



# Parent Education Standard Program Evaluation

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## Program Evaluation Questions:

1. What specific outreach strategies have the parent program developed to communicate and provide support to parents who are in underserved areas or are unaware of its services?
2. Has the outreach effort resulted in an increase in the number of people the parent program reaches?

## I. Program/Service Information:

1. Name of Program or Services:

Parent Education & Diversity Awareness (*formerly Family Services*)

2. Personnel Responsible for Evaluation and Program:

Judy Presberg, Joann Noll, Nancy Martin

3. Demographic Description of Program:

SSD's parent program, Parent Education & Diversity Awareness, which began in 1991, is in its 15th year and serves all parents and guardians of students who receive SSD services, SSD and partner district staff members, and the community. It currently has three administrative liaisons that coordinate the program under the supervision of the director of Learning & Assessment at Central Office.

4. Date of Evaluation:

March — October 2006

5. Goal/Objective of Program/Services:

The goal of the parent education component of Parent Education & Diversity Awareness is to provide support and training to parents to help their children develop skills to increase independence, and to use effective parenting and positive behavior strategies to support their child's education.

The goal of the Family & Community Resource Center component is to serve as a clearinghouse of information and a resource to families who have questions about their children with disabilities, and to research and design materials to inform them of the resources and services available within SSD and the community.



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## 6. Brief description of relationship between program goals, CSIP and MSIP Standards:

The questions submitted by the committee were intended to review part of the programming activities of Parent Education & Diversity Awareness after its 2005 In-depth Program Evaluation and to reflect the standards set by the Missouri School Improvement Program for parent education:

7.5 The district provides opportunities for parents/guardians to learn about the intellectual and developmental needs of their children at all ages and to participate constructively in their child's education.

"Parent counseling and training" is listed in the Individuals with Disabilities Education Act (IDEA) as a related service: counseling to provide information and support, and training to focus on acquiring skills needed to support their child's education

## II. Evaluation Criteria for Programs/Services Offered:

Parent Program Evaluation, June 2005  
Data from 2004-2005 and 2005-2006 Annual Reports  
Statistics of Requests for Information  
Parent Advisory Council Survey, April 2005  
Parent Program Survey for Parents, May 2006  
Report of the Public Review Committee August 2006

## III. Description of Stakeholders Engagement in Program Evaluation:

The stakeholders, listed below, met in May 2006 to discuss the outcomes from the 2005 Parent Program evaluation (then called Family Services) and to discuss the questions and survey for the October 2006 program evaluation. Additional information was shared with stakeholders by emails, phone conversations and smaller group meetings.

1. Judy Presberg, SSD Administrative Liaison/Parent Education & Diversity Awareness-Chair
2. Joann Noll, SSD Administrative Liaison/Parent Education & Diversity Awareness
3. Nancy Martin, SSD Administrative Liaison/Parent Education & Diversity Awareness
4. Lee Andrews, SSD Compliance Liaison
5. Jill Johnson, SSD Normandy District — Psychological Examiner
6. Lee Bascom, SSD Early Childhood Special Education/North & Central — Social Work
7. Jodie Hay, SSD Area Coordinator — Special Non-public Access Program (SNAP)
8. Phyllis Kulp, SSD Administrator — Title 1/Federal Programs
9. Robert Howell, SSD Teacher and Parent, Ackerman School



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10. Alison Davis, Teacher, Early Childhood, Kirkwood School District
11. Cathy Dutcher, SSD Area Coordinator, Parkway
12. Brenda Brown, SSD Area Coordinator, Hazelwood
13. Marla Taggart, Parent, Mehlville, SSD Parent Advisory Committee (IPAC)
14. Ann Stackle, Parent, Lindbergh, SSD Parent Advisory Committee (IPAC)
15. Kathy Strong, Parent
16. Pam Kortum, Director, St. Louis Learning Disabilities Association (LDA)
17. Sue Fleming, Director, Recreation Council of Greater St. Louis
18. Debby Stengel, Consultant, former Director of Belle Center

## IV. Results

Following are the three areas identified by the 2005 In-depth Parent Education Program Evaluation as areas that needed strengthening. *See Appendix I for a comprehensive list of action plans and activities related to these recommendations.*

1. Design a more consistent and effective system/schedule for communication and resource dissemination.
2. Identify strategies to increase parent involvement in Parent Advisory Councils and other district committees.
3. Develop specific strategies to communicate and provide support to parents in underserved areas.

