



National Center on  
Parent, Family, and Community Engagement

# Helping Families Progress Towards Economic Mobility Goals Through Community Partnerships

Session 4 | May 5, 2021



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## Your Session Console



The screenshot shows a Zoom session console with several panels: a Media Player (showing a red 'Content not available' error), a Presenter Slides panel (with a yellow icon), a Related Content and Helpful Links panel (with a green paperclip icon), a Questions panel (with a blue question mark icon), a Presenter Bio panel (with a profile picture and social media icons), and a Certificate of Attendance panel (with a blue star icon). A bottom toolbar contains icons for video, chat, screen share, paperclip, profile, star, and help.

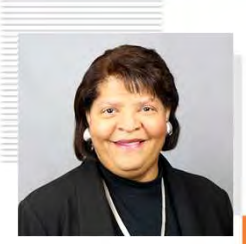


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## Facilitators



**Sarah Spunt**  
National Center on Parent, Family,  
and Community Engagement

**Brenda Eiland-Williford**  
National Center on Parent, Family,  
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## Learning Objectives


Review	Acquire	Examine
<ul style="list-style-type: none"><li>Review best practices for building community partnerships, and brainstorm additional ideas for partnerships</li></ul>	<ul style="list-style-type: none"><li>Demonstrate strategies for identifying and engaging effective community partners who have expertise in economic mobility, and explore examples of referral processes and data sharing</li></ul>	<ul style="list-style-type: none"><li>Examine lessons learned from families about the ways Head Start program staff can support retention in educational and community partnerships</li></ul>

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## Building Community Partnerships

How do community partnerships fit into the PFCE Framework?

### Head Start Parent, Family, and Community Engagement Framework

Positive & Goal-Oriented Relationships


Equity, Inclusiveness, Cultural and Linguistic Responsiveness

PROGRAM FOUNDATIONS	PROGRAM IMPACT AREAS	FAMILY OUTCOMES	CHILD OUTCOMES
<ul style="list-style-type: none"> <li>Program Leadership</li> <li>Professional Development</li> <li>Continuous Learning and Quality Improvement</li> </ul>	<ul style="list-style-type: none"> <li>Program Environment</li> <li>Family Partnerships</li> <li>Teaching and Learning</li> <li style="border: 2px solid blue; border-radius: 50%; padding: 2px;">Community Partnerships</li> <li>Access and Continuity</li> </ul>	<ul style="list-style-type: none"> <li>Family Well-being</li> <li>Positive Parent-Child Relationships</li> <li>Families as Lifelong Educators</li> <li>Families as Learners</li> <li>Family Engagement in Transitions</li> <li>Family Connections to Peers and Community</li> <li>Families as Advocates and Leaders</li> </ul>	<p>Children are:</p> <ul style="list-style-type: none"> <li>Safe</li> <li>Healthy and well</li> <li>Learning and developing</li> <li>Engaged in positive relationships with family members, caregivers, and other children</li> <li>Ready for school</li> <li>Successful in school and life</li> </ul>

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Community partners provide tangible child development supports and resources that families and staff want and need. They can work with families and Head Start and Early Head Start staff toward such goals as parents' educational advancement, economic mobility, and other aspects of family well-being.

Head Start Parent, Family, and Community Engagement Framework (2016)

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Discussion:  
Engaging  
Community  
Partners



- Do you currently work with community partners to support family's economic mobility goals?
- What did you do to develop the partnerships?

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Partnership Strategies Are . . .

