

Course Title: *Engaging Every Family*

Instructor: Dr. Steve Constantino, The Constantino Group

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Audience: Superintendents, Assistant Superintendents, Family Engagement Directors, Principals, Teachers, School Board Members

Introduction

Authentic family engagement is not a nice-to-have — it's a must-have.

In this practical, self-paced course, nationally recognized family engagement expert **Dr. Steve Constantino** provides the tools, language, and leadership strategies educators need to make family engagement a daily, strategic priority.

Drawing on decades of research and implementation across the U.S. and internationally, Dr. Constantino introduces his renowned **Five Simple Principles** for engaging every family — especially those historically marginalized or disengaged.

This course is ideal for:

- School and district leaders looking to improve attendance, achievement, and trust
- Family engagement directors and coordinators building sustainable systems
- Teachers and staff ready to shift from outreach to authentic partnership

By rethinking assumptions and giving teams a proven framework, this course helps entire school systems strengthen family-school partnerships to directly improve student outcomes.

Course Overview

Topics and Themes

- The “why” of family engagement
- Changing family structures and societal expectations

- The Five Simple Principles to Engage Every Family
- Addressing implicit bias and equity barriers
- Designing inclusive systems for engagement

Scope and Sequence

- **Introduction** – The case for family engagement
- **Lesson 1** – Why Family Engagement Matters
- **Lesson 2** – Seven Big Ideas to Shift Practice
- **Lesson 3** – Overcoming Bias and Barriers
- **So, What's Next?** – Leading Change in Your Context

Key Learning Outcomes

Participants will:

- Understand the research behind authentic family engagement
- Identify traditional practices that may exclude key family groups
- Apply the Five Simple Principles and Seven Big Ideas
- Reflect on personal bias and system-level barriers
- Redesign practices to build inclusive and sustainable engagement strategies

Implementation Guide — Individual, Team, or District Use

For Individual Educators or Leaders

- Complete the video course and PDF workbook
- Reflect on practices and design a personal engagement improvement plan
- Submit the Mastery-Based PDP worksheet for credit, if applicable

- Ideal for individual growth, coaching preparation, or evaluation alignment

For PLCs or School-Based Teams

- Watch each lesson together over multiple sessions
- Use workbook prompts to reflect on current practices
- Collaboratively review upcoming school events or communication efforts
- Use PDP template prompts to design and evaluate action steps

For District-Wide Rollout

- Launch the course as part of a strategic family engagement initiative
- Use LMS tools to track course completion
- Host optional reflection groups or webinars by region or department
- Incorporate a shared rubric for school teams submitting engagement redesign plans
- Optionally follow with a live-virtual cohort or in-person session with Dr. Constantino

Sample Facilitation Guide (Admin or Coach-Led)

Session 1 – Making the Case for Engagement

- **Watch:** Introduction + Lesson 1
- **Prompt:** Why is family engagement often misunderstood or underused?
- **Workbook Task:** “If families had a choice, would they choose your school?”
- **Action:** Identify one current school policy or tradition to re-examine

Session 2 – The Big Ideas That Shift Practice

- **Watch:** Lesson 2

- **Prompt:** Which of the 7 Big Ideas is most urgent in your setting?
- **Workbook Task:** Audit an upcoming family-facing event or interaction
- **Action:** Draft an updated approach rooted in “process, not event”

Session 3 – Overcoming Implicit Barriers

- **Watch:** Lesson 3 + So, What’s Next?
 - **Prompt:** What beliefs or practices may unintentionally exclude families?
 - **Workbook Task:** Roleplay “Let’s Pretend” empathy activity
 - **Action:** Choose one practice to redesign using the PDP worksheet
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Sample 3-Week Professional Learning Plan

Week 1 – Foundations of Family Engagement

- Content: Watch Introduction + Lesson 1
- Focus: Making the case for a systemwide shift
- Activity: Identify key engagement gaps and conduct the “Would they choose us?” activity
- Deliverable: One-page school-level family engagement vision statement

Week 2 – Shifting from Outreach to Partnership

- Content: Watch Lesson 2
- Focus: Exploring the 7 Big Ideas and their implications
- Activity: Audit one current event or family-facing communication
- Deliverable: Updated event design, messaging, or practice

Week 3 – Leading for Equity and Trust

- Content: Watch Lesson 3 + So, What's Next?
 - Focus: Reflecting on biases and removing barriers
 - Activity: Select a PDP task and complete the required reflection prompts
 - Deliverable: Submit completed Mastery-Based Credit Worksheet + artifact
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Put this resource to work

Engaging Every Family is more than a slogan — it's a strategic opportunity.

This course equips educators with tools that directly impact academic achievement, school culture, and family trust. Use it as part of a district-wide family engagement initiative, school improvement planning, or staff training.

Earn professional credit for impact

Each LaunchPad course includes a [Mastery-Based Credit Worksheet](#), which helps educators apply and document their learning for PDP or CEU credit.

This course's worksheet includes:

- Options to redesign a family engagement event, action plan, or communication
- Prompts to reflect on personal bias and institutional barriers
- Submission guidance for credit evaluation by PD coordinators

RocketPD encourages school and district leaders to incorporate PDP submissions into coaching cycles, strategic planning, and staff growth models.

Go deeper with [a live-virtual cohort](#) or a customized workshop with Dr. Constantino. Contact info@rocketpd.com to learn more.