Contents

Foreword Kirsten Baesler Preface	xiii
What Are the Five Simple Principles?	xvi
Every Family and All Children	xvii
Confronting the Nemesis of Skepticism	xviii xviii xix
Why a Field Book? Special Features That Will Help You Along Your Journey	
As the Journey Begins	XX
Publisher's Acknowledgments	xxii
About the Author	xxiii
CHAPTER 1 WOULD EVERY FAMILY CHOOSE YOU?	1
Customers Make Paydays Possible	1
Every Opportunity Is a Marketing Opportunity	4
Some Ideas to Get Started	5
Reality, Perceptions, and Beliefs	10
Finally, the Secret to Success!	11
The Importance of Caring	12
The Importance of Process	15
The Need for Leadership	18
CHAPTER 2 A QUICK NOTE ABOUT MOTIVATING TEACHERS	19
Three Kinds of Teachers: A Slightly Humorous Look	21
Can I Get a Copy of That?	23
My Dumb Idea	24
CHAPTER 3 EQUITY, BIAS, AND FAMILY DISENGAGEMENT	25
Isn't Forever Long Enough?	25
What Is Equity?	26
Culturally Responsive Family Engagement	27
Implicit Bias	29
Why Do Families Disengage?	30
The Cycle of Disengagement	34

Why Some Families Stay Away From Schools	36
The Very Few	38
Case Study: Ernest B.	40
CHAPTER 4 ENGAGING EVERY FAMILY IN MIDDLE	
AND HIGH SCHOOL	44
Why Do Families Disengage From Secondary Schools?	46
Academic Socialization and Home-Based Engagement	49
Designing Family Engagement at the Secondary School Level	51
CHAPTER 5 AN INTRODUCTION TO THE FIVE	
SIMPLE PRINCIPLES	56
Where to Start	56
Introducing the Five Simple Principles	60
The Logic Model	61
The Five Simple Principles Further Defined	65
CHAPTER 6 PRINCIPLE #1: A CULTURE THAT ENGAGES	
EVERY FAMILY	70
Culture Drives Everything	70
Cultures and Subcultures	72
Cultural Challenges	73
Breaking the Cycle	74
School Culture Defined	75
School District Inconsistency with Families	77
Start With Policy	79
Culture Case Study: The Science Project	84
Creating a Culture to Engage Every Family	87
CHAPTER 7 PRINCIPLE #2: COMMUNICATE EFFECTIVELY	
AND DEVELOP RELATIONSHIPS	93
It's the Little Things	98
Case Study: I Know What They Think of Me	99
Understanding the Importance of Relationships	
With Families	100
Working With the "Hard to Reach"	108
Home Visits	110
Working With Families With Limited English Proficiency	113
Engaging With Families of Children With Special Needs	115

Case Study: Jonathan and the Self-Contained	
English Class	118
The Role of Fear and Trust in Relationships With Families	120
Case Studies: What Could Have Been Done Differently?	122
Ideas to Promote Trusting Relationships Between Schools	
and Every Family	124
The Welcoming Environment of Schools	126
Customer Service	127
Welcoming Every Family	130
Issues and Solutions in Communicating With Families	133
Connecting Communication and Relationships With	
Technology	136
Communicate Effectively and Build Relationships	137
CHAPTER 8 PRINCIPLE #3: BUILD FAMILY EFFICACY	145
What Is Efficacy?	146
The Weekly Folder	148
Creating the Transparent School	150
Case Study: Class Isn't the Same Without You	153
Family-Student-Teacher Conferences	154
Do We Need to Interact With Every Family?	159
What Motivates Families?	160
Interactive Homework Design: Invisible Engagement	160
Sharing Data With Families	161
Case Study: Trying to Talk to the Math Teacher	162
Case Study: Teaching Responsibility?	164
A Critical Component of Inviting Family Participation	167
Building Successful Relationships That Promote	
Family Efficacy	168
CHAPTER 9 PRINCIPLE #4: ENGAGE EVERY FAMILY IN	
DECISION MAKING	181
Problems and Solutions	183
Where We Are Today	185
Let Every Family Have a Say	186
A Working Definition	187
How to Select Families	187
Getting Back to the Tip of the Spear	189
Case Study: The Uniform Policy	192

CHAPTER 10 PRINCIPLE #5: ENGAGE THE

GREATER COMMUNITY	199
The Power of Community	199
Social Capital and Modern School–Community Partnerships	201
Community Schools and Asset Mapping	202
The Advantages of Community Schools	203
The Start of an Asset Map	207
The Idea of Collective Impact	208
How Community Connections Can Help	208
The Necessary Ingredients for Successful Community	
Engagement	209
The Benefits of Engaging the Community	210
Additional Benefits of School–Community Partnerships	212
Designing Community Engagement	212
CHAPTER II TAKING ACTION AND MEASURING SUCCESS	219
Start with Data	220
Goal Statements	221
Now It's Your Turn	225
Engage Every Family: Five Simple Principles	228
Epilogue: Exceeding Expectations	230
Two Huge Questions	231
References	235
Index	244