and at school.

<http://www.projectappleseed.org/reportcard>

WELCOME TO THE HOME OF  
**National Parental Involvement Day™**  
**Public School Volunteer Week™**

Project Appleseed



During the past two decades, Project Appleseed has provided families and schools throughout the country with two widely celebrated events –

**National Parental Involvement Day**  
**and Public School Volunteer Week.**

These are the celebrations in which schools recruit, engage, count and recognize the services of America's dedicated school volunteers. Over ten million family members participate in our celebrations at over 18,000 schools in all 50 states each school year.

SUPERSIZE ENGAGEMENT

# Membership

Project Appleseed

**We have many opportunities available to our members:**

- You get unlimited reproduction rights to our web site content for distribution in newsletters, memos, booklets, pamphlets and more for one year!\* (Does not include Pledge or Report Card)
- Access to PowerPoint Central, a library of PowerPoint presentations on parent engagement by education experts from across the country.
- Project Appleseed Certificate of Membership for display.
- Parent Engagement Guide: Strategies for Involving Parents in School Health from the Centers for Disease Control (CDC).
- **A Free T-shirt with Your Membership!**



- 20% Discount on renewal of Project Appleseed's Parental Involvement Toolbox. & More!

Source: <http://www.projectappleseed.org/online-store>

KEVIN WALKER VIA SKYPE

# Training

Project Appleseed

**A one-hour Skype session with Project Appleseed president & founder, Kevin Walker,** is an economical opportunity to bring a national parent leader to your school community. To make a difference in the lives of students every day, it is important to stay current with educational theory and practices. In the professional world, things are always changing, new ideas are emerging, and best practices are evolving. Our flexible Skype Professional Development options offers:

- Guidance on how to engage parents. Each session is meant to offer solutions for educators and parents tailored to each school or district's needs.
  - An introduction to Title I parental involvement and the importance of strong parent involvement program. Planning and evaluating your Title I Program – what makes an effective plan.



Source: <http://www.projectappleseed.org/online-store>



## Project Appleseed

the national campaign for public school improvement

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