

Annual Report

2020-2021

Department of Community Services & Parent Resource Centers

support information tools education

PRC PARENT RESOURCE CENTER

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Director of Community Services & Parent Resource Centers



DIRECTOR'S MESSAGE

Dear Madera Unified Families and Community Stakeholders,

The Annual Report is intended to inform parents, school personnel, and community stakeholders of the Parent Engagement, program activities, and achievements throughout the 2020-2021 school year.

The mission and vision of the MUSD Community Services and Parent Resource Centers (CSPRCs) reflect the district's commitment to building effective communication between school and home while maintaining a bridge that leads to student academic progress, meaningful adult education opportunities, effective parenting skills, and a network of "wraparound" services deliberately selected to meet each of our parents where they are.

Special recognition to the Parent Resource Center Assistants for their incredible level of commitment and support they provided as front-line essential workers during the COVID-19 Pandemic. Thank you for your support during these unprecedented times. They exercised immediate steps to provide necessary services such as assisting families to acquire WiFi, Internet access, creating and sustaining a fully functional comprehensive Call Center Help-Line, and assisting students with accessing technology that enabled them to continue learning via distance learning.

This year brings bittersweet news. After more than four decades of work in the field of parent engagement and community organizing, I have made the difficult decision to retire at the end of the 2020-2021 school year. It has been an absolute pleasure to serve the Madera Unified School District for 23 years. Together we have molded and shaped an unprecedented infrastructure of essential community-based programs and resources to serve MUSD students and families. Creating a network of 10 parent resource centers, developing a county-wide resource directory of community services, and implementing an award-winning Parent Engagement program culminates as long-lasting labor of love into a celebration. Together, we have all worked tirelessly over time to develop strength-based community services and resources, building lasting community partnerships and leveraging our combined resources to ensure children everywhere can thrive emotionally, socially, and academically.

My sincere desire and hope are for Madera Unified School District to continue to invest significant capital and commitment in maintaining and/or exceeding the current level of parent education resources. My heartfelt gratitude to all local, state, and federal agencies and programs, Board of Trustees, Superintendent Lile and his cabinet, and the entire classified and certificated staff for all the incredible level of work that helps to educate our students, parents, and community. As a Believer, I truly believe everyone is making a difference in the lives of Madera residents. Please stay the course, and I am looking forward to seeing all the good things that will continue to happen at Madera Unified School District in the years to come.

Thank you, Stay Strong! Stay Healthy!

2020 - 2021

DEPARTMENT OF COMMUNITY SERVICES AND PARENT RESOURCE CENTERS (PRC'S)

support information tools education

Parent Resource Center

Working together with parents, schools, and the community to help students succeed

Services are available to all families with children enrolled in MUSD schools to engage our families in supporting the academic achievement of all students.

We Collaborate daily with interagency partners, community volunteers, and contracted providers to offer resources that address the identified needs of MUSD families.

PRCs deliver support services to individual parents, families, and schools to enhance students' opportunities to attain the highest academic success possible in safe and orderly learning environments.





Dr. Rebecca Malmo
Executive Director,
Student and Family Support Services

Executive Director's Message

The award-winning Department of Community Services and Parent Resource Centers (CSPRC) provides our students, parents, and community with a foundation for student success in Madera Unified School District. Student academic achievement starts with parental support. The CSPRC provides parents the tools and knowledge they need to understand how to navigate the school system, improve attendance, support academic outcomes, and improve graduation rates.

As you will read in this annual report, even in a global pandemic, the CSPRC Department has made great strides in expanding Parent Engagement opportunities for all parents. This has included a variety of impactful, robust programs such as the Parent Institute for Quality Education, (PIQE) Parents as Leaders, The Parent Project, a series of Financial Literacy workshops in addition to the extraordinary successful Virtual Parent Engagement Conference!

