A Tip Sheet to help your PTA/PTSA/Council plan a FACE event.

What is a FACE (Family and Community Engagement) event?

A FACE event can have one or many of these goals:

1. Engagement- brings the community together
2. Inclusion- creating a culture of belonging which includes diverse perspectives and experiences
3. School/Family Partnership Improvement- encourages families to be involved with their schools and helps to support special causes/needs in the schools
4. Celebration of Community- honoring all lived experiences in your community
5. Promotional-shows the value of PTA contributions and influence to your community

Event Examples of each:

1. Engagement- coffee with the principal, and social Fridays
2. Inclusion- adding a sensory room/low stimulation room at the carnival, having a bilingual event where everything is spoken in both English and another language, early hours
3. School/Family Partnership Improvement- school clean up event, creating a school garden, math night where parents learn things they can do at home to support learning, giving tree, town hall, community service event
4. Celebration of community- multicultural fair, guest artist or dance group that shares about a specific culture.
5. Promotional-this event brought to you by XYZ PTA, sponsor/host a community service event

PTAs can and should have events that are just for fun. They should also try and have some events that are FACE focused. The most important thing that these events should create is relationship/community.

How should you plan a FACE event?

1. Define what the purpose of the event is. Is it approved by the Board of Directors? Is there a planned budget for it? What is the goal of the event?
2. **Define the focus (might include multiple of these)**
   a. Removing barriers
   b. Supporting student success
   c. Improving parenting with training at school or home
   d. Promoting advocacy
   e. Increasing diversity in membership and at events
   f. Increasing volunteering
   g. Welcoming families into the school community
   h. Collaborating with families/staff/community
   i. Influencing school decision-making
   j. Increase communication with diverse communities at the school

3. Define the target audience and develop a Plan of Action (POA). Think of things like the size of the audience - small group, schoolwide, community, districtwide.
4. Did you survey a target audience to see if this is an event they would be interested in?
5. Identify ways to reach the target audience. Include consideration for what languages your messaging/communication should be sent in.
6. What needs does the target audience have.
7. What supplies do you need.
8. What volunteers/educators/speakers do you need.
9. Outline responsibilities for volunteers. Include map of event layout and school.
10. What space do you need.
11. Brainstorm things that might go wrong and how to fix them.

Special concerns or needs when you are having a FACE event.

1. Prejudice and Bias
   a. Discrimination statement
   b. Multi-cultural calendar
   c. Glossary of official language
2. Accommodation- Sensory needs and accessibility
   a. Is there appropriate space?
   b. Accommodations for people with sensory or physical disabilities? Modify events like field day to include alternative activities for students who may need a quieter/less stressful experience or are physically limited.
3. Location of event- does it create barriers- financial, accessibility or public places?
4. Virtual Event-Can it be virtual as well in case people are not comfortable coming in person.
5. Translation-is it needed? How will that be provided?
6. Cost-is this a barrier to participation? To avoid creating a financial barrier but still - cover the cost of the event, try using a donation box or say "Suggested donation of…."
   Think of ways to possibly cut down on costs such as having people bring different items.
7. FACE events should not be fundraisers.

Evaluating your FACE event:

1. Decide how soon to evaluate the event. Recommend requesting feedback within 1 week of the event
2. Survey volunteers and attendees separately
3. Would attendees recommend the event? Is there anything they would like included or changed
4. Questions for committee and Board of Directors, how did things go both positively and negatively? ,Would you offer the event again? What would you change? what school populations were there? Which groups were not there?

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Resources:

https://www.wastatepta.org/focus-areas/family-engagement/

https://www.pta.org/the-center-for-family-engagement

https://www.pta.org/home/run-your-pta/family-school-partnerships

https://www.pta.org/home/run-your-pta/Diversity-Equity-Inclusion

https://www.wastatepta.org/wp-content/uploads/2022/07/Committee-Plan-of-Action-May-2022.pdf