



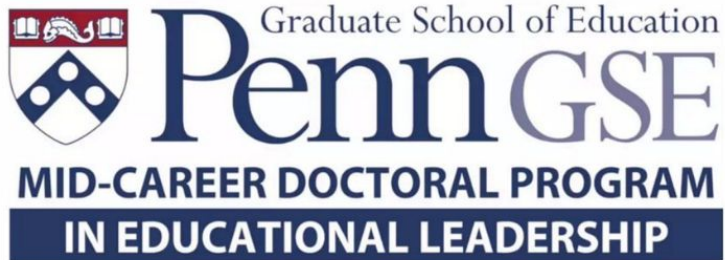
10 Strategies

to INNOVATE Your Family-Community
Engagement Efforts

Dr. Joe Mazza, University of Pennsylvania

#FCE2017

Slides, Notes & Continued Conversation ---> facebook.com/drjoemazza



**THE USE OF SOCIAL MEDIA TOOLS BY SCHOOL PRINCIPALS TO
COMMUNICATE BETWEEN HOME AND SCHOOL**

Joseph A. Mazza, Jr.

A DISSERTATION

in

Educational and Organizational Leadership

Presented to the Faculties of the University of Pennsylvania

in

Partial Fulfillment of the Requirements for the

Degree of Doctor of Education

2013

Dissertation Committee:

Caroline L. Watts, Senior Lecturer

Joyce L. Epstein, Research Professor, John Hopkins University

Yasmin B. Kafai, Professor of Education





**WHAT IS
INNOVATION
AND WHY SHOULD YOU
INNOVATE?**

*Today's slides, notes, Q&A
can be found at

facebook.com/drjoemazza

1

**become an expert of
your community**

1

become an expert of
your community



2012 Fort Worth Community Map

1

become an expert of
your community



1

become an expert of
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2

innovation is a process.
don't forget to fail.

