Stakeholders to Engage

When it comes to implementing a tutoring program, each of these groups is key:

STUDENTS & CAREGIVERS

Student and caregiver investment in tutoring is critical to **ensure student enrollment and attendance.**

Many tutoring programs have optional **resources and structures to help students supplement their studies at home,** and caregiver investment is the key to making the most of those additional supports.

COMMUNITY PARTNERS

Getting buy-in from local high schools, universities, or other aligned educational programs can **streamline tutor recruitment and retention** by giving you access to a large pool of potential tutors, as well as other resources, such as physical space.

LOCAL GOVERNMENT OFFICIALS

These stakeholders can be **key allies when securing funding**, particularly long-term sustainable funding.

NSSA (High-Impact Tutoring: District Playbook)

What are the benefits and challenges of engaging with each of these stakeholder groups?

Strategies for Engaging Caregivers & Communities

1   **Involve caregivers in program design.**

Solicit input directly from caregivers both during initial design and throughout the program through surveys and interviews. Recognize that caregivers' time is valuable and offer incentives for participation when possible.

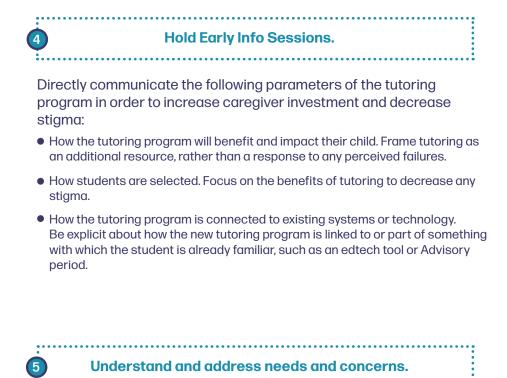**2**   **Involve students in tutor selection.**

Consider involving students in the tutor selection process to build student support. For example, allow students to participate in demonstration lessons with potential tutor candidates and share feedback.

3   **Reduce barriers to enrollment by adapting the process to caregivers' specific needs.**

Consider preferred modes of communication (phone call, email, text, etc.), preferred language, and any necessary tech support.

4 Hold Early Info Sessions.

Directly communicate the following parameters of the tutoring program in order to increase caregiver investment and decrease stigma:

- How the tutoring program will benefit and impact their child. Frame tutoring as an additional resource, rather than a response to any perceived failures.

- How students are selected. Focus on the benefits of tutoring to decrease any stigma.

- How the tutoring program is connected to existing systems or technology. Be explicit about how the new tutoring program is linked to or part of something with which the student is already familiar, such as an edtech tool or Advisory period.

5 Understand and address needs and concerns.

Regularly assess needs and concerns through surveys or other communications systems and use that information to inform program operations and communications with students and caregivers.

6 Ensure that caregivers are aware of whom to contact with questions and concerns.

Prioritize answering these questions and addressing these concerns to keep caregivers involved and invested.

7

**Find a champion in local
government and align with local initiatives.**

Advocate for tutoring initiatives to be included as a part of a
government official's plan. When tutoring is an articulated priority, it
may be easier to access a consistent and reliable source of funding
and build a sense of community investment.

8

**Share your program's impact with
caregivers and communities.**

Share performance on the metrics you've been tracking through
your performance measurement plan. You want information to be
presented in a digestible and actionable format aligned with
stakeholder priorities.

9

**If you're leveraging community partners to
provide tutors, coordinate schedules.**

Align the times tutors will be most needed with the times tutors will
be most available by involving partners when establishing schedules.

10 **Consider how the program might generate job creation and teacher pipelines in your community.**

Consider partnering with your local university to provide tutors for your program. You might also consider providing paid tutoring opportunities to high school students. This exposure to the education field and hands-on training may open up opportunities for intentional career development among local young adults.
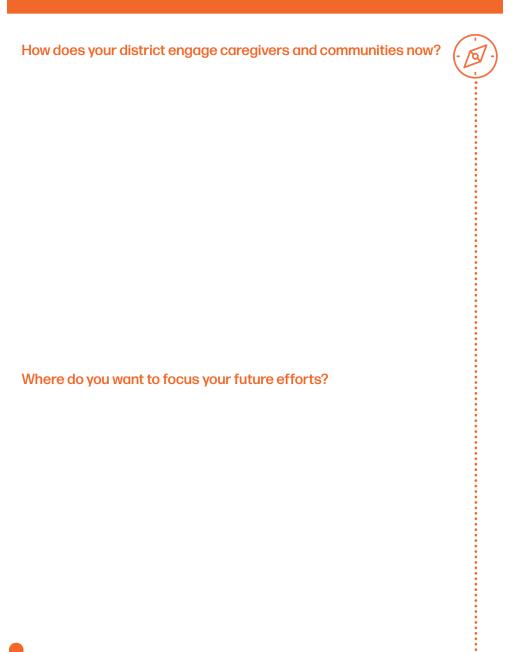
11 **Provide regular updates on student progress.**

Clearly communicate the progress students make to maintain investment from caregivers and attendance from students.

12 **Collect feedback from caregivers and participating community members.**

Align the feedback you collect with your performance measurement plan. Consider interviews and surveys. Exit interviews, for example, provide useful feedback from caregivers or local tutors who have chosen to stop participating in the program.

How does your district engage caregivers and communities now?

Where do you want to focus your future efforts?

Things to remember...

Questions I have...

Actions to take...

Follow up with...