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Systemic

Integrated

Comprehensive

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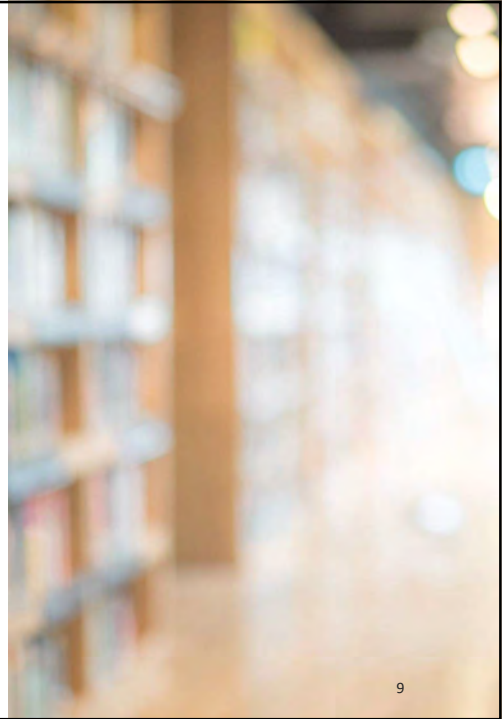
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## Case Study

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Engaging Community Partners to  
Strengthen Family Service: A case  
study from Educare Chicago and  
LIFT-Chicago

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## Identifying Collaborative Partnerships

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- Through assessments, identify community partners that focus on economic mobility with families. For example:
  - Workforce Development Programs
  - Financial Capabilities
  - Community Colleges (GED programs, micro credentials, associate degrees)
- Discussions with potential partners, when based on community assessment data, can focus on where services might best be delivered and how to coordinate those services to meet the unique needs of eligible children and families.

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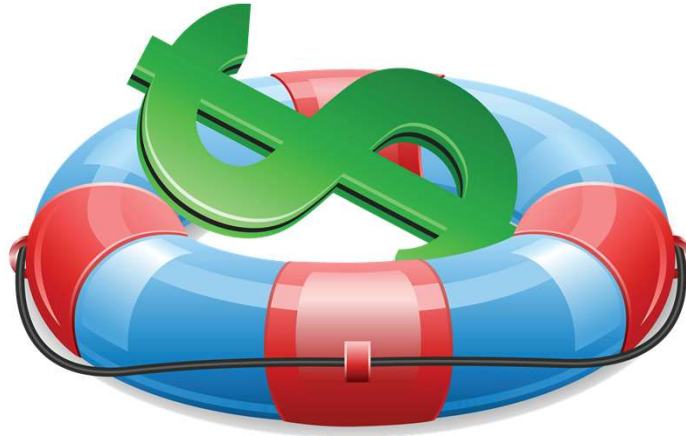
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## Using American Rescue Plan Funds to Establish New Partnerships



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## 6 Steps for Planning Community Partnerships