Parents in underserved areas are defined as those who are hard to reach; i.e., may be too busy or overwhelmed to read the parent program communications or to contact the program, may not have transportation, may not be able to read, English may be their second language, or they may be in schools or districts from which the program gets few parent requests for support. *See the chart comparing 2004-'05 with 2005-'06 on the following page and Appendix II for the Requests by District charts for 2003 and 2004.*

Results of 2005-2006 parent program outreach activities:

The following chart shows by district the percentage increase of parent contacts, staff contacts and total contacts from the previous school year (i.e., parents and staff requesting information from Parent Education & Diversity Awareness staff members).

### **Contacts Per District Comparing April 04-March 05 to April 05-March 06**



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	<u>Parent</u>		<u>Staff</u>		<u>Total</u>		<u>Parent</u>	<u>Staff</u>	<u>Total</u>
	2005	2006	2005	2006	2005	2006	% increase 2005-2006	% increase 2005-2006	% increase 2005-2006
Affton	24	36	5	9	29	45	50%	44%	36%
Bayless	8	22	3	2	11	24	175%	-50%	54%
Brentwood	9	18	6	14	15	32	100%	57%	53%
Clayton	33	43	13	18	46	61	30%	28%	25%
Ferg-Flor	52	89	12	33	64	122	71%	64%	48%
Hancock Place	16	28	10	17	26	45	75%	41%	42%
Hazelwood	52	92	29	52	81	144	77%	44%	44%
Jennings	8	20	2	4	10	24	150%	50%	58%
Kirkwood	60	94	20	49	80	143	57%	59%	44%
Ladue	24	61	11	22	35	83	154%	50%	58%
Lindbergh	37	68	16	25	53	93	84%	36%	43%
Maplewood-RH	7	14	2	4	9	18	100%	50%	50%
Mehlville	50	103	15	26	65	129	106%	42%	50%
Normandy	29	41	15	24	44	65	41%	38%	32%
Parkway	177	250	87	114	264	364	41%	24%	27%
Pattonville	23	36	11	14	34	50	57%	21%	32%
Ritenour	22	49	11	14	33	63	123%	21%	48%
Riverview Gar.	22	34	14	25	36	59	55%	44%	39%
Rockwood	112	182	51	76	163	258	63%	33%	37%
University City	21	27	13	18	34	45	29%	28%	24%
Valley Park	9	13	5	17	14	20	44%	71%	30%
Webster Groves	34	50	14	27	48	77	47%	48%	38%
Wellston	0	3	1	3	1	6	300%	67%	83%
Ackerman	4	18	6	14	10	32	350%	57%	69%
Neuwoehner	8	14	7	13	15	27	75%	46%	44%
Northview	5	16	6	8	11	24	220%	25%	54%
Southview	18	28	8	10	26	38	56%	20%	32%
Litzsinger	13	23	7	9	20	32	77%	22%	38%
Bridges	1	2	3	3	4	5	100%	0%	20%
North Tech	1	1	3	5	4	6	0%	40%	33%
South Tech	1	9	2	3	3	12	800%	33%	75%
Misc. CO staff					112	175			36%
<b>Total</b>	880	1484	408	672	1400	2321	<b>69%</b>	<b>39%</b>	<b>40%</b>

Results of May 2006 Parent Program Survey:



