

Frequently Asked Questions

Who is eligible to apply for the National PTA Transformative Family Engagement & Whole Child Learning grant?

- Active district/council/regional PTAs that are in good standing
- Preference will be given to PTAs that have a PTA that received a Schools of Excellence [designation](#) in their jurisdiction.

How many grantees will be chosen, and how will they be selected?

- Up to three district/council/regional PTA members will be selected.
- Grantees will be selected through a two-step process. Applicants who submit a written application by 11:59 p.m. EDT, Wednesday, April 28 will be scored by PTA volunteer and staff reviewers. Semi-finalists will then participate in a final phone interview. President-Elects are encouraged to participate in the interview round (if they have been identified).

What are the selection criteria for the grant?

- **Commitment to family engagement and whole child learning.** You see the value of trying fresh approaches to family engagement to meet the needs of diverse parents in your community and to support a holistic approach to child success.
- **Learning orientation.** You want to grow your family engagement and whole child learning expertise, deeply understand families' experiences and perceptions of family engagement locally, and be an active part of a learning community with your peers and National PTA.
- **Readiness.** You have the PTA leadership and experience needed to execute the grant activities.
 - Have a track record of being able to recruit families in your community to attend events, participate in local advocacy efforts, etc..
 - Existing relationships, or strong desire to build relationships, with education decisionmakers and influencers in your school district.

What are grant requirements?

- Conduct outreach, coordinate logistics, and secure participation to hold two or more focus groups with participants representative of the demographics of your community.
- Communicate insights gained from focus groups and National PTA training with five or more local stakeholders.
- Participate in National PTA Center for Family Engagement technical assistance, including monthly webinars and/or Community of Practice meetings.
- Participate in in-person or virtual training at the National PTA Headquarters in Alexandria, Va. (TBD in August/September; travel and lodging will be provided)
- Engage your PTA Board in reviewing grant progress and findings, including identifying potential actions you want to take with what you have learned.

What is the time commitment for grantees?

The Center for Family Engagement is committed to transparency in helping applicants determine if they have the time and capacity to undertake this grant. Our estimates for grantee participation are:

- Coordinating focus group outreach, including developing and implementing a recruitment plan, attending, and following up with participants (20-30 hours)
- Coordinating 5+ stakeholder engagement meetings, including identifying who to engage and holding those meetings/calls (15-25 hours)
- Discussing project and reviewing progress with your PTA Board and/or Committees (5-10 hours)
- Participating in virtual technical assistance and Community of Practice meetings with National PTA and other grantees (10-15 hours)
- Participating in on-site training in August/September TBD (20-30 hours)

What do grantees receive?

- Chosen district/council/regional PTAs will receive a \$4,000 grant.
- Training, tools and technical assistance to enable you to influence family engagement and whole child learning in your local community.
- Professional facilitation, transcription and summary reports of your focus groups.
- Travel and lodging for a training at the National PTA Headquarters in Alexandria, VA for two designated project leads
- Individualized coaching and peer support to plan and problem-solve.
- Grantees will also be recognized in National PTA's communications outlets.

How can grant funds be used?

- Grant funds should be spent in accordance with your district/council/region's fiscal policies.
- Focus group participation
 - Recruiting materials (i.e., flyers, posters, letters) to get families to participate
 - Raffle prizes or gift cards to incentivize focus group participation
 - Snacks or food for focus group participants
 - Transportation vouchers/reimbursement for focus group participants
 - Interpretation services
 - Childcare
- Stakeholder engagement
 - Snacks or food for engaging stakeholders
 - Travel to/from stakeholder engagement meetings
 - Registration for local convenings, if relevant

What are the expectations for holding focus groups?

- You must hold at least two with 8-12 family members during the June-September timeframe.
- The participants should be a representative sample of your local population.
- You should provide drinks and snacks for participants.
- Consider incentivizing participation with a \$25 gift card to a local grocery store or restaurant chain.

- If it is held during summer break, choose a public place that is easily accessible to all, if families won't already be going to the school.

What are the expectations for stakeholder engagement?

- You must share results with five or more local stakeholders.
- Stakeholders can include local media, school board members, central office staff, principals, other parent-teacher organization leaders and teacher unions.

Our Board is undergoing leadership changes this spring/summer. How should we address that in the proposal?

- Make sure to indicate that you will be experiencing changes in leadership between the date of grant submission and Dec. 31, 2019 (if applicable).
- Explain 1. if you have a President-Elect lined up (and who it is) and 2. when the election will be held.