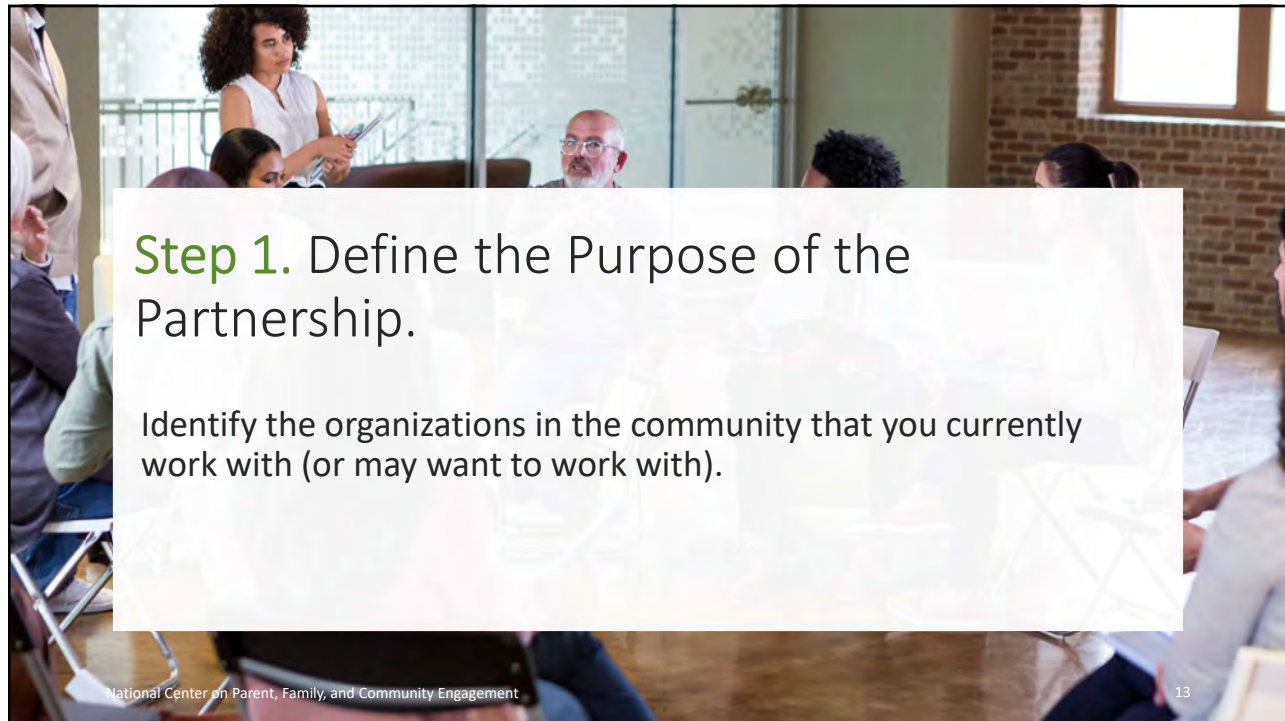


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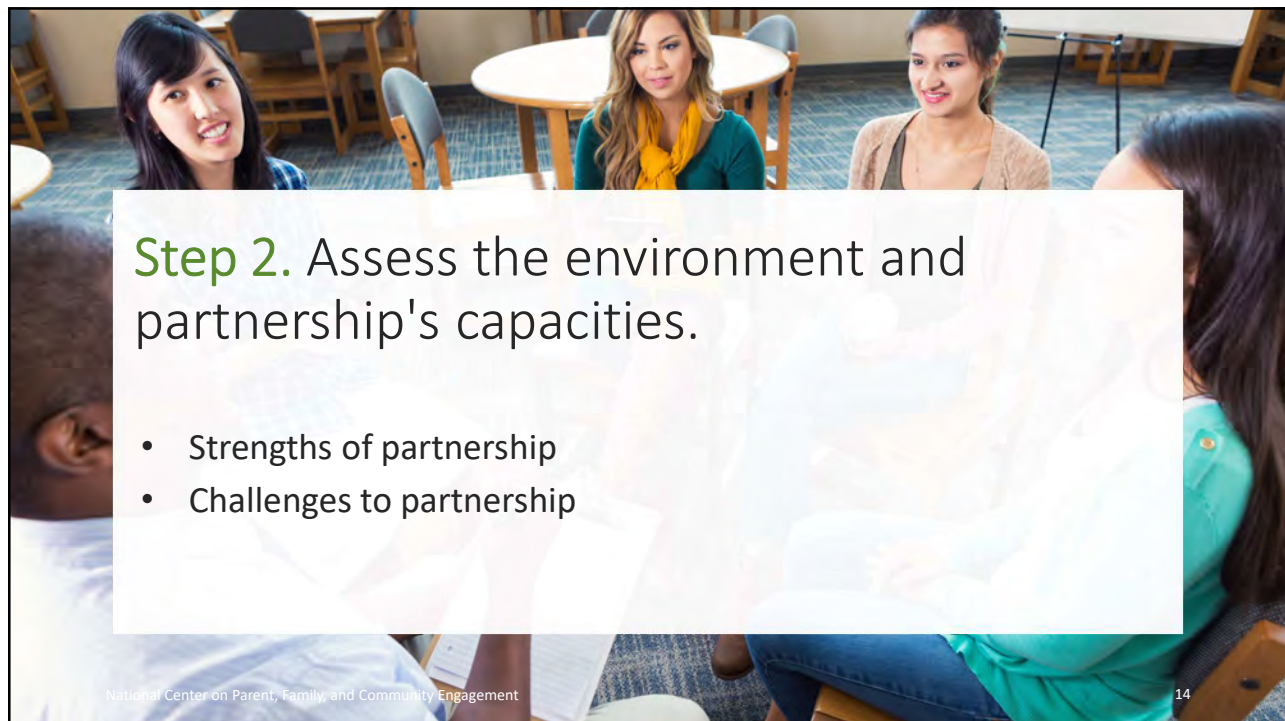
**Step 1.** Define the Purpose of the Partnership.

