Discovering the Keys to Academic, Community and Advocacy Success
Parent Leadership Ladder

- Strategic Action
- Engagement
- Involvement
- Participation
Driving Force For Our Work

We believe that the work of transforming schools demands authentic involvement of our families and community.

Parents want to be forces for positive change in the lives of their children and the larger community, and embrace opportunities to learn how to navigate the “public system” and be heard. We value our parents’ voices and want to help amplify them.
Approach to Community Engagement

- Recruitment: Meet Families Before They Enroll
- Parent Academy: Adult Education
- Community Organizing: Power & Action
Parent Academy

Green Dot modules available on Connect:

- The Green Dot Difference
- Supporting Your Student at Home
- Middle School 101
- High School 101
- Cyber Bullying Prevention
- Effective Teaching
- PowerSchool
- College Readiness
- Family-School Communication
- Common Core
Purpose of United Parents and Students

Address **barriers to learning** that exist outside of the classroom, which are indeed barriers to a **decent quality of life**.

Partner with Green Dot parents and students to study the skills of public life—**civic engagement, advocacy, and negotiation**—in order to take action to improve public education and the overall conditions of our communities as a whole.
United Parents and Students Founding Assembly

1,850 parents

4 Elected Officials, 2 Labor Unions, General Manager of Economic and Workforce Development Department, Deputy City Attorney

Commitments from officials to work with parents on the platform in 2015
United Parents and Students Assembly-November 5, 2017

- [https://vimeo.com/205438757](https://vimeo.com/205438757)
Process of Determining the Issues

To determine its initial focus, during its first two years, United Parents & Students:

1. Conducted **600** 1-on-1’s (parents and community leaders)
2. Held **150** House Meetings to hear parent issues and concerns
3. Led **19** 3-hour Community Organizing Institutes to develop parent leaders and determine preliminary issues
4. Regularly surveyed parents for concerns and feedback
Key Strategies

**Build** relationships with parents, students, and community
- 1 on 1 meetings
- House meetings

**Identify** and mentor parent and student leaders

Parent and student leaders **organize** and conduct actions

**Coordinate** leadership development
- Monthly community organizing institute

**Win** concrete victories

**Build** a parent and student power base that has found its voice
### UPAS Goals Progress 2014-2020 National

<table>
<thead>
<tr>
<th>Category</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17*</th>
<th>Cumulative to Date</th>
<th>3-Year Cumulative Goal: 2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VOTING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of students &amp; parents registered to vote</td>
<td>132</td>
<td>1,307</td>
<td>1,399</td>
<td>2,838</td>
<td>9,230</td>
</tr>
<tr>
<td>Number of students registered to vote</td>
<td>132</td>
<td>990</td>
<td>496</td>
<td>1,618</td>
<td>4,858</td>
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<tr>
<td>Number of adults registered to vote</td>
<td>0</td>
<td>317</td>
<td>903</td>
<td>1,220</td>
<td>4,372</td>
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<tr>
<td>Percentage of new registrants voting</td>
<td>N/A</td>
<td>N/A</td>
<td>35% Pres. Primary; 65% General</td>
<td>35% Pres. Primary 65% General</td>
<td>50% Pres. Primary; 70% General</td>
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<tr>
<td><strong>INSTITUTES &amp; ASSEMBLIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number participating in United Parents and Students Assemblies</td>
<td>1,850**</td>
<td>425</td>
<td>725</td>
<td>3,000</td>
<td>5,800</td>
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<tr>
<td>Number of organizing institutes held</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>29</td>
<td>59</td>
</tr>
<tr>
<td>Number of institutes held in other regions (non-CA)</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Number participating in institutes/year</td>
<td>108</td>
<td>210</td>
<td>440</td>
<td>758</td>
<td>2,618</td>
</tr>
<tr>
<td><strong>Number of public actions held</strong></td>
<td>10</td>
<td>14</td>
<td>20</td>
<td>44</td>
<td>119</td>
</tr>
<tr>
<td><strong>OTHER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number trained to be primary, site-based Parent Leaders</td>
<td>8</td>
<td>13</td>
<td>25</td>
<td>46</td>
<td>109</td>
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<tr>
<td>Number of partner organizations that submit proposal for United Parent affiliate membership</td>
<td>N/A</td>
<td>N/A</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

**Notes:** *As of March 2017; **Higher turnout explained by the founding year of the United Parents & Students Assembly*
Green Dot Votes

- We have registered **2,838** parents, students and community members since our Founding Assembly.
- In the 2012 presidential primary election, only 212 parents and 2 students voted.
  - In the 2016 presidential primary election, **1,688** parents and **305** students voted.
# Key Outcomes: Parent Leadership Successes!

