

Striking the balance

Family engagement while maintaining boundaries



Adrienne Shannon, *Family*
Stephanie Deputy, *Watch Me Grow*

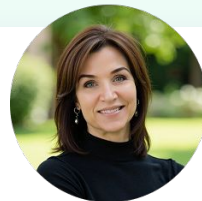
👋 So happy to have you join us!



Adrienne

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**Senior Director of Sales
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[Stephanie](#)

Let us know
who you are in
the chat!

Agenda

- **Trust-building tips** for fostering relationships with families
- How to engage in ways that **keep families happy, and you free from disruptions**
- How to be **more proactive** in family communication
- A look at the **integration between WatchMeGrow and Famly***

*that we think is the perfect solution, if we say so ourselves. We'll let you decide 😊

The love-hate relationship of family engagement

- It's key to a whole-child approach
- But constant feedback and oversight is distracting
- Recent Family survey findings show that...

89%

of childcare directors want *more* engagement with families

37%

of childcare directors feel that their families are overbearing, causing distractions

Houston (and childcare centers everywhere), we have a problem.

- Families want to be a part of their child's growth and development.
- Staff want families to be a part of their child's growth and development.
- How families want to be included often distract staff, which also takes away from the children, deterring from their growth and development.

How do we find the **balance** between...

giving **families
visibility** they are
happy with, but that...

**doesn't distract
teachers** who should
be...

engaging and
**teaching the
children?**



**A lack of transparency results in distrust
and a deep sense of insecurity.**

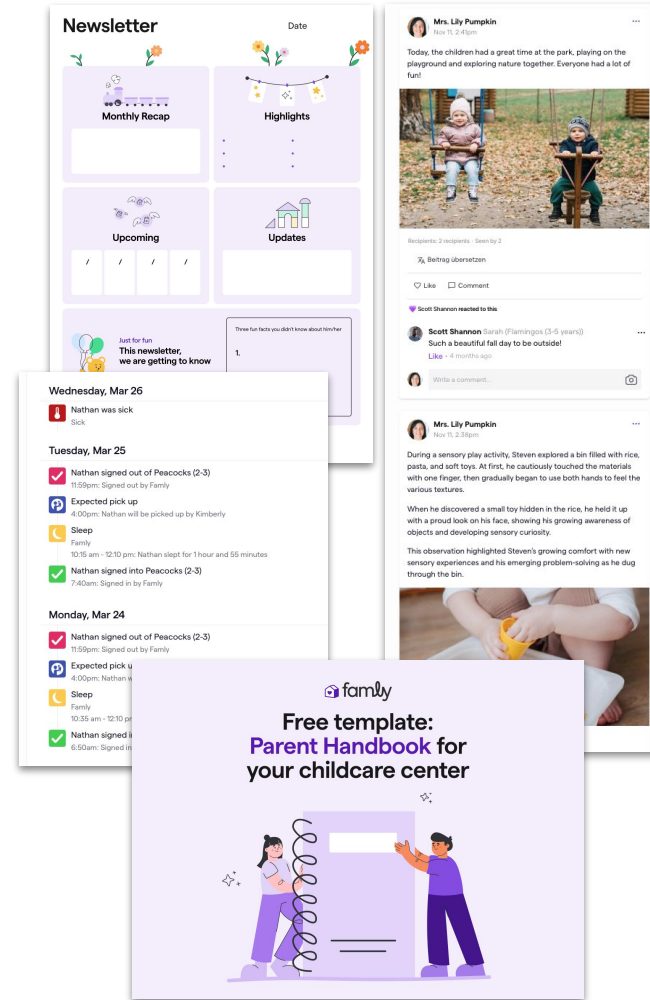
Dalai Lama



Tips to build trust

Set expectations from day one

1. Documented policies and procedures
2. Center events and updates
3. Updates on your child's day
4. Updates on your child's growth





Direct communication channels

What other channels do you use?