Identify the organizations in the community that you currently work with (or may want to work with).

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**Step 2.** Assess the environment and partnership's capacities.

- Strengths of partnership
- Challenges to partnership

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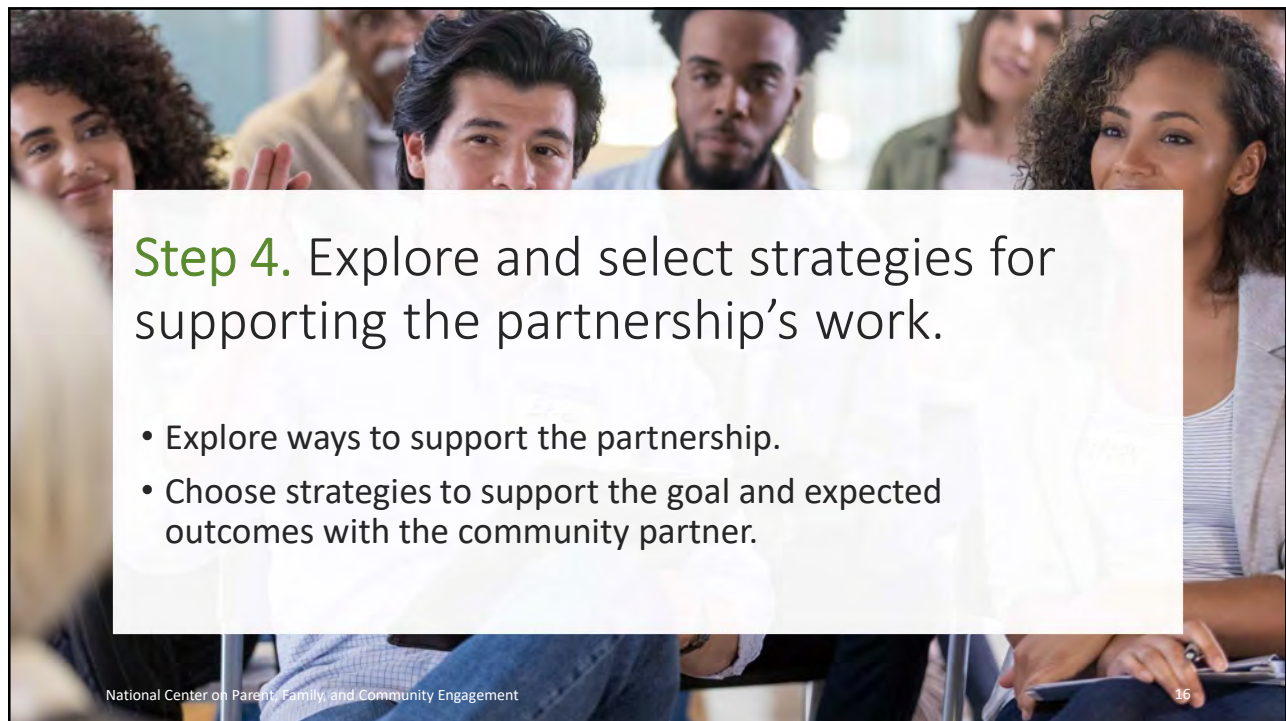


**Step 3.** Establish the partnership's goal and expected outcomes.

- Putting parents voice into designing the partnership
- Our approach:
  - ✓ Meeting parents at parent breakfasts and learning about their interests
  - ✓ Prior to fully launching, running a 6-week peer learning group
  - ✓ Using focus groups and exit surveys to gain insights and feedback

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**Step 4.** Explore and select strategies for supporting the partnership's work.