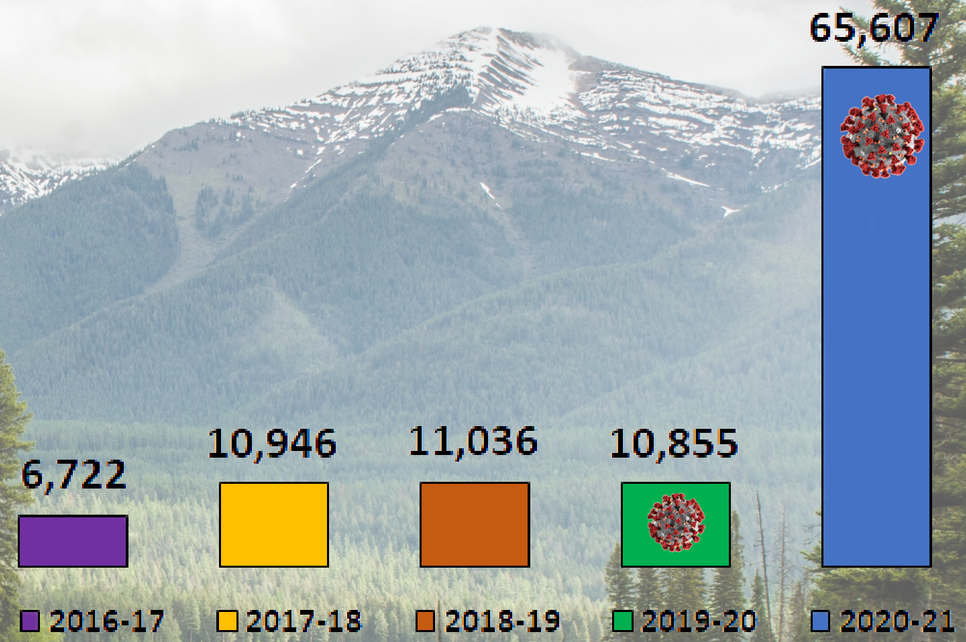
We Believe the more informed parents are, the more engaged they will be with their children's education. Research tells us the engaged parents have successful children!

Dr. Rebecca Malmo
Executive Director, Student and Family Support Services

DEMOGRAPHICS



5-Year Comparison of Parents Served



65,607
Parents Served

1,724
Parent Education / Leadership Graduates

WE BELIEVE MADERA UNIFIED

Department Goals

01

Increase opportunities for parents to engage in skills training and personal development classes via virtual online Zoom platform and collaborate with Federal/State and local service providers to help build capacity between schools, students, families, and communities.

02

Maintain and expand the Parent Project to provide parents with skills to address defiant and disruptive behavior in children.

03

Strengthen purposeful communication and marketing strategies within schools, parents, community-based organizations to further develop parent engagement and capacity building.

MADERA UNIFIED SCHOOL DISTRICT -
DEPARTMENT OF COMMUNITY SERVICES & PARENT RESOURCE CENTERS

2020-21



Pomegranate Festival, Madera Fairgrounds
November 2019

PARENT ENGAGEMENT SERVICES

01

Parent Resource Centers

Nine (9) PRCs are currently in full operation, providing families with relevant academic and support services. The 10th and newest PRC is located at Matilda Torres High School and will be ready to open in the fall of 2021. The PRCs bridge a host of diverse programs and services under one roof, creating unique and centrally located services dedicated to strengthening families and facilitating their efforts to support their children to succeed in school and beyond. Services are available M-F (Hours of operation vary).

02

Information & Referral

Includes referrals to agencies, programs, and services for matters about housing, food, clothing, health and safety, social-emotional services, counseling, recreation programs, workforce training, childcare, employment, and other civic engagement opportunities.

03

Parent Education & Leadership Preparation Classes

Classes consist of FREE, personal, and/or professional development on various topics, including early childhood education, stages of child development, and how to navigate the public school system throughout the school year successfully. Classes are available in English and Spanish, and other accommodations are available upon request.



04 Family Literacy, Math, Health & Wellness Workshops

These family interactive workshops operate as knowledge and skill-building experiences that focus on learning strategies geared toward 1st – 6th-grade students. Parents and children learn side-by-side and are provided with culturally enriching literacy, mathematics and wellness activities along with “take-home” activities that extend learning experiences for themselves and their children beyond the workshop settings.

05 Adult Education Classes

A series of adult education classes are offered within the PRCs. These classes range from English as a Second Language, Citizenship, HiSET Preparation classes. Classes are offered mornings and evenings.

06 Digital Computer Literacy

The Digital Literacy Program offered at each PRC is designed to provide parents with access to monitor their children’s learning progress by equipping them with the digital literacy skills that enable them to access the District’s parent portal and open lines of communication with teachers and other district staff.

07 Volunteer Program

Opportunities for parents and community members to plan, lead, and implement programs and activities and create a sustainable community of civically engaged citizens supporting our Department of Community Services and Parent Resource Centers.