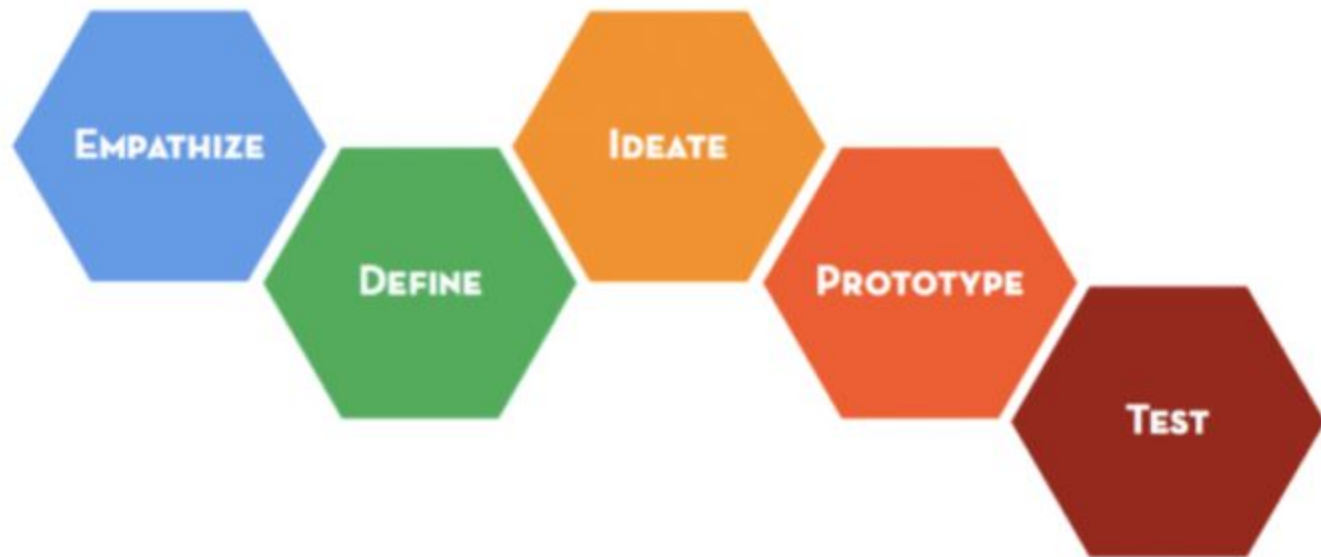
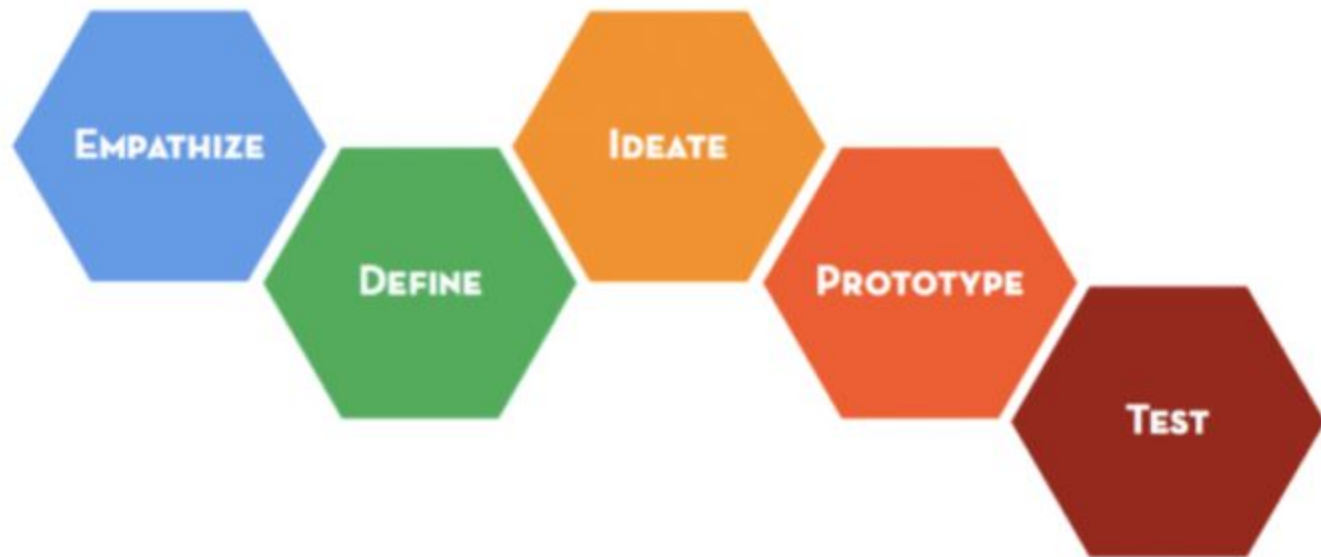




Image credit: <http://www.secularistudents.org>

I've failed
over and over
and that
is why
I succeed.

Michael Jordan



2

innovation is a process.
don't forget to fail.

3

“meet them where
they are”



"@KnappElementary: @MissMorrison's students read their newly published eBooks to 2nd grade buddies today & will share them with their family tonight!"



Supporting Post - 5 Ways Being Connected Helps My Students

A “MENU” of eFACE efforts grown over time



Ongoing Face to Face Two-Way Communications



3

“meet them where
they are”

4

Never stop
connecting the dots



5

keep your eye on
the ball

THE CHALLENGE

Lack of opportunities for **School/Program Staff** to build the capacity for partnerships

Ineffective Family-School Partnerships

Lack of opportunities for **Families** to build the capacity for partnerships

OPPORTUNITY CONDITIONS

Process Conditions

- Linked to learning
- Relational
- Development vs. service orientation
- Collaborative
- Interactive

Organizational Conditions

- Systemic: across the organization
- Integrated: embedded in all programs
- Sustained: with resources and infrastructure

POLICY AND PROGRAM GOALS

To build and enhance the capacity of staff/families in the "4 C" areas:

- **Capabilities** (skills and knowledge)
- **Connections** (networks)
- **Cognition** (beliefs, values)
- **Confidence** (self-efficacy)

FAMILY AND STAFF CAPACITY OUTCOMES

School and Program Staff who can

- Honor and recognize families' funds of knowledge
- Connect family engagement to student learning
- Create welcoming, inviting cultures

