

District Planning Tool

This tool will guide you through each phase of the planning process, helping to ensure your family literacy engagement event is well organized and meaningful to the families in your district.

Theme	
Format (<i>workshop or seminar, family reading night, book fair, literacy carnival or festival</i>)	
What makes this special theme engaging for both students and families?	
What are the primary objectives of this event? What do you want to achieve (<i>e.g., increase family involvement, promote literacy skills, foster a love of reading</i>)?	
How will the event support the district's overall literacy and family engagement goals?	

Target Audience (Families of early learners, multilingual families, struggling readers)	Date	Time	School/Location	Areas/Classrooms Used (Create floor plan)

Communication: What types of communication are needed for this event and who is responsible for the development of the communication?

How will this event be communicated to families (<i>e.g., newsletter, website, flyer, phone, email</i>)?	
How much notice will be provided to families so they can plan to attend?	
Is communication accessible to all families (<i>e.g., multilingual, QR code to read information to adults</i>)?	
What follow-up strategies will be used to maintain engagement after the event (<i>e.g., providing resources, newsletters with literacy tips</i>)?	
Who is responsible for creating and disseminating the communication?	

Literacy Activity Stations: Consider the stations you will have during your event and the connections between these literacy activities and the state standards.

Activity/Station <i>What is the purpose of the specific activity? How will it support literacy improvement for all stakeholders?</i>	Standard <i>What learning standards are key for all stakeholders to grasp?</i>	Station Facilitator <i>(gathering materials, decorating areas, staffing the station during the event)</i>
1.		
2.		
3.		

Additional Roles: Consider the additional roles and duties that could help your event flow more smoothly.

Greeter	Staff will greet and welcome families as they enter the building.
Registration Table Staff	Staff will monitor families and register them as they arrive. This role helps with tracking attendance and providing data that will help with future family engagement event planning.
Explainer	Staff will explain the layout and event expectations and answer questions as they come.
Traffic Flow Staff	Staff will monitor the flow of families moving throughout the areas as needed.
Library Helper	Staff will be needed in the library if book check out or a book fair is a part of the event.
Door Prize Monitor	Staff will monitor the prize table.
Exit Staff	Staff will thank families as they leave the building and distribute any items for giveaways (<i>e.g., bookmarks, certificates for the children, coupons to local restaurants</i>).

Cost/Fund: Consider the cost of the event and available funds to support the event.

What is the event budget?	
How is this event funded?	
Are there donated items for this event? List all.	

Partnerships: List the community partners and potential resources provided for the event.

Community Partner	Donated Resource/Material
1.	
2.	
3.	

Measuring Event Success: Consider how to gather input from families after the event to help plan for future family engagement opportunities.

How will you gather feedback from families about the event? (<i>online or paper survey, focus groups, phone call, post card</i>)	
What indicators will you use to measure the event's impact on family literacy engagement?	
Who is responsible for this component of your event?	