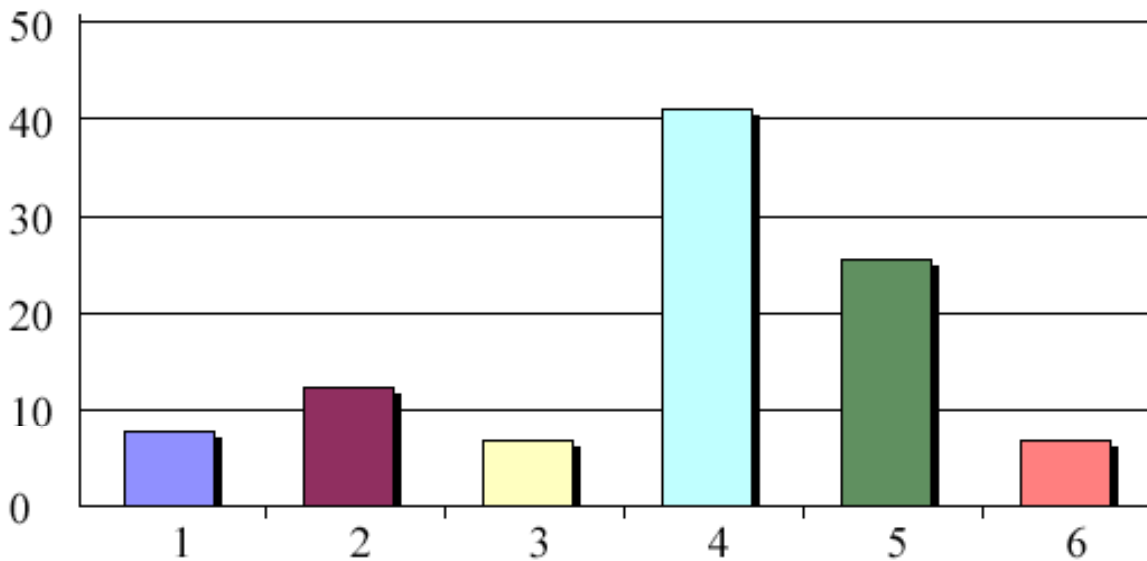
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A random parent survey was sent to 6,998 parents and 727 were returned (10% rate of return). Following are charts from several of the questions.

*See Appendix III for the complete 2006 survey, and Appendix IV for the random survey sent in April 2005 to 2,618 parents with 340 responding (15% rate of return).*

67% of the parents in the 2006 strongly agreed or agreed that they were aware of the parent program at SSD:

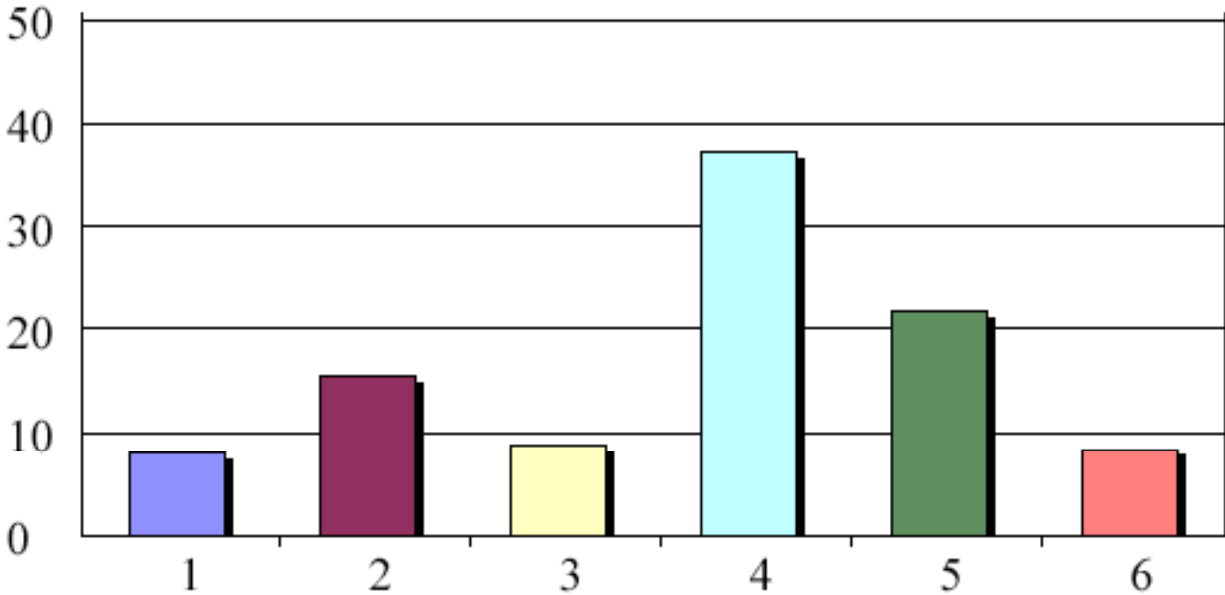


1. Strongly Disagree N=54-8%      4. Agree N=293-41%  
2. Disagree N=88-12%            5. Strongly Agree N=182-26%  
3. Neutral N=48-7%                6. Not applicable/Do not know N=48-7%  
Total Responses: N=713  
Mean: 3.69 Standard Deviation: 1.23



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59% of the parents in 2006 survey strongly agreed or agreed they were aware of the Family & Community Resource Center (in the April 2005 survey, 35% said they were aware of the center):