Effective Family-School Partnerships Supporting Student Achievement & School

Families who can negotiate multiple roles

- Supporters
- Encouragers
- Monitors
- Advocates
- Decision Makers
- Collaborators

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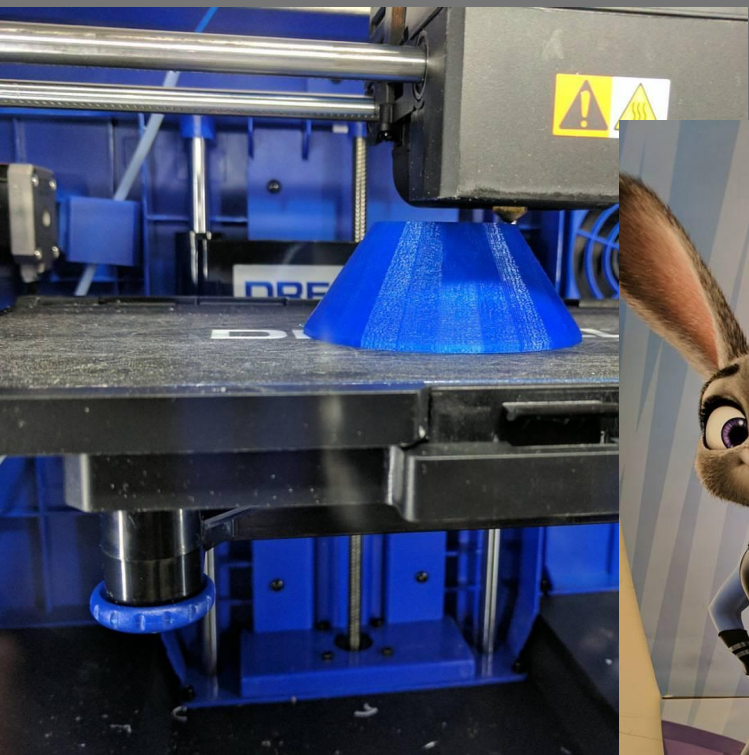
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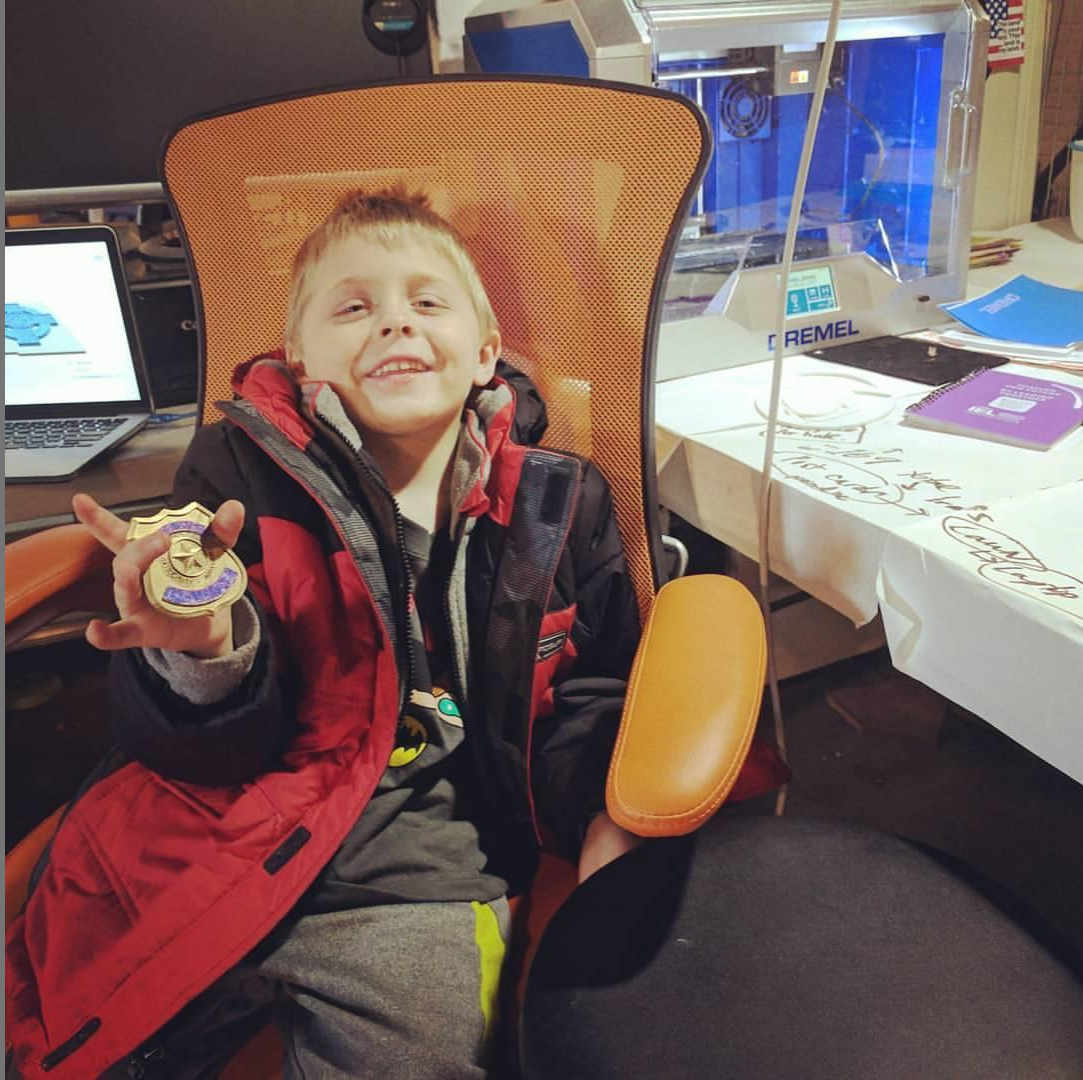
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6