- Explore ways to support the partnership.
- Choose strategies to support the goal and expected outcomes with the community partner.

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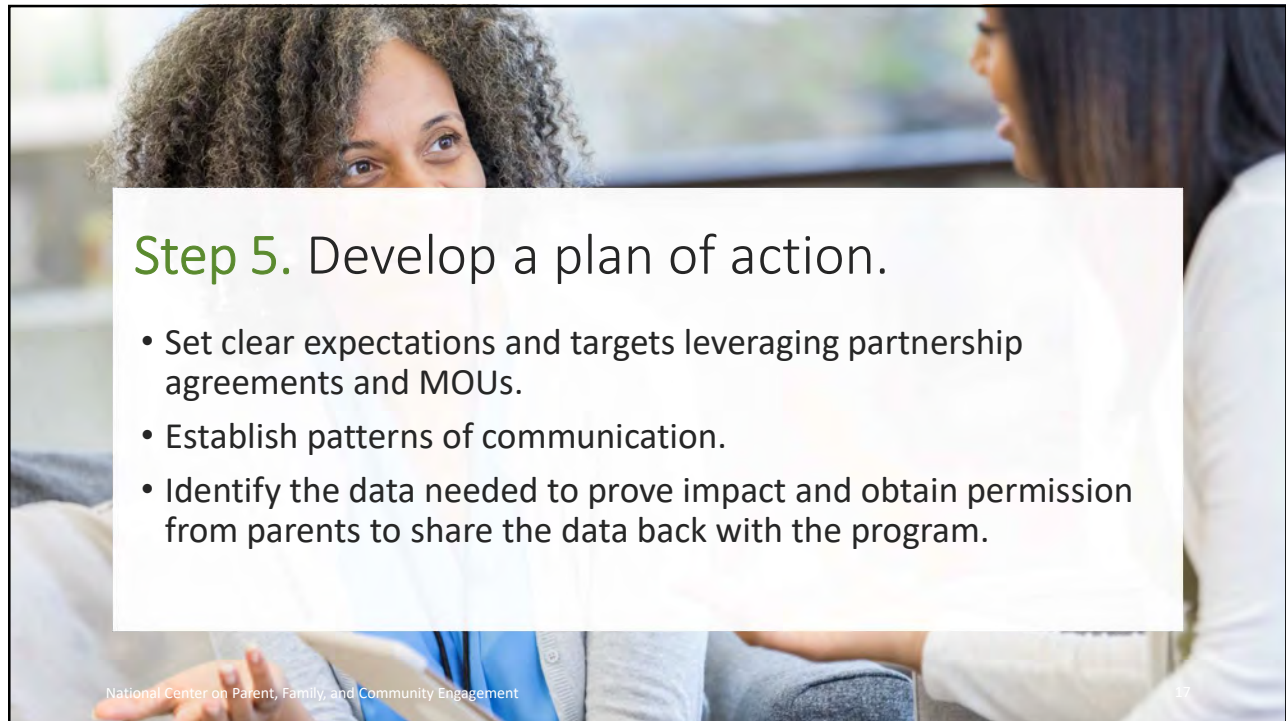
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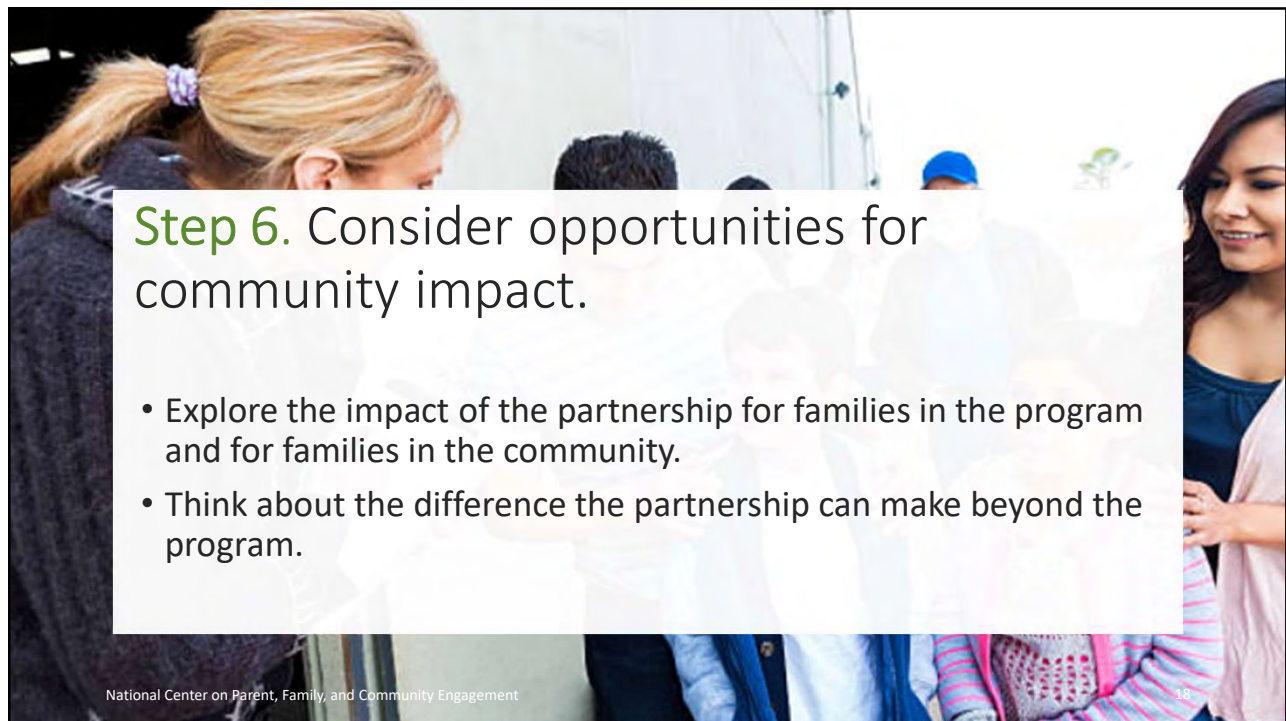