Health Fair, Virginia Lee Rose
February 2020

Effective Parent Engagement Strategies



School Smarts
Washington
2019

Family and community engagement in education is increasingly recognized as a vital contributor to student academic achievement. Parent Participation helps students to succeed academically and allows schools to serve students more effectively.

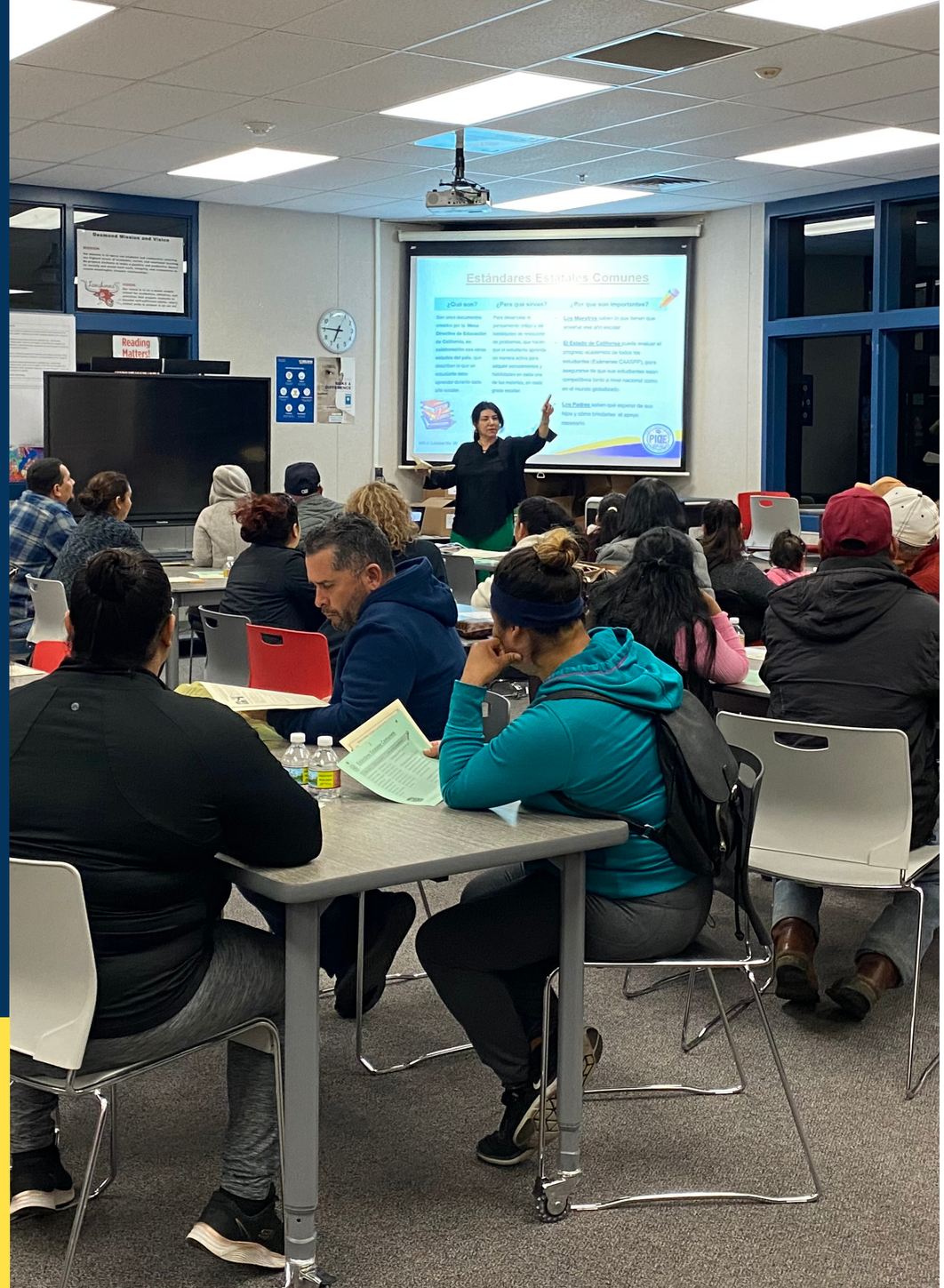
The goal is to keep families informed about current topics that impact student learning and provide the necessary tools and strategies to help motivate and encourage students and express high expectations.

The following programs featured on pages (10-20) are workshops or events supported by the Department of Community Services and Parent Resource Centers to provide the most active engagement interventions to improve student outcomes.



