

# Project Appleseed

the national campaign for public school improvement







## Hosted and On-Site Workshops

Project Appleseed's professional development is not a stand alone activity rather than a journey that is intensive, collaborative, job-embedded, data-driven and family focused. The [Every Student Succeeds Act \(ESSA\)](#) redefines high-quality professional development for elementary and secondary education. Whether you're a brand-new or seasoned educator or parent leader, we have the evidence-based knowledge you need to get up to speed, perform at your best, and get the most out of parents.

Project Appleseed provides an economical opportunity to bring [Kevin Walker](#) - our founder and a national parent leader - to your school community. Mr. Walker will help you engage families in continuous school improvement, by nurturing relationships with parents and families. We have three ways to help you practice effective family engagement by bringing Kevin Walker to your school community.

### Who Should Attend?

- Schools, districts, parent groups
- Family representatives, community members
- Principals, teachers, parent liaisons, parent group leaders, district leaders and other administrative staff members

### Services

- Interactive workshops with hands-on applications
- 24/7 access to Powerpoint Central
- Follow-up session by video conference
- Participant guides and resources to build connections between home and school



### How much does it cost?

- **Hosted Workshop in St. Louis, July 25, 2019, is \$1,500.00 per person.** Includes One-Year Parental Involvement Toolbox for an individual school.
- **In-Person, On-Site Workshop is \$3,500.00 for training.** Includes One-Year Parental Involvement Toolbox for four schools and all travel expenses.

### Coming soon to:

- Workshop Hosted by Project Appleseed in St. Louis, MO, July 25, 2019
- South Bend Community School Corp., IN

### Been there recently:

- Aspira Charter Schools of Pennsylvania
- Carrubus County Schools, Charlotte, NC
- Picayune School District, MS
- Santa Clara County Office of Education, San Jose, CA

## Training Components

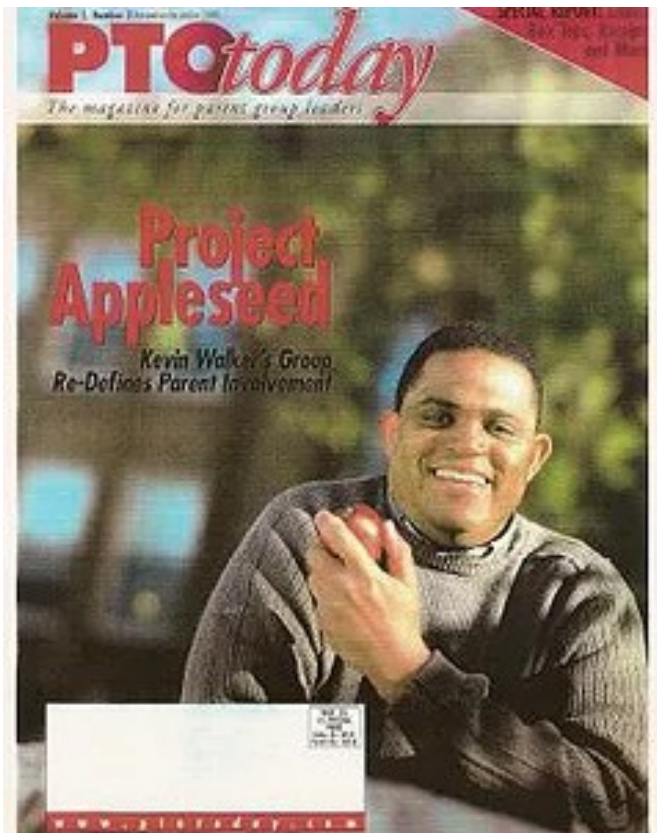
- **Our Tools:** Features the implementation of the [Parental Involvement Toolbox](#) in your school community for a school year and the metrics for parent engagement success based on our [Logic Model](#).
- **ESSA Title I:** An introduction to Title I parental involvement and planning and evaluating your Title I program.
- **National Standards:** An overview of the [Six Slices of Parental Involvement](#) is presented along with specific activities to organize families and increase student outcomes.
- **Create A Plan:** Develop A [10 Step Family Engagement Plan](#). Educators are provided information on how to encourage, involve, and measure parents' involvement at different levels.
- **On-Going Learning:** Follow-up utilizes access to [Powerpoint Central](#), a library of Powerpoint presentations on parent engagement by education experts from across the country.
- **Follow-Up:** Features ongoing two-way support by Skype, phone, email.
- **Project Appleseed Certification:** Our certification will show you've got what it takes to crush the complex real-world challenges of parent engagement.

## Live Video Conference Workshop

**Training via Skype with Project Appleseed president & founder, Kevin Walker.** Our flexible Skype Professional Development options offers **two hour sessions or two one hour sessions** scheduled at your request. Download our slideshow presentation of Project Appleseed's program, Strong Families, Strong Schools, for more information on how we engage families. Fees are \$1,000.00:

### Live Video Conference Workshop Outline

- An overview of the [Six Slices of Parental Involvement](#). 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.
- Features the implementation of the [Parental Involvement Toolbox](#) in your school community and the metrics for parent engagement success.
- An introduction to [Title I](#) parental involvement and planning and evaluating your Title I Program.
- Follow-up utilizes access to [Powerpoint Central](#), a library of Powerpoint presentations on parent engagement by education experts from across the country.
- Follow-up features ongoing two-way support by phone, email.