**Step 5.** Develop a plan of action.

- Set clear expectations and targets leveraging partnership agreements and MOUs.
- Establish patterns of communication.
- Identify the data needed to prove impact and obtain permission from parents to share the data back with the program.

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**Step 6.** Consider opportunities for community impact.

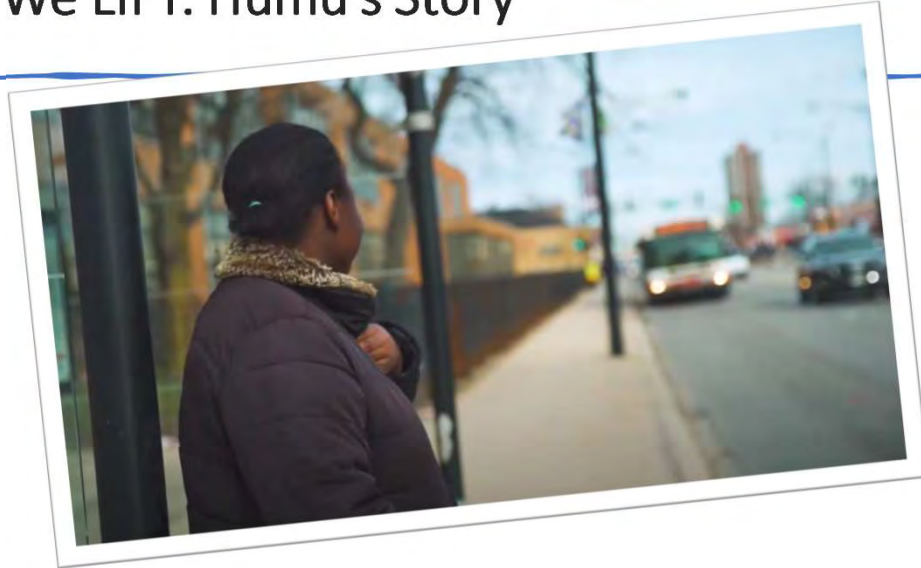
- Explore the impact of the partnership for families in the program and for families in the community.
- Think about the difference the partnership can make beyond the program.

