



It's Good Business: Investing in Family Engagement

November is Family Engagement Month: promoting family engagement in their child's school. The Exceptional Children's Assistance Center ([ECAC](#)) invites you to join us in celebrating the important role families play in their child's education. As research and common sense tells us that families' involvement in their children's education stands out as one of the greatest predictors of health, development, well-being and academic outcomes. Yet working families' struggle with the formidable balance of juggling work and participating in school activities. Working parents have more frequent absences and feel less productive (Care@Work), Furthermore, families also battle the negative perception they may receive from co-workers when they leave because of school demands or the kids get sick. Working parents cite flexible work schedules as a major factor in job retention.

Businesses you can help! Engaging the business community in supporting families not only benefits schools and families but the business community. Better educated children make for a stronger workforce later down the road. Easy strategies to support family involvement can boost employee morale and retention.

It is easy and you can start now.

Below are ideas that you can consider implementing right away:

1. Share the electronic [2020 Family Engagement Month Activity Calendars](#) with employees.
2. Create a virtual workplace hub where families can access information and connect to resources. Organizations like ECAC can provide at no cost electronic resources that families can access from a workplace Website or Facebook page.
3. Invite ECAC or other community organizations to hold free lunch and learn webinars for employees on parenting and educational issues.
4. Provide unpaid or paid leave to families attending school meetings.

Little ideas can grow big dividends. Join with your other business and community partners to make family involvement in education a priority!

For more information and other ideas, please contact Beverly Roberts, Family Engagement Manager, Broberts@ecacmail.org.