**Project Appleseed™**  
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public school improvement

**VIRTUAL HEADQUARTERS**

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Vice-President & National Field Director

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Greenville, South Carolina

## Event and Scheduling Information

Name \_\_\_\_\_

Title \_\_\_\_\_

School Or District \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ E-Mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Event Title or Topic: \_\_\_\_\_

Type of Presentation: \_\_\_\_\_

Other Invited Speakers: : \_\_\_\_\_

Type of Audience Participants: \_\_\_\_\_

Audience Size: \_\_\_\_\_

Logistical Information: \_\_\_\_\_

Event Date and Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

Event Street Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

School or Organization Url: \_\_\_\_\_

Signature: \_\_\_\_\_

**Mail Invoices and purchase orders and make checks payable to:**

Project Appleseed, 520 Melville Avenue, c/o Side Street, St. Louis, Missouri, 63130-4506

[headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org)

Fax: 314-725-2319 "Attention Project Appleseed"



## Family Engagement Workshop Outline

Time	ACTIVITY
8:00 - 8:30	<ul style="list-style-type: none"> <li>• <b>Welcome &amp; Introductions</b></li> </ul>
8:30 - 9:30	<b>Kevin Walker</b> <ul style="list-style-type: none"> <li>• The WHY of having an Family Engagement Plan</li> <li>• Barriers to family engagement</li> </ul>
9:30 - 9:45	<b>BREAK</b>
9:45 - 11:00	<b>Getting Started on the Family Engagement Plan</b> <ul style="list-style-type: none"> <li>• Where are you now?</li> <li>• ESSA Title I</li> <li>• Parent/Family Involvement Policy</li> <li>• Evaluation of existing Parent/Family Engagement Plans</li> <li>• School Improvement Plan. What does your data say?</li> </ul>
11:00 - 12:00	<b>Six Slices of Family Engagement</b> <ul style="list-style-type: none"> <li>• Parental Involvement Pledge</li> <li>• Parental Involvement Report Card</li> </ul>
<b>12:00 – 12:45</b>	<b>LUNCH</b>
12:45 - 1:30	<b>How to Create Family Engagement goals?</b> (Primary & Secondary Breakout Sessions) <ul style="list-style-type: none"> <li>• The Parental Involvement Checklist</li> <li>• Logic Model</li> <li>• 10 Step Family Engagement Plan</li> <li>• Welcoming Atmosphere Walk-Through</li> <li>• Creating SMATRE goals</li> <li>• Creating matrix for goal</li> <li>• Creating cycles of inquiry</li> </ul>
1:30 - 1:45	<b>Break</b>
1:45 - 2:30	<b>Creating/Fine Tuning Family Engagement Plan</b> <ul style="list-style-type: none"> <li>• Consultancy with other districts on plan</li> <li>• Communication of plan</li> <li>• Services available form Project Appleseed</li> <li>• Next steps</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Evaluations</b></li> <li>• <b>Next meeting March 21, 2019</b></li> </ul>



# Project Appleseed

## Parental Involvement Toolbox Annual Choices

- ☐ Forever Toolbox! \$ 1,000.00 Lifetime Reproduction Rights for an individual school. \*
- ☐ One Year \$300.00 - Reproduction rights for one year at an individual school.\*
- ☐ Two Years \$400.00 - Reproduction rights for two years at an individual school.\*
- ☐ Three Yrs. \$500.00 now - Reproduction rights for three years at an individual school\*
- ☐ Four Yrs. \$600.00 now - Reproduction rights for three years at an individual school.\*

## Annual Membership

- ☐ Parent Leader \$50.00
- ☐ School Leader \$100.00
- ☐ Community Leader \$150.00
- ☐ National Honor Roll \$250.00

## Professional Development: Family Engagement Training

- ☐ **Training via Skype** - \$1,000.00

Our flexible Skype Professional Development options offer two one hour sessions scheduled at your request.

- ☐ **Hosted Workshop** - \$1,500.00

Meet Us in St. Louis July 25, 2019! Find out how families and school staff can work together to improve achievement.

- ☐ **In-Person Training Workshop** - \$3,500.00

Our train-the trainer customized workshop sessions are interactive, allowing for an exchange of ideas and strategies for engaging parents and families. Includes all travel and four Parental Involvement Toolboxes.

Desired date: \_\_\_\_\_

Master files are in Adobe Portable Document Format (.pdf files). Toolboxes are delivered by e-mail. \* Allow 10 business days for delivery. 25% off for all re-orders with Membership Renewal only.\*

## Your Information

First Name: \_\_\_\_\_ Middle: \_\_\_\_\_ Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Required\* School: \_\_\_\_\_ District: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Required\* E-mail address: \_\_\_\_\_

Title: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Send Payments and Purchase Orders to Project Appleseed

1. Online at – [www.projectappleseed.org](http://www.projectappleseed.org)
2. By email at [headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org)
3. Snail this form to Project Appleseed, c/o Side Street, 520 Melville Ave, St. Louis, Missouri, 63130-4506
4. Fax Purchase Orders to 314-725-2319 "Attention Project Appleseed" Phone: 314-292-9760  
Request W9 by email at [headquarters@projectappleseed.org](mailto:headquarters@projectappleseed.org) - IRS Tax ID #43-1859663, a nonprofit organization 501 (c) (3)