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## Why We LIFT: Humu's Story



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## Family Feedback

Families share how Head  
Start can help them  
progress towards their  
economic mobility goals.

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## Family Feedback



How can Head Start  
programs help you  
reach your economic  
mobility goals?

“Just to brainstorm, determining the starting point for individual families’ health involved in the program, whether it’s physical, mental, financial health, etc. From my personal experience, lack of either impacts how well new or developing opportunities can be received and acted upon.

“As career, education, and financial goals go, gauging the actual and realistic benchmarks will need to be present. Maybe the program can form a strategic partnership with a workforce development program that enables families to upskill or merge into new career pathways. If financial goals were tied in with lifestyle goals, that can add perspective to families on the way they want to live versus just the cost of living needed for the financial goals.

“Having measurable community engagement metrics could help with tracking and reporting any goals the Head Start program can be helpful. Thanks for considering me for my opinion.” —Head Start Parent

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## Family Feedback



How can Head Start  
Programs help you  
reach your economic  
mobility goals?

“Head Start help me as a parent in many ways. First it helps the children be connect with other kids and prepare them for school. For as my career Head Start helped free up time to focus, prepare, figure out decision for my family. Financial it was a huge help. I didn’t have to pay expense fees, my children still were able to receive their healthy meals through the day, they even assist after hours. Head Start community was amazing. Meeting different types of families and their dedication to the program as while.” —Head Start Parent

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## Resources

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- Head Start Parent, Family, and Community Engagement Framework
- Engaging Community Partners to Strengthen Family Services series
  - Tools for Planning Community Partnerships
- Community Assessment: The Foundation for Program Planning in Head Start—Introduction: Getting Started

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## Key Takeaways

- Community partnerships expand and enhance the services provided by the Head Start programs.
- Tools for Planning Community Partnerships contains six steps for engaging in community partnerships that strengthen family well-being in ways that support your program goals.
- Community partnerships that support family economic mobility can be developed with a variety of organizations: financial education partners, educational institutions, job training or employment partners, and more.



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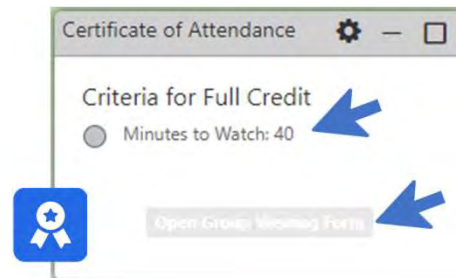


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## Certificates, Session Resources, and Institute Survey

- Download your certificate of attendance and session handouts from the related content tool.
- Complete the Institute Survey at the end of the two-day event.



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A promotional graphic for COVID-19 vaccination. The background is yellow with white polka dots on the left and blue on the right. At the top, it says "Let's Get Vaccinated!" in large, bold, blue letters with a white outline. Below that, it says "Head Start staff, let's move forward together!" in blue. The main image shows a man in a light blue polo shirt holding a young girl in a yellow dress, both flexing their biceps. To the left, a woman in a blue uniform and face mask is also flexing her bicep. At the bottom left, there is a logo with the hashtag "#SleeveUp4HeadStart". On the right side, there is a list of benefits: "The COVID 19 vaccine is:" followed by "• Safe for adults", "• Effective", and "• Available in your area".


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# Wrap Up Day 1




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# Preview Day 2



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A decorative slide with a white background and large, colorful circular shapes in green, yellow, and blue. On the left is the logo for the Office of Head Start National Center, featuring a stylized house with an upward arrow. To the right of the logo is the text "National Center on Parent, Family, and Community Engagement". On the right side, within a blue circular area, is contact information: "For more information, please contact us: PFCEwebinars@ecetta.info 1-866-763-6481". At the bottom left, there is a small disclaimer text.

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For more information,  
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