**“who are you meant
to be?” - USE MEDIA**



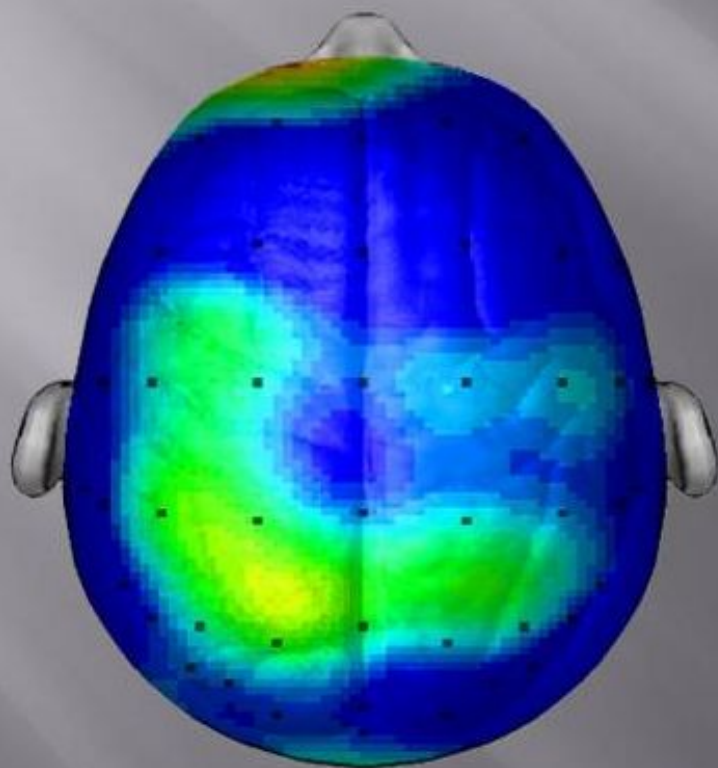




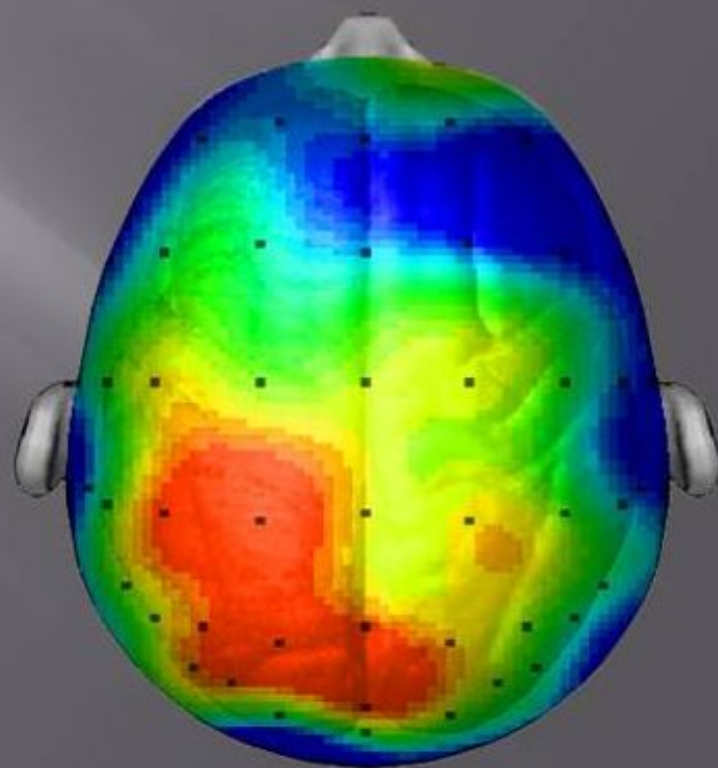
7

become a
neuroscience geek

BRAIN AFTER SITTING
QUIETLY



BRAIN AFTER 20 MINUTE
WALK



Research/scan compliments of Dr. Chuck Hillman University of Illinois



exercise

Rule #1: Exercise boosts brain power.



survival

Rule #2: The human brain evolved, too.



wiring

Rule #3: Every brain is wired differently.



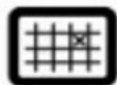
attention

Rule #4: We don't pay attention to boring things.



short-term memory

Rule #5: Repeat to remember.



long-term memory

Rule #6: Remember to repeat.



sleep

Rule #7: Sleep well, think well.



stress

Rule #8: Stressed brains don't learn the same way.



sensory integration

Rule #9: Stimulate more of the senses.



vision

Rule #10: Vision trumps all other senses.



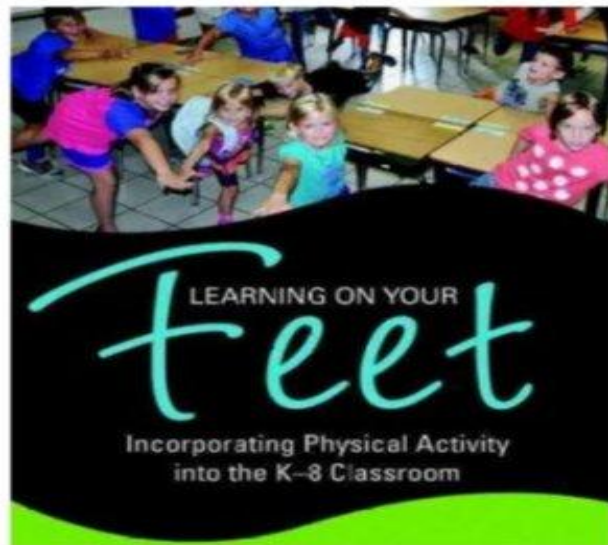
gender

Rule #11: Male and female brains are different.



exploration

Rule #12: We are powerful and natural explorers.