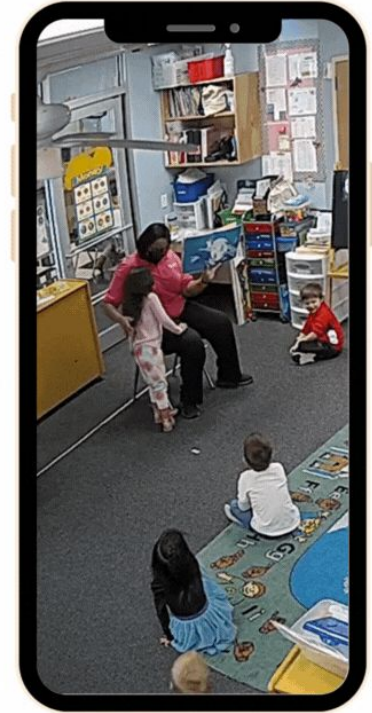
1. Direct messaging in email or on an app
2. In-person opportunities (ex. parent-teacher conferences)
3. Feedback forms
4. Phone
5. Live reactions

The collage features three distinct communication channels:

- Mobile App Interface:** A screenshot of a messaging app. The top bar shows 'Private' with a red notification bubble containing the number '1', a 'Team' icon, and an 'All' filter. Below is a search bar. Two messages are visible: one from 'Scott Shannon' dated '15 Nov' and another from 'Peter Sayre' dated '18 Oct'. Both messages start with 'Hi' and mention a post or announcement.
- Parent-teacher conference form:** A purple-themed form titled 'Parent-teacher conference form'. It includes fields for 'Child's name', 'Age', and 'Date of conference'. A section for 'For staff' contains a field for 'Your childcare center name or logo here'.
- Family Feedback Survey:** An orange-themed form titled 'FAMILY FEEDBACK SURVEY'. It contains three numbered questions (5, 6, 7) with 'Yes' and 'No' radio button options. Each question is followed by a text area for explanation. The questions relate to understanding of child behavior, communication with teachers, and feeling like an equal partner in care.

At the bottom right of the survey form, it says 'Page 2 of 4' and 'family Template provided by Family'.

Photos and videos





**Turning common challenges into
proactive communication**

Are you noticing any patterns or common themes?

- **What** are you most common questions?
 - Incorporate into your handbook
 - Keep pre-written responses handy for quick email replies
- **When** do communication issues tend to happen?
 - Provide clear procedures for pick-up and drop-off
 - Arm your staff with “I can’t help now, but I can...” language when they feel like they can’t immediately engage.
- **Who** are high-touch families?
 - Consider adding them to a workgroup who can lead family engagement initiatives.
 - Point them to your feedback forms.
 - Remind them your agreed avenues of communication.



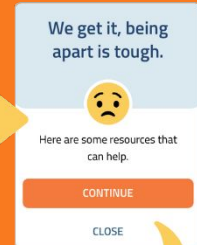
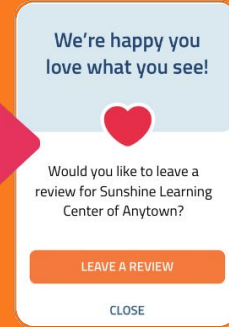
Do you have any examples or strategies?

Pop it in the chat, unmute yourself –
whatever you're comfortable with!



Storytime!

- **Common issue with Livestream:**
Parents **frantically calling** the center when seeing something they weren't thrilled about on camera (aka: distracting to staff and overbearing)
- **Solution:**
Live Reactions to video from WatchMeGrow





Do you have any examples or strategies?

Pop it in the chat, unmute yourself –
whatever you're comfortable with!

Key takeaways

It's possible to find balance between **giving families visibility** they are happy with, but that **doesn't distract from teachers** who should be engaging and **teaching the children**.