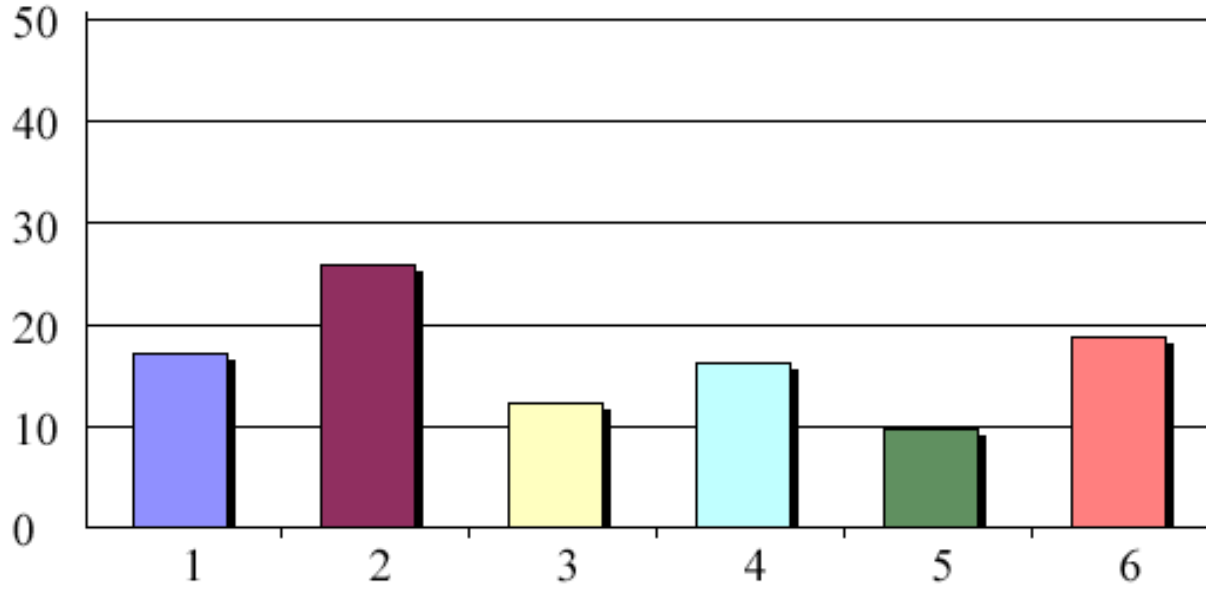
1. Strongly Disagree N=58-8%      4. Agree N=266-37%  
2. Disagree N=111-16%      5. Strongly Agree N=155-22%  
3. Neutral N=63-9%      6. Not applicable/Do not know N=60-8%

Total Responses: N=713  
Mean: 3.53 Standard Deviation: 1.26



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When asked if they had contacted either the parent program or the Family & Community Resource Center, only 26% of the parents strongly agreed or agreed that they had:



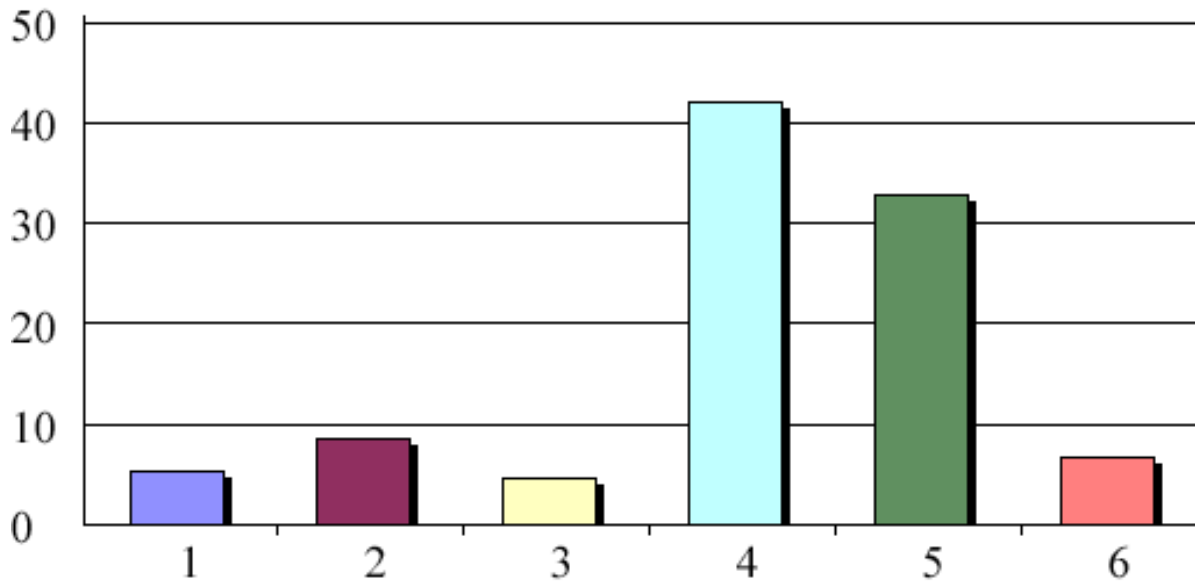
1. Strongly Disagree N=120-17%    4. Agree N=114-16%  
2. Disagree N=183-26%    5. Strongly Agree N=69-10%  
3. Neutral N=86-12%    6. Not applicable/Do not know N=132-19%  
Total Responses: N=704  
Mean: 2.70 Standard Deviation: 1.32