Bi-National Health Week
Pan AM Park
2019

PARENT INSTITUTE FOR QUALITY EDUCATION



9 WEEK COURSE

2 HOURS PER SESSION

ENGAGE. EMPOWER. TRANSFORM.

PIQE engages, empowers, and transforms parents to actively engage in their children's education and strengthen parent-school collaboration to improve students' academic success.

The program focuses on critical topics that engage parents in acquiring the essential skills to communicate effectively with teachers and counselors to determine their children's progress relative to grade-level standards, A-G requirements, and how to prepare their children for post-secondary education best.

The program serves middle school and high school parents and is available in English and Spanish.



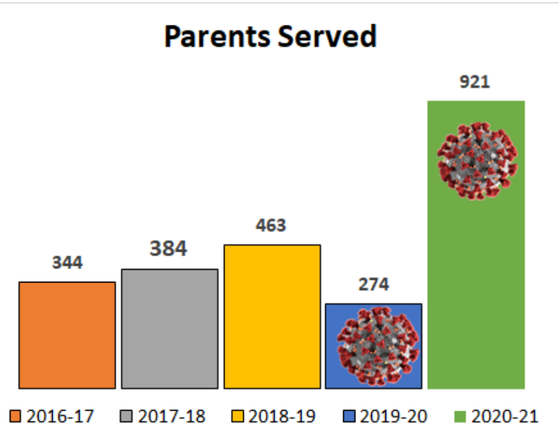
921

Parents Enrolled

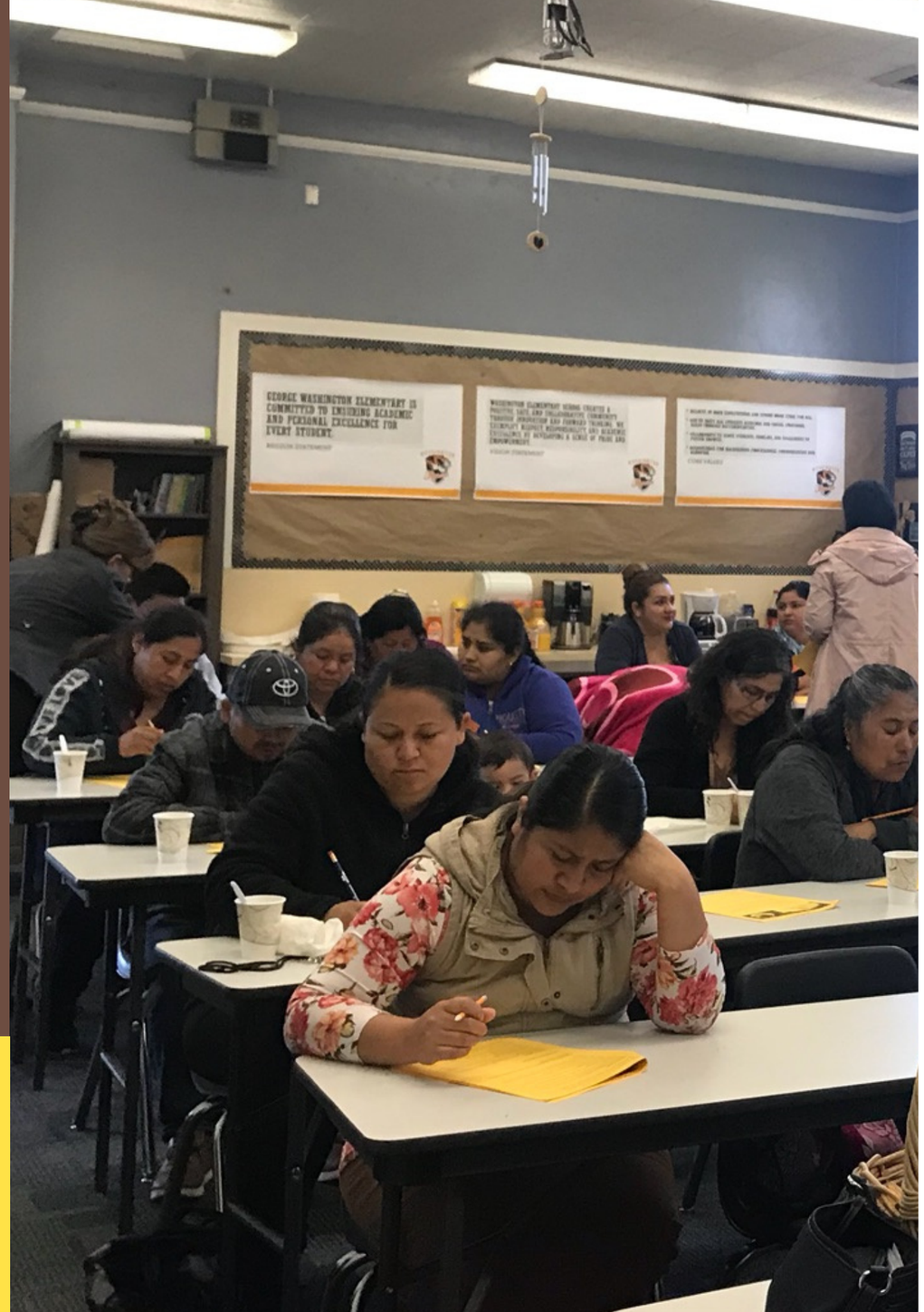


390

Parents Graduated



PARENTS AS LEADERS



15 WEEK COURSE

2 HOURS PER SESSION

MADERA COALITION for COMMUNITY JUSTICE

educate | organize | empower

The Parents as Leaders Program is delivered in partnership with the Madera Coalition for Community Justice (MCCJ). This program supports parents to become school leaders with a focus on involvement through their participation in school site councils, parent clubs, ELAC, DELAC, and as volunteers in the Parent Resource Centers. Participants learn how to overcome language and cultural barriers, gain an in-depth understanding of their responsibilities as parents in the American public education system and expand their knowledge of LCFF and LCAP processes. The program serves elementary and secondary school parents in both English and Spanish.