Set
expectations
from day one

Have a
consistent
newsletter

Offer multiple
in-person
opportunities

Share photos
and videos

Provide direct
communication
channels,
besides the
phone



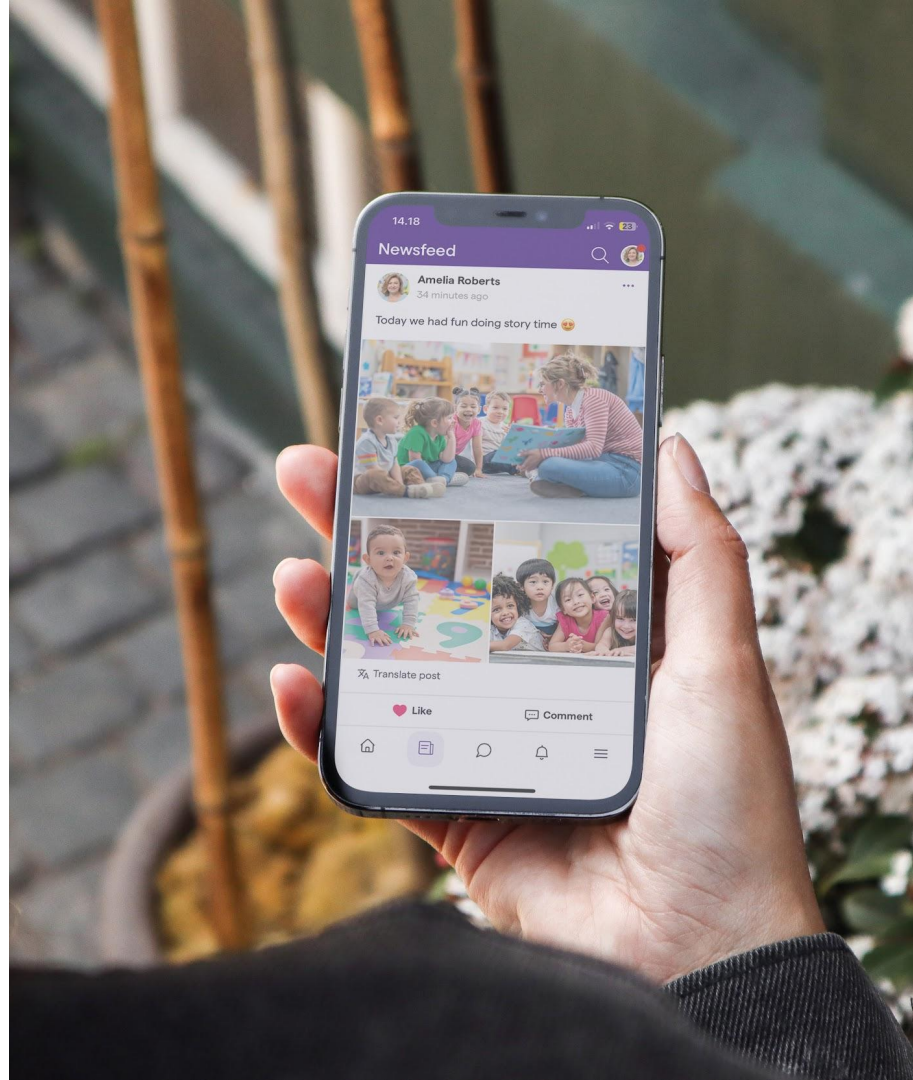
**Engagement that doesn't distract
staff and keeps families happy**