JOIN US ON SUNDAY JUNE 4TH 7PM-8PM EST

#FITNESSEdu

TOPIC: MOVEMENT IN THE CLASSROOM INSPIRED BY THE BOOK
LEARNING ON YOUR FEET BY DR. BRAD JOHNSON

7

become a
neuroscience geek

8

**offer on-demand
learning opportunities
that mirror life.**



Driver

Dashboard

Driving History

Driver Info

Vehicles

1

Tutorials

Tax Information

Payout Information

Waybill



Joe Mazza

★ 4.9

34 Rides

✓ Active

The On Demand Landscape

Transportation



Dining + Drinks



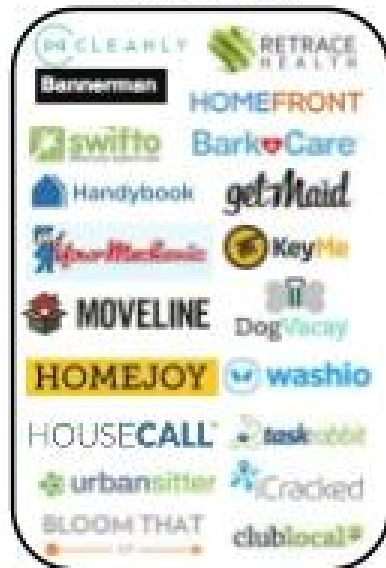
Delivery & Logistics



Events



Home Services



Health & Beauty

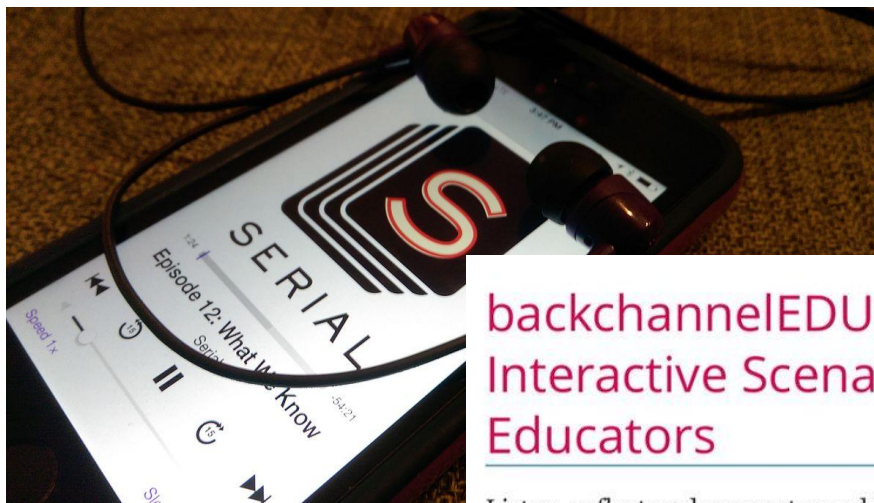


Food & Beverage



Travel / Hospitality

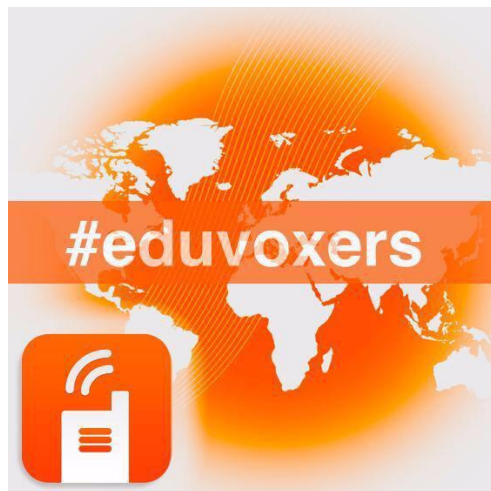




backchannelEDU: Short, Interactive Scenariocasts for Educators

Listen, reflect and connect on ed leadership scenarios directly from the field.

***NEW** backchannelEDU season 2 began 12-14-15.



9

Just make it.

To name a few...

- Coding
- 3D Printing
- Asynchronous Communications
- Humility
- Equity
- Neuroscience
- High & Low Tech Innovations
- Kids at the heart
- Start with empathy

#TailgatePD



JOBS OF 2020

- Body part maker
- Nano-medic
- Farmer of genetically engineered crops and livestock
- Vertical farmers
- Memory augmentation surgeon
- 'New science' ethicist
- Space pilots, tour guides and architects
- Climate change reversal specialist
- Virtual lawyer
- Avatar manager / devotees / virtual teachers
- Time broker / Time bank trader
- Waste data handler



10

put the oxygen mask
on yourself bf helping
others.

**Life Lesson: Put on your own
oxygen mask before assisting
others.**





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