309

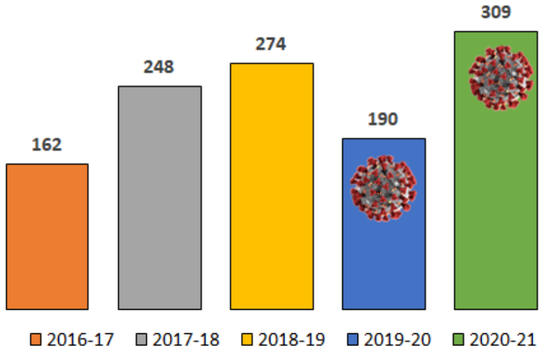
Parents Enrolled



135

Parents Graduated

Parents Served



SMALL FRY

2020 - 2021



Support Information Tools Education

Parent Resource Center

Working together with parents, schools, and the community to help students succeed.

SMALL FRY CO-OP

The School Smarts Parent Engagement Program is a model for creating meaningful and diverse parent involvement in the navigation of their children's educational system, communicating effectively with all stakeholders, and advocate for quality education for all students. The program employs the arts as a process for bridging parents from all backgrounds in their children's education.

The program provides parents with take-home projects designed to have parents share the model with their children. The program serves elementary parents and is available in both English and Spanish.



26

Students Enrolled

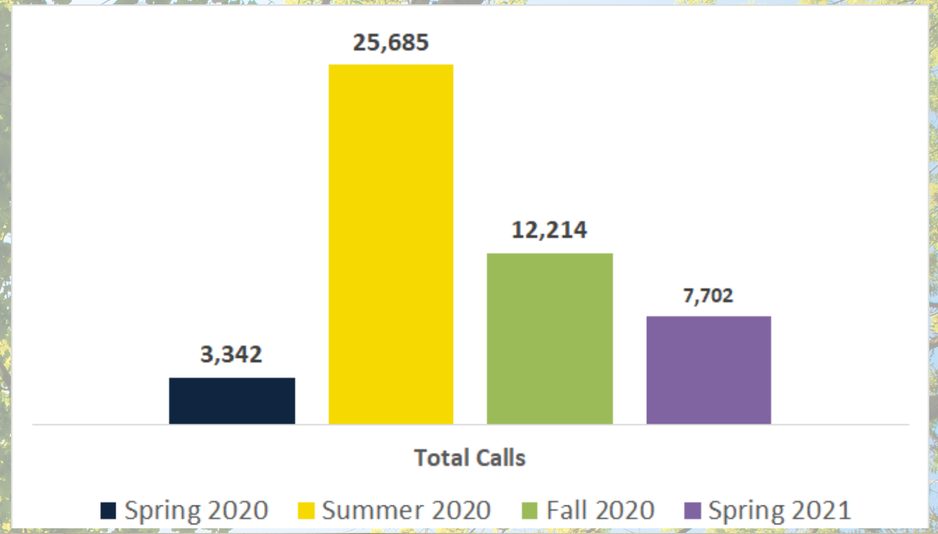


8

Students Promoted to Transitional Kindergarten or Kindergarten

MUSD Call Center

The Call Center has operated as an essential service for parents, caregivers, and community stakeholders throughout the Covid-19 Pandemic. The Call Center expanded the service hours to operate within non-traditional hours (8 AM to 7 PM) to support working families. The Center supported parents with all things related to COVID-19, internet access, technology support, student registration, care calls and provided information and referrals to local community resources.



