

Frequently Asked Questions

Who is eligible to apply for the State Family Engagement Challenge?

- State PTAs in good standing with National PTA's Standards of Affiliation and with active 501(c)3s are eligible.

How many states will be chosen to participate in the challenge and what will they receive from National PTA as part of the grant?

- Up to five states will be chosen to participate in the challenge
- Participating states will receive \$1,000 each to enable them to engage stakeholders in developing their roadmaps to advance transformative family engagement
- Participating states will also receive extensive technical assistance from National PTA and networking opportunities with one another and external family engagement experts
- Participating states who meet grant requirements will also be eligible to receive up to \$5,000 to implement their roadmaps to advance transformative family engagement

What is required for a state to be considered for the State Family Engagement Challenge?

- Participation of a state PTA representative in an informational webinar: States can participate live or view the recording. [RSVP NOW](#)
- Submission of the application by 11:59 p.m. PDT, April 28. No extensions will be granted.

How will PTAs be selected to participate in the State Family Engagement Challenge and how will implementation awards be determined?

- State PTAs will be selected to participate in the Challenge based on the following criteria:
 - **Passion for transformative family engagement.** You believe in the importance of approaches to family engagement that value equity and effectiveness.
 - **Learning orientation.** You want to grow your expertise in family engagement, deepen your skills charting a direction for the future, and will be an active part of a learning community with your peers and with National PTA.
 - **Commitment to collaboration.** You recognize the need to work with your state PTA leadership, other stakeholders at the state level, and local PTAs to build enthusiasm and clarity around your contribution to PTA's mission and belief in the power of transformative family engagement.
 - Representation of the **diversity** of PTA across the selected cohort of states
- Implementation awards will be determined based on the following criteria:
 - **Phase 1 involvement.** Your state PTA participated in the in-person and virtual technical assistance and updating requested. You had no turnover in

participants or, where turnover was unavoidable, you transitioned roles and responsibilities smoothly.

- **Roadmap process.** Your state PTA sought input from internal and external stakeholders and generated buy-in for a long-term vision to advance transformative family engagement.
- **Roadmap components.** Your state PTA has determined a feasible and impactful plan that articulates clear goals, activities, and budget ramifications for advancing transformative family engagement in your state.
- Both Phases of the Challenge will be assessed by a review team composed of PTA volunteer leaders at a variety of levels in the association and National PTA staff.
- All applications will be anonymized and reviewed using a rubric aligned to the scoring criteria.

How should we choose our state's family engagement lead?

- State presidents, president-elects, and office staff should work together to identify the right family engagement lead for your state. Depending on your state context, you may also want to collaborate with district/council/region and/or other state officers in making this decision.
- State family engagement leads can be someone with an official role in your state PTA, such as your Family Engagement Chair, or can be someone that you may want to support and develop for future leadership roles with your state.
- State office staff are also eligible to be family engagement leads for the challenge.
- State family engagement leads are great communicators who can build connections and shared understanding and speak convincingly about PTA's mission. They also have a passion for family engagement.
- National PTA staff are available to consult with you on this decision, as requested.

How should states share their roadmaps as part of this Challenge?

- National PTA will provide a template for states to document their roadmap for advancing transformative family engagement.

What are eligible expenditures under this grant?

- Funds for the State Family Engagement Challenge can be used in a variety of ways in accordance with your state's financial policies. Funds may be used to:
 - Travel and refreshments for meetings with district and/or local PTAs or other stakeholders
 - Offer family engagement learning opportunities to PTAs or other stakeholders
 - Hold an event (or workshop/symposium within an existing event)
 - Survey, interview and/or focus group key stakeholders in your state