Connect for Success Symposium

Connect Sessions #2:
Marketing & Outreach Strategies for Parent Resource Centers

Rob Martin, BrandSync
September 21, 2015
2:15 pm – 3:25 pm
Desired Results

• More families and community leaders engaged in student success and continuous school improvements
• Best practices advancing the National Standards for Family-School Partnerships
• New PTA units and PTA members
• Growth of trained leaders mobilized and ready to advocate for Local, State and National PTA priority issues

Citation: National PTA, Urban Family Engagement Network, Fayette County (KY) Public Schools
Messaging Campaign: Case #1

• **Goal:** Coalition’s support of vital environmental strategies and public health and wellness-related initiatives.

• **Key Message:** “Be a catalyst for promoting wellness in the City of Richmond.”

• **Tactics:** Planning process, development messaging, branding, and production of monthly productive meetings.

• **Outcomes:** Successfully recruited membership of required sectors, and organized and advocated for an unprecedented Youth Risk Behavioral Survey in Richmond Public Schools.
Messaging Campaign: Case #2

- **Goal:** Recruit a diverse group of focus group participants.
- **Key Message:** “Guide the future diversification of the Richmond Ballet.”
- **Tactics:** Phone/email invitation, networking, incentives, database development, Craig’s list advertising and incentives.
- **Outcomes:** Successfully highly diverse group of participants to inform marketing of Richmond Ballet’s Nutcracker.

*Top Row (L to R) George, Drew, Barbara, Briggs, Joey, Junius, Kim, Pam*  
*Bottom Row (L to R) Charlene, Gail, Ayanno, Alicia, Amanda, Nikki*
Messaging Campaign: Case #3

• **Goal:** Make the local chapter become relevant and grow.

• **Key Message:** “Lead and organize with others to make your policy priorities happen in Richmond and Virginia.”

• **Tactics:** Campaign leader cultivation, development of messaging, branding, networking and hosted activities.

• **Outcomes:** Successfully recruiting diverse and active membership who are collaborating on initiatives.
Messaging Campaign: Case #4

• **Goal:** Recruit a full complement of Management Committee members, including parents, for RCEEA.

• **Key Message:** “Make the school a better place for your child.”

• **Tactics:** Networking, leadership, scheduling, definition of expectations, roles & responsibilities, partnerships, and productive meetings.

• **Outcomes:** Successfully recruited Management Committee membership.
Solutions for six common challenges to sustaining parent engagement.

1. Parents are unable to attend school health meetings or activities because of schedule conflicts
   ✔ Schedule meetings and activities to match varying parent schedules.
   ✔ Provide incentives to encourage parents to attend at-school meetings and events.
   ✔ Provide alternative ways for parents to access information and communicate with school staff, aside from attending meetings and activities on school grounds.

2. Parents cannot attend school health meetings and activities due to lack of transportation.
   ✔ Provide transportation.
   ✔ Hold events off site or online.
Solutions for six common challenges to sustaining parent engagement.

3. Parents are uncomfortable at school health meetings and activities. This discomfort might be the result of negative experiences when they were in school, unfamiliarity with the school culture, or other factors. Suggestions to address the challenge:

✅ Provide opportunities for parents to get to know about the school and school staff in nonthreatening ways.

✅ Implement programs that are culturally sensitive and that reflect the social and environmental aspects of a community influenced by race/ethnicity, socio-economic status, locale (rural, suburban, urban), and culture.

4. Parents do not fully comprehend health information and communications provided at school health activities and meetings. This might be due to language barriers (non-English-speaking family members) or unfamiliarity with terms used among those working in schools. Suggestions to address the challenge:

✅ Provide translation services for non-English speaking parents.

✅ Reduce barriers to understanding information.
Solutions for six common challenges to sustaining parent engagement.

5. School staff are not experienced or trained to work with parents and have trouble sustaining relationships and parent engagement efforts. Suggestions to address the challenge:

✔ Provide professional development opportunities for school staff that focus on strengthening parent engagement.

✔ Develop strategies for working through staff resistance to change, turf issues, and power struggles that might hinder teacher-parent interactions.

6. There is difficulty sustaining school administrative or financial support for parent engagement. Suggestions to address the challenge:

✔ Share data with the principal that demonstrates parent interest and the positive impact parent engagement has on educational and health outcomes.

✔ Empower parents to speak up to school administrators about the positive impact of engaging parents in the health of students and the school.

✔ Seek opportunities for financial support.
BrandSync’s Clients

- Jamestown & Yorktown Settlement & Victory Center
- Union Presbyterian Seminary
- Virginia Board for People with Disabilities
- Virginia Commonwealth University: School of Social Work, School of Education
- VCU
- Bon Secours Virginia Health System: Bon Secours Health System, Inc.
- Virginia Consumer Voices for Healthcare
- Virginia Interfaith Center for Public Policy
- Richmond Ballet: The State Ballet of Virginia
- SourceAmerica
- RBHA: Richmond Behavioral Health Authority
- Library of Virginia
- Health Diagnostic Laboratory, Inc.
- Markel
- Bryan Innovation Lab: At the Steward School
- Randolph-Macon College: Ashland, Virginia
- State Fair of Virginia at the Meadow
- RICHMOND BALLET: 30 Years; Stoner Winsett, Artistic Director
Thank you!

Rob Martin
BrandSync Benefit Corporation
(804) 314-2180
rmartin@brandsync.com
http://www.linkedin.com/in/brandsync
www.brandsync.com