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When asked if they had received the program's Parent Connection newsletter, which is sent out through the backpack at the start of each semester, 75% of the parents strongly agreed or agreed that they had (in the previous survey in April 2005, 60% of the parents indicated they had received the newsletter):



1. Strongly Disagree N=38-5%      4. Agree N=298-42%  
2. Disagree N=61-9%              5. Strongly Agree N=233-33%  
3. Neutral N=32-5%                6. Not applicable/Do not know N=47-7%  
Total Responses: N=709  
Mean: 3.95 Standard Deviation: 1.13

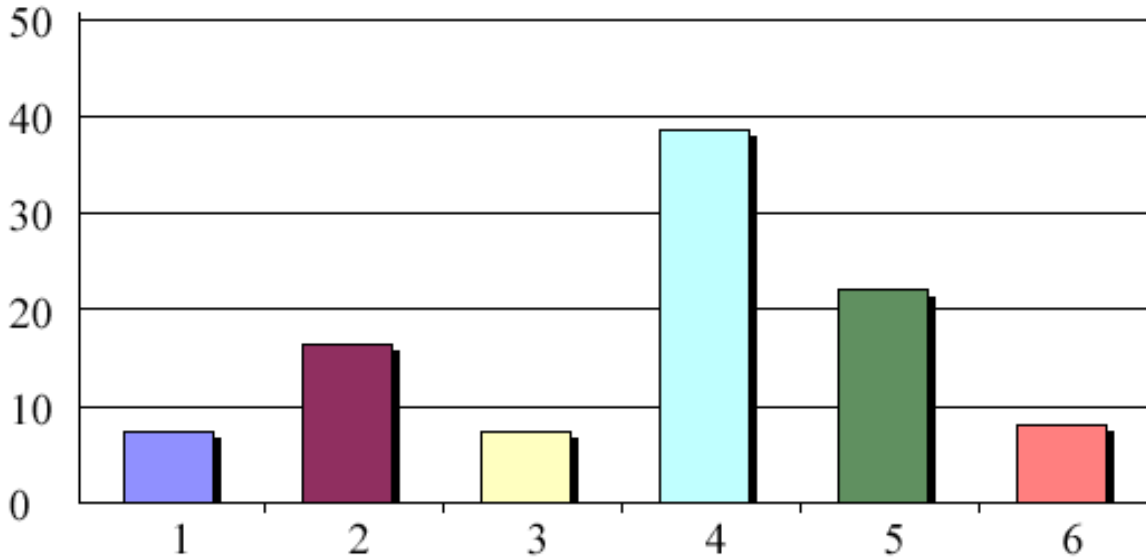




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When asked if they were aware of the SSD Parent Advisory Council, 61% strongly agreed or agreed (in the 2005 survey, 53% indicated they were aware of PAC):



