

Strategies to Engage Families as Partners that are often Difficult to Reach

Administration for Children and Families – Department of Education

Advocacy & Communication Solutions, LLC

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Welcome & Purpose

Jim Lesko

- Welcome
- Purpose
- Approach

PDG B-5 Communities of Conversation

- **Invited participants**
 - PDG B-5 Grantees plus partners, consultants
 - PDG B-5 TA Team
 - Federal Project Officers and Regional Offices
 - PDG B-5 TA partners, e.g., State Capacity Building Center
- **Voluntary**
- **Select presentations and resources**
- **Open discussion, dialogue**
 - Via phone when possible
 - Via virtual chat and Q&A pod—“multitasking” welcome (i.e., chatting when others are)!

Discussion Structure

1. Welcome & Purpose (Jim Lesko)
2. Outline of Best Practices (ACS)
3. Discussion (All with ACS)
4. Perspective From The Field (TBD)
5. Discussion (All with ACS)
6. Overview of Tool (ACS)
7. Discussion (All with ACS)
8. Wrap up (Jim Lesko)

Structure of the Conversation

- Defining the “who” (the target audience is)
- Outlining the “what” (the purpose and value in engaging them)
- Outlining the “how” (mapping & messaging)

Identify the Audience

Who is the target audience?

- New Americans
- Native Americans
- English Language Learners
- Isolated communities
- Others

What does *difficult* to reach mean?

Reach and/or engage due to:

- Geography (i.e.: rural or mountains)
- Culture (private or historically marginalized)
- Distrust of public institutions
- Other variables

What is the purpose of Value & Engagement

- State Agency/Organization
 - PDG requirement
 - Participation rates
 - Need
 - Mission, systemic goals
- Target Audience
 - Program requirement
 - Need
 - Step out of poverty, assimilation, etc

How do you engage them? #1

- List of “always”
- Network Mapping
- Appropriate Messages (what to say)
- Appropriate Messenger (who is best to deliver those messages)

How do you engage them? #2

Authentic Engagement = List of “always”

- Interact and engage is an ongoing effort, never ‘one and done’
- Two way communication, never vehicles that don’t allow interaction/Q&A
- Culturally appropriate, never cookie cutter
- Partnership, never penalty/compliance
- Dogged in pursuit, never give up

How do you engage them? #3

Network Mapping

- Clarify: organizations
- Identify: who at those organizations
- Organize: how and when to engage

How do you engage them? #4

Appropriate Messages (what to say)

- We want to work in partnership with you
- Working with you to build upon your culture
- Find ways to overcome and offer solutions to challenges

How do you engage them? #5

Appropriate Messages (what to say)

- Build skills, tools, 'know how' to do what is best for you, your family, and community/neighborhood
- Enhance/build upon what you already do, know, seek to change
- Leverage others you trust to spread the work

How do you engage them? #6

Appropriate Messenger

(who is best to deliver those messages)

- Leaders/members of their own community
- Faith community
- Non profits
- Local leaders

Discussion #1

Question & Answers about Best Practices

Perspective from the Field: First Things First #1

Angela Rabago-Mussi

Chief of Communications and Engagement

First Things First Arizona

Perspective from the Field: First Things First #2

First Things First of Arizona

- Scope of 'Tough to Engage' Work
- Successes & Challenges
- Lessons Learned & Advice

Perspective from the Field: First Things First #3

Scope of 'Tough to Engage' Work

Goal

- Increase Awareness & Engagement

Target Audiences

- Parents & Families
- Early Childhood Stakeholders
- General Public

Perspective from the Field: First Things First #4

Parents & Families

- Tribes
- New Americans
- Geographically isolated communities
- Those new to public services

Perspective from the Field: First Things First #5

First Things First of Arizona

- Paid Media
- Digital Content Marketing
- Social Media
- ***Community Outreach/Engagement***
- Earned Media
- Community Awareness

Perspective from the Field: First Things First #6

Successes & Challenges

- Multiple Strategies for Outreach
- Multiple Vehicles for Communication
- Messages aligned with audiences
- Critical Messengers

Perspective from the Field

Lessons Learned & Advice

1. Make your ask personal, local and positive (pride > guilt)
2. Remember parents of young children are digital natives: 82% are Millennials (ages 25-39), 10% are Gen Z (24 and younger)
3. But, don't forget grandparents are one of the most trusted sources for parents