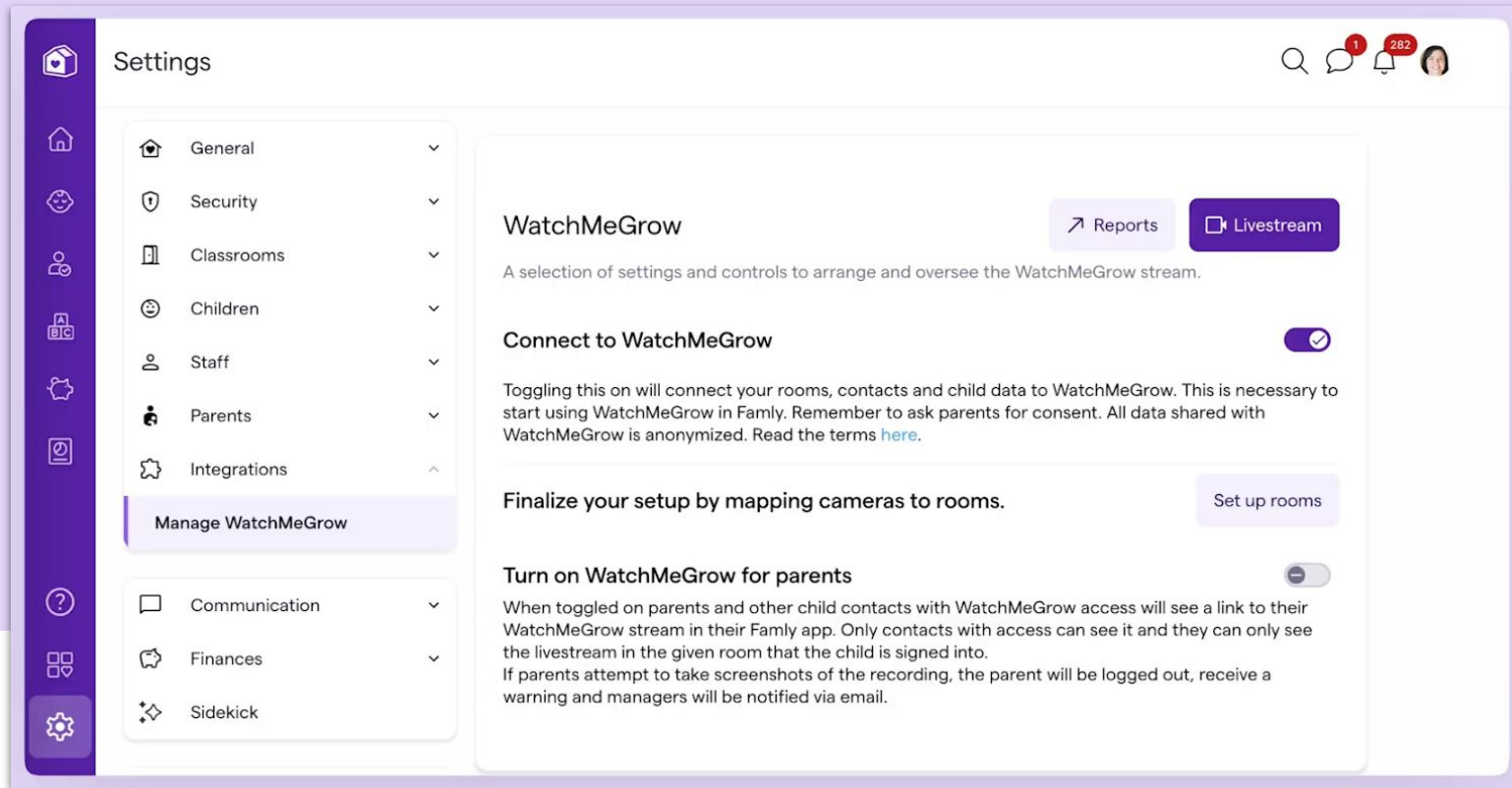
Let's look more at
WatchMeGrow

WatchMeGrow™



Let's look more at **Famly**





More visibility **together**



poll



Questions?



The lack of family engagement is sometimes rooted in cultural beliefs, where some parents view education as the responsibility of teachers/schools, while their role is to focus on disciplining and caring for their children. What can we do or how can we change this cultural mindset among these parents?



What strategies have worked for building engagement among families with limited time or resources to participate?

Thank you!

Let's connect 



[Stephanie](#)



[Adrienne](#)