1. Strongly Disagree N=52-7%

2. Disagree N=117-16%

3. Neutral N=52-7%

Total Responses: N=711

Mean: 3.56 Standard Deviation: 1.25

4. Agree N=275-39%

5. Strongly Agree N=157-22%

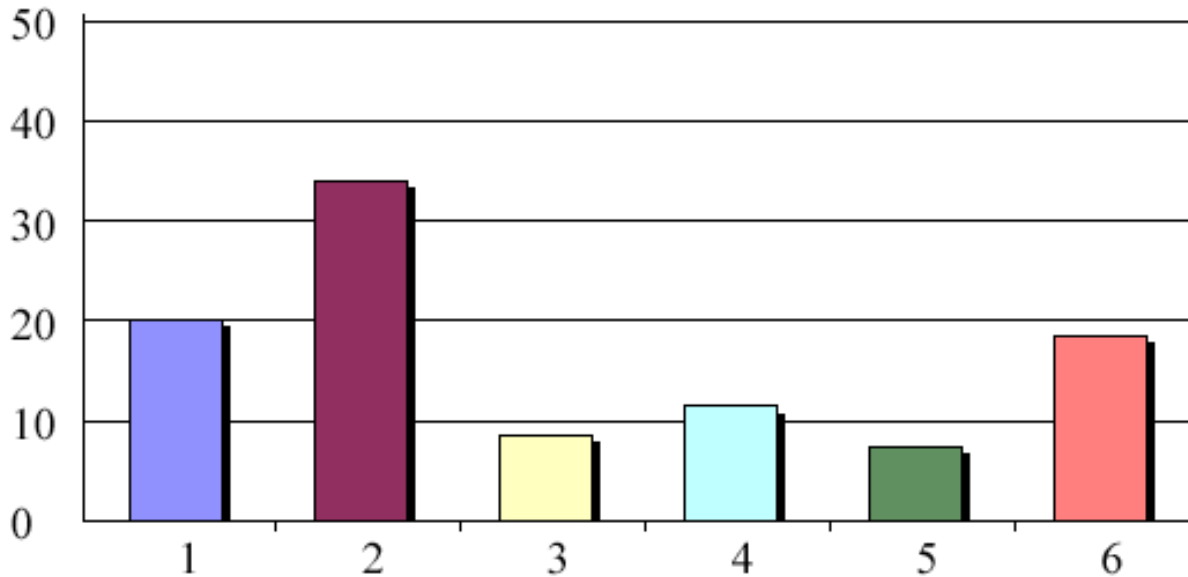
6. Not applicable/Do not know N=58-8%



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When asked they if had attended an SSD Parent Advisory Council meeting, 18% strongly agreed or agreed that they had (in 2005 it was 8%):



1. Strongly Disagree N=138-20%    4. Agree N=78-11%  
2. Disagree N=232-34%    5. Strongly Agree N=51-7%  
3. Neutral N=58-8%    6. Not applicable/Do not know N=126-18%  
Total Responses: N=683  
Mean: 2.41 Standard Deviation: 1.25

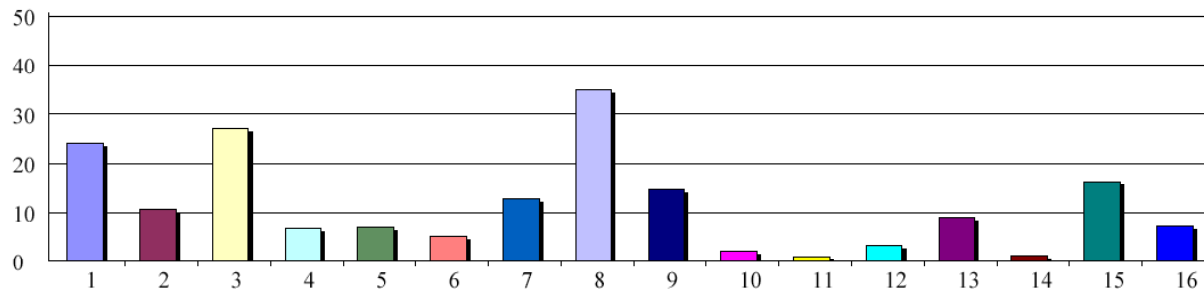


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When asked how they learned about the SSD parent program (an told they could check as many areas as applied to them), 35% of the respondents said from the Parent Connection newsletter, 27% from their child's special education teacher, 24% from the person who evaluated their child for services, and 15% from SSD brochures. 1% learned from the SSD website and 1% from a community agency.

16% said they learned about the parent program for the first time through the survey, which makes the survey, itself, an awareness piece for the program.