Discussion #2

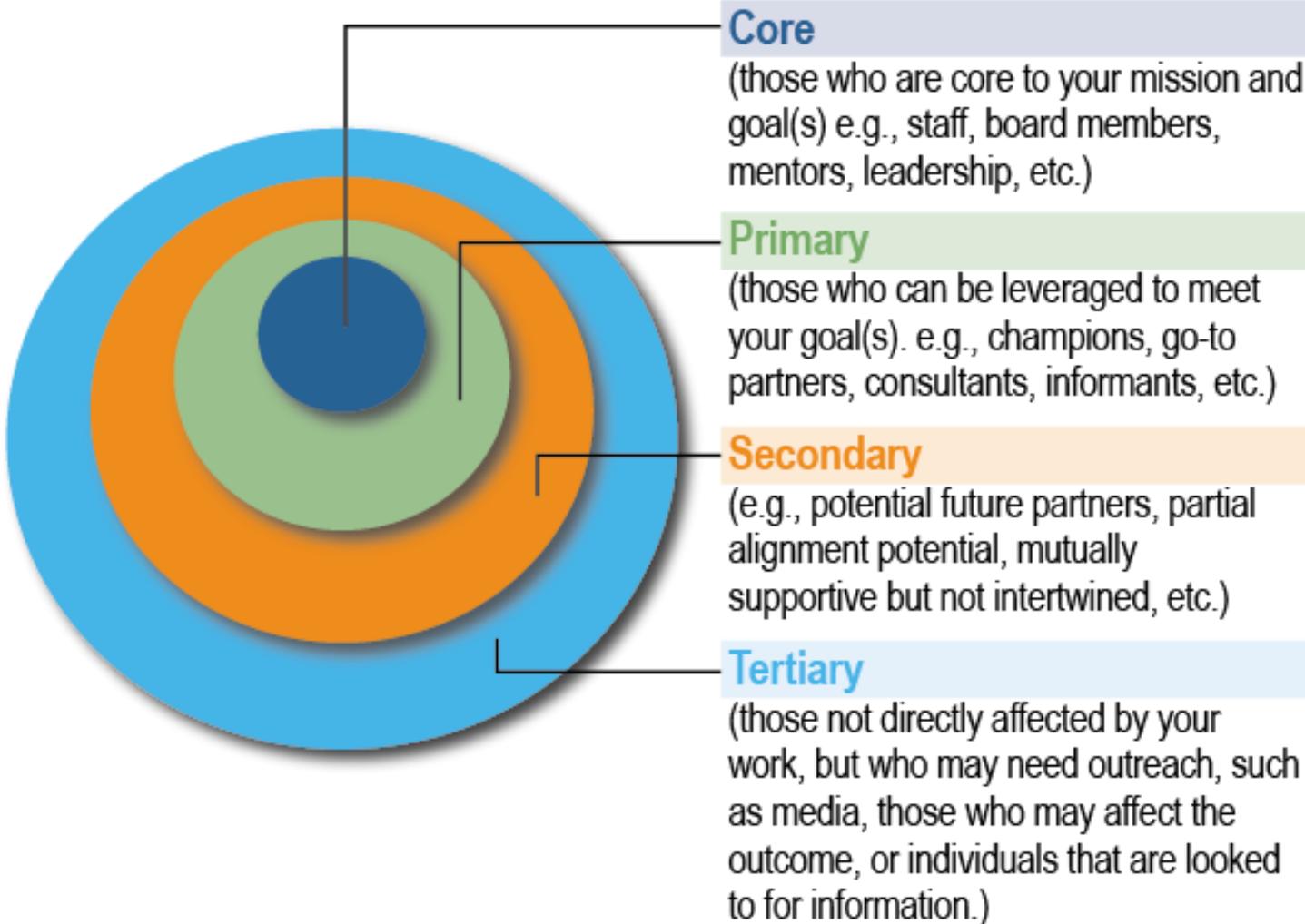
Question & Answers about First Things First Scenario

Overview of Mapping Tool

Purpose

- To identify and prioritize relationships with individuals and organizations
- Understand the power of a network and leverage that power to form new partnerships, be more efficient and strategic in reaching any goal

Mapping Tool – Impact Graphic



Mapping Tool – Analysis Steps

Category	Who should be engaged?	Why this individual or organization? What will they do to help you achieve your goal?
1. Local, state or federal government partners (include department leadership, key staff, and policymakers)	1. _____ 2. _____ 3. _____ 4. _____ 5. _____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____
2. Non-profit partners	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____
3. Faith Based Community	1. _____ 2. _____ 3. _____	1. _____ 2. _____ 3. _____

Discussion #3

Question & Answers about Network Mapping Tool

Wrap Up

Jim Lesko



For More Information

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