Spring 2020 - 3,342 Calls
Summer 2020 - 25,685 Calls
Fall 2020 - 12,214 Calls
Spring 2021 - 7,702 Calls



MUSD CALL CENTER

2020-2021

In it Together!

The ***4th Annual Parent and Community Engagement Conference*** was a success. The 4-day virtual conference featured keynote speakers, breakout sessions, and a virtual exhibitors hall that enabled us to spread the word about the many resources, services available to MUSD families while collaborating with over 28 community partners that genuinely contributed to making the conference a success.

2,889 Viewers
Facebook

164 Viewers
Zoom

684 Workshop Attendees



4TH ANNUAL PARENT & COMMUNITY ENGAGEMENT CONFERENCE

2020-2021

MADERA UNIFIED SCHOOL DISTRICT

Financial Literacy Workshops
The Key to a Better Quality of Life

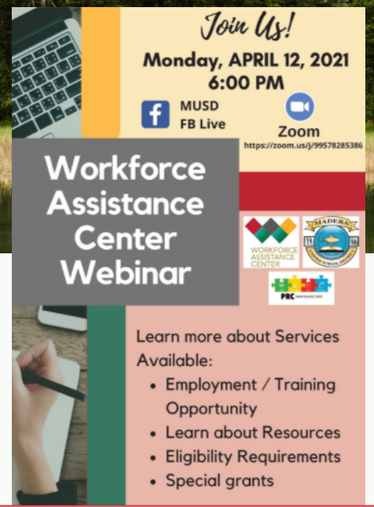
APR 20 & 22	Budgeting: How to Effectively Budget your Home Finances **Community Housing Council of Fresno:** John Shore, Director & Noe Cruz, Board Member	Facebook offline	154 Viewers
APR 27 & 29	Mortgage Loans: The Process Of Getting Financing **Xcellerate Home Loans:** Isidro de la Torre, Broker & Gustavo Hernandez, Loan Officer	1,780 Viewers	79 Viewers
MAY 4 & 6	Real Estate: The Home Buying & Selling Process of Today's Times **All State Homes:** Noe Cruz, Associate Broker	1,808 Viewers	167 Viewers
MAY 11 & 13	Credit Repair: Repair The Past, Prepare For The Future **Recovery Credit Repair Inc:** Aldiva "Ali" Rubalcava, President	1,318 Viewers	106 Viewers
MAY 18 & 20	Benefits Of Insurance: How to Prepare For Life's Uncertainties **People Helping People Agency:** Alonso Aguilar, Broker & Reyna Estrada, Field Associate	1,802 Viewers	51 Viewers

2020 - 21 WEBINARS

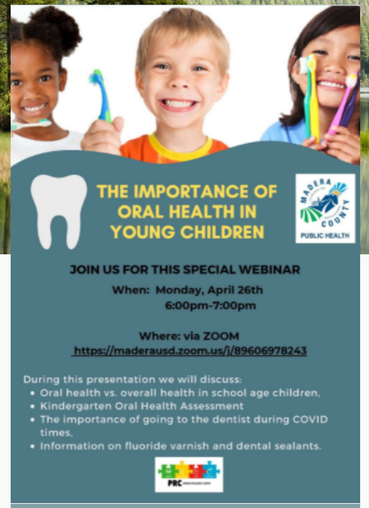
10,894 TOTAL Viewers



1,550 Viewers 108 Viewers



1,749 Viewers 151 Viewers



15 Viewers



52 Viewers



12 Viewers

The CSPRC is proud of incorporating innovation and digital skills acquisition during the COVID-19 Pandemic. The popularity of webinars amongst the parent population and community service providers has become a powerful tool to fill the gap for showcasing meaningful and intentional parent engagement opportunities. Through the implementation of incorporating Social Media and online platforms, the ***CSPRC has documented an increase in attendance and participation in parent engagement during the 2020-2021 school year***.

Thank you Partners