<table>
<thead>
<tr>
<th>Key Performance Indicators</th>
<th>2011-2012</th>
<th>2012-2013</th>
<th>2013-2014</th>
<th>12 Month Growth</th>
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<tbody>
<tr>
<td>Total Number of Participants</td>
<td>1,470</td>
<td>2,500</td>
<td>5,489</td>
<td>↑ 123%</td>
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<tr>
<td>Participants (3+ Modules)</td>
<td>NA</td>
<td>900</td>
<td>2,050</td>
<td>↑ 128%</td>
</tr>
<tr>
<td>Parent Workshops/Modules</td>
<td>133</td>
<td>195</td>
<td>300</td>
<td>↑ 54%</td>
</tr>
<tr>
<td>Leadership Development Training</td>
<td>4</td>
<td>46</td>
<td>58</td>
<td>↑ 26%</td>
</tr>
<tr>
<td>ESL Program Graduates</td>
<td>0</td>
<td>125</td>
<td>161</td>
<td>↑ 29%</td>
</tr>
<tr>
<td>Community Partners</td>
<td>22</td>
<td>39</td>
<td>50</td>
<td>↑ 28%</td>
</tr>
</tbody>
</table>
The Work of United Parents and Students can be replicated and scaled

There exists a successful model and organizing practicum on which the United Parents example rests. The Industrial Areas Foundation, founded by Saul Alinsky in 1940, now has more than 65 broad-based community organizations on four continents. These elements have been used in the building of United Parents and Students and can be scaled and replicated. They are similar to what is necessary to build a long-term business model as well:

**PRACTICE**
A methodology that develops into a practice, which consists of the following sequence:
- One-on-one meetings
- House meetings (in business terms, focus groups)
- Leadership training
- Action research
- Briefing
- Local and regional action for issue victories evaluation

**TRAINING**
An elite training program and curriculum. This is embodied in the United Parents and Students Organizing Institute.

**CULTURE**
A culture centered on core beliefs that become universal for the organization over time.

For example, the Iron Rule: “Don’t do things for people they can do for themselves.” – the core premise of teaching power and public life skills to ordinary people.

**TALENT**
The hiring of top talent dedicated to parent organizing.

“All decisions are personnel decisions.”  
-- Peter Drucker
Hiring an organizer and establishing an organizing institute are the first necessary steps to scale and replicate a methodology that develops into a practice, which consists of the following sequence:

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- House meetings (in business terms, focus groups)
- Leadership training
- Action research
- Briefing
- Local and regional action for issue victories evaluation

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United Parents and Students Academy provides extensive training in the theory and practice of organizing

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**United Parents and Students Curriculum - Topics & Sequence**

I. The World As It Is / The World As It Should Be
II. The Purpose of Organizing: Power
III. Power and Self-Interest
IV. Broad-Based Organizing
V. Public – Private Relationships
VI. The Individual, Relational Meeting (“The One-on-One”)
VII. Power Analysis / Dominant vs. Organizing Culture
VIII. Leadership Development: What is a Leader?
IX. Recruiting and Building a Core Organizing Team
TX Charter Revolution formed with the mission to empower parents, students, teachers, principals, and community leaders.

Legislative session activity and success

SB 457 passed the Texas Senate

HB21 Passed and signed into law

What's next for facilities funding and public charter school students?

2015 2,550 e-mails

2017 11,500+ e-mails

2017 20,000 Advocates

2017 9,000+ e-mails & petition signatures

2019 Text “countmein” to 52886
Partner info – local campaigns