ENGAGEMENT SESSION
Facilitator Guide

Building DC's School Report Card

Thank you for facilitating a conversation among parents and families in your network. The feedback session you are leading will go a long way to building a DC School Report Card that has the voice of DC's parents at it's core. As you prepare for your session, below is everything you need to know (and probably a little more) to have the best parent feedback session ever! Before you dig in, we want to say thank you again for being willing to engage with the parents and community members who trust you in order to help us build a School Report Card of which we can all be proud.
– Team OSSE

FOUR STEPS TO ACING YOUR FEEDBACK SESSION

1 Prepare for your session

- **Get ready!** Review the resources in the Toolkit and the background on ESSA document to get acclimated to the who, what, when, where, and why of the session and the school report card.

- **Schedule your session:** Find a date, location, and time that you know your participants will find convenient. Be sure to register your event on the toolkit site so we know it's happening. Here are a couple of tips to consider as you decide where and when you have your meeting:

  - You can lead a discussion with as few as 2 or 3 parents, but in order to have a productive feedback session in which everyone's voices are heard, we recommend facilitating discussions with no more than twenty parents at a time.

  - You may want to consider holding the session in a location that is accessible by several modes of public transportation, and also has convenient parking. Depending on the resources available, it may be helpful to serve refreshments (especially if the session is being held during a mealtime) and to offer childcare for parents with small children. Funds are available on a limited basis to support your session. They are first come/first served, so submit a request as soon as you have a date.

  - Make sure you have a facilitation partner to take notes. One person should be responsible for leading the discussion, and another person should record participants' responses using our nifty feedback collection tool. The tool helps you collect feedback in an organized way and helps us analyze and report out on it quickly to us easier.

- **Read (and rehearse) your script:** It's important to understand what you will say and how the activities work.

2 Promote your session

Now that you have determined a date, time, and location for your meeting, spread the word. You will have the best sense for how to reach the parents in your network. Here are a few helpful ideas:

- **Word of Mouth:** Use the flyer template to spread the word to parents you encounter in person.

- **Social Media:** Use the sample Facebook and Twitter posts to spark interest online.

- **Email:** We've developed email invitation language for you to customize for your parents and families.

- **Text:** Mobile messages are a great way to reach the parents whose cell phone numbers you have. Use the sample text messages to invite them to your feedback session.

3 Host your session

Now that you've spread the word and parents are coming to your session, it's time to host an engaging meeting. Everything you need to run a meeting from sign in sheets to activity materials are in the Toolkit. All you need to do is print them out! As a host, your session should follow this sample agenda. We've even developed a companion PowerPoint deck to aid your conversation. The session is designed to be one hour, but of course, you should determine how long it should be for your audience. The core of your session is two feedback activities:

• **Activity 1: Top 3/Bottom 3** – This activity is designed to do two things: introduce the items that we must, by law, include on a report card AND get feedback on what is most important to families to prioritize of those items. This activity gets participants moving up and around the room and helps us determine what's most and least important to them of the items we are required by law to report on the report card. Each sheet should be posted around the room and participants are asked to mark the three most important measures to them with a check mark and three least important measures to them with a minus mark.

• **Activity 2: You Design It** – This activity is designed to help us think beyond just what's required to be on a report card. This is a small group activity where parents work together to determine what they would include on the report card of their dreams. It asks them to think about what information they want to know about a school and the data they would expect to see. It's designed to be open-ended and allows us to learn what parents are thinking about. Our hope is to uncover some new insights and build a report card tool that parents and families will actually use.

We ask that you make sure to have everyone sign in using the sign in sheet and ask them to complete an optional (and anonymous) demographic survey. The purpose of the survey is to assess how well we are diversifying our efforts.

4 Submit your feedback to OSSE

Congratulations on your feedback session! We're sure it was amazing. You can submit the feedback you collected in one of two ways:

• You can email us the feedback collection tool and your scanned demographic surveys.

• You can request pick up of your hardcopy materials.

Our team will synthesize the notes and report out on the themes from the feedback we have received from the community, along with how we plan to incorporate them within the report card. Not only will you be emailed the reports as they are released, we will post them on the main engagement project website at www.osse.dc.gov/builddcreportcard.

Now that you have everything you need, get started on planning your session. If you have any questions at all or need additional support, email buildDCsreportcard.osse@dc.gov. Good luck and thank you for helping us build a School Report Card of which we can all be proud!

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