



PTA Leader's Guide:

State Assessment Parent Information Event



1. Why Host a State Assessment Parent Information Event?

Parents at your school have questions about the new College and Career Ready State Standards-aligned state and upcoming score report releases. As a PTA leader, we know you want to help them find the answers.

By hosting this event, you will help PTA to canvas your state and make sure families are informed about the new standards, assessments, score reports and the ways they can support their child and school this academic year.

2. What Does the Event Presentation Cover?

Parents and guardians participating in this workshop will learn:

- More about the new state standards and standards-aligned assessments (tests)
- What to expect on the test score reports
- Ways to support students and fill gaps in learning identified by the assessment.
 - Preparation at school
 - Support at home
- What the state assessment results mean for your students, teachers and school
- Resources for more information

The National PTA has developed all the tools you need to plan, promote and host this event, including workshop presentation, speaker script, and FAQs for parents that you can customize for your school and school district. Access this toolkit at www.pta.org/AssessmentEventKit.

3. Who is Involved?

Begin by engaging your school administration - principal or assistant principal - as well as your English language arts and math specialists. They want families to have the information they need to support the students at your school and they will have access to school district information that will inform the presentation content. If willing, your school administration also can help your PTA to plan, promote and prepare materials for the workshop.

Share the customizable *workshop PowerPoint presentation and script* with your school administration. Ideally, a representative from your school administration will be the featured speaker presenting many of the slides and key points.

Here are some other people to engage in planning and hosting the event:

- Engage PTA board members, teachers and room parents to help promote the event to families.
- Invite your PTA Legislative or Advocacy Chair to help plan the event, prepare parent handouts, and work with the school media specialist (or a tech savvy PTA volunteer) to help set up audio visuals.

- Recruit your PTA Membership Chair to work the sign-in table as this educational event shows families how PTA supports their children and the school.
- Ask past event volunteers to help serve or sell refreshments, pass handouts, collect evaluation forms or stay a few minutes after to help clean up.
- Recruit older students at your school or a secondary school nearby to assist PTA leaders or teachers in playing games with school-aged children in a nearby room so that more parents can attend the workshop. This would be a great way to earn an hour of community service credit for a high school student!
- Seek support from your school or school district for translation services.
- Ask a local restaurant or grocery store to donate or discount refreshments.
- Promote the event at nearby aftercare or community centers where families frequently visit.

4. When and Where Should Our Event be Held?

When?

Think about a time that will allow the greatest number of families to participate. Consider before or after school, on a weekday evening or the weekend. Every school has a different time that works best.

Be sure to consult your school administrators to avoid conflicts with other events (academic or extracurricular) that might be taking place that week (e.g., in-service days, sporting events).

Where?

In our effort to bring strong family-school-community partnerships, PTA seeks to bring students, families, teachers and others in the community together on the school campus.

Like any PTA event, you will want to coordinate with administrators to identify a location (or multiple locations) within the school that can accommodate your event. You can hold a large workshop or work with your teachers to host one for each grade level.

Consider the following event accommodations:

- Welcome table with sign-in sheet, PTA membership forms and workshop handouts
- Adequate room for audience set-up (i.e., number of chairs and/or tables, special accommodations for persons with disabilities)
- Audio/visuals for showing PowerPoint on large screen (if possible, audio and Internet for videos from YouTube)

- Nearby room for school-aged children to participate in games and entertainment with PTA volunteers and student leaders
- Translation services
- Children or adults with special needs
- Refreshments

If possible, ask a local business to provide promotional notepads and pens/pencils so that parents have something to write with.

5. How Do We Get Families to Attend?

Once you have planned the logistics and prepared your speakers, it's important to communicate effectively with families to let them know what's happening and what they will gain from the workshop.

Key Messages

Below are some important messages to emphasize as you spread the word about this event:

- Learn more about the new state standards and assessments (tests) and hear from school administrators what they mean for your students, teachers and school.
- Gain ways you can support your children both at school and in your home.
- Learn about the new score reports: how to identify gaps and resources to support learning.
- Visit PTA.org/assessments to learn more.

Event Promotion Suggestions

Use the following suggestions to promote your workshop, as well as the template promotion tools available in the Digital Toolkit at www.PTA.org/AssessmentEventKit.

At School:

- Include key messages and event reminders in students' morning announcements.
- Hang posters and fliers in visible locations.
- Post event dates and reminders on outdoor signs near student drop-off and pickup locations.

**Promotional Tools in
Digital Toolkit
PTA.org/AssessmentEventKit:**

- Invitation Letter to Families
- Promotional Flier/Poster
- Sample Social Media, Text and Voicemail Messages
- Morning Announcements
- E-newsletter Article

At Home:

- Post an announcement on the school and/or PTA website.
- Use social media (Facebook, Twitter) to provide frequent updates about upcoming events.
- Send fliers home to parents in student backpacks or greet them with a flier in the drop-off/pick-up line.
- Ask volunteers to make personal phone calls to parents –encouraging them to participate. Consider establishing a “phone tree” among PTA members.
- Submit a short article for classroom/school e-newsletters.

6. Event Planning Checklist

Today!

- ✓ Explore the tools available on www.pta.org/AssessmentEventKit.
- ✓ Schedule a meeting with your school administration to determine event date, time and location.

Meeting with School Administration

- ✓ Share event overview, PowerPoint presentation and script.
- ✓ Determine how the presentation, script and parent take home information will be customized for your school.
- ✓ Identify a speaker.
- ✓ Decide key logistics for your event (when, where).
- ✓ Talk about promotion plan and available school communications tools.

1-2 Weeks Prior to Event

- ✓ Customize the presentation, script and parent handouts.
- ✓ Promote the event to families using the template tools in the Digital Toolkit and an array of PTA and school communications vehicles (i.e., e-newsletters, voicemail blasts, text message systems, social media, signage on school grounds, morning announcements).
- ✓ Contact community members for in-kind donations, if needed (e.g., refreshments, transportation vouchers, photocopying, translation services).
- ✓ Prepare handouts for families, including member recruitment forms.

- ✓ Solicit volunteers needed for event day.
- ✓ Secure Audio/Visual equipment you will need.

Event Day

- ✓ Set-up audience chairs/tables, check-in table, refreshment table, game room for kids.
- ✓ Assemble handouts.
- ✓ Prepare speaker station, including water and copies of handouts.
- ✓ Communicate to volunteers their roles and responsibilities.
- ✓ Greet families and encourage PTA membership.
- ✓ Host and facilitate event.
- ✓ Distribute printed parent surveys or flyer promoting online survey. Collect printed surveys, if used.
- ✓ Clean up.