1. From the person who evaluated my child... N=148-24%
  2. From my child's general education teacher N=66-11%
  3. From my child's special education teacher N=167-27%
  4. From the school counselor N=41-7%
  5. From the SSD social worker N=43-7%
  6. From my child's OT, PT, or APE teacher N=32-5%
  7. In publications at my child's school N=78-13%
  8. In the SSD Parent Connection newsletter N=215-35%
  9. In SSD brochures N=90-15%
  10. From the SSD website N=13-2%
  11. From an email connection N=6-1%
  12. From attending a PAC meeting... N=20-3%
  13. By talking with other parents N=56-9%
  14. From a community agency N=7-1%
  15. Survey is the first time I learned...N=100-16%
  16. Other \_\_\_\_\_ N=44-7%
- Total Responses: N=616

Parents were asked on the survey for strategies to inform unaware and underserved families and the following responses were offered most frequently:

- Increase mailed communication - 49 responses
- Memos/info sent home from school through backpacks -35 responses
- Have teachers/therapists/etc. bring parents attention to programs and resources they could benefit from – 29 responses
- Call parents – 27 responses
- Newsletter – 27 responses
- IEP chair could promote services and hand out information – 23 responses
- Email - 21 responses
- Inform all parents (not just SSD) through the school community newsletter - 11 responses
- Inform all new families at intakes - 9 responses



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- Information should come from partner district school/staff - 8 responses
- PAT educators – have them give the information out - 7 responses
- Monthly newsletter with events - 6 responses
- Give the information packet at the beginning of each school year - 5 responses
- Getting information to the local pediatricians offices advising parents who need additional support from SSD - 5 responses
- In newspaper or journals – 4 responses
- Phone tree/phone volunteers to reach out to other families (“manned” by parent volunteers) – 4 responses
- Have SSD give talks at PTA meetings – 3 responses
- Come to parents house to talk to parent – 3 responses
- Another parent talking with them about how the parent/child benefited – 3 responses
- Have SSD representatives present for questions at school open houses – 2 responses
- Make sure foster mother/legal guardian/or DMH casemanager is sent information – 2 responses
- Have a website/school websites – 2 responses
- Begin awareness in the early childhood programs – 2 responses
- More parent support groups – 2 responses
- Home education for parents – 2 responses
- Flyers to upcoming events distributed at parent/teacher conferences – 2 responses
- Word of mouth – 2 responses
- Get a packet at kindergarten visit day along with all the other things you get when you begin school – 2 responses
- Introductory welcome letter explaining the program and its resources – 2 responses

### Other suggestions:

- Information letter should accompany the parents “Rights and Responsibilities” letter
- Set up information tables at open houses
- If a child receives SSD services, district should automatically send out numbers for the parent program and PAC for the parents to call
- Send packets with information on resources, programs as well as names and contact information



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Results of August 2006 Report of the Public Review Committee:

Role as an advocate for children with disabilities

*“A particularly positive indicator is that parents are effusive in their praise of SSD’s outreach staff, available print and video materials...”*

Recommendation — Role as an advocate for children with disabilities

*“Make SSD’s excellent resources for parents, both material and personnel, more widely known through additional venues such as outreach to partner district organizations and parents, support groups, newsletters, public service announcements, and appearances before community groups.”*

## 1. Strengths of program/service

For the 2005-2006 school year:

- Resource and referral: 2,819 people contacted the parent program
- Information provided to various constituencies (i.e., flyers sent to email list, brochures sent to schools, newsletters sent to parents, etc.): 168,672 contacts
- Parent workshops: 938 parent participants
- Student awareness: provided to 1,927 students
- Agency/organization collaboration: 130 agencies with 447 contacts

The Parent Education & Diversity Awareness program experienced a 69% increase in requests for information from parents and a 39% increase in requests from partner district and SSD staff. The total increase in requests is 40%. The increase in the number of people the parent program reached in some districts is considerable.

In the two districts where the program asked teachers to fill out a needs request form with parents at conferences, Affton and Bayless, the program had 50% and 175% increases, respectively. Both of these districts had been identified as underserved areas.

In parent workshop evaluations, 98% of the parents rated the workshops as good to excellent and more than 60% felt they would be able to better support and advocate for their child's education as a result of information they received. One of the largest workshops/community events at SSD is the Autism-Asperger Syndrome-PDD Resource Fair. In October 2006, the Autism Fair hosted 123 attendees (those who signed in), 73 of them parents, representing 17 school districts. Each year, new agencies and support groups ask to be represented at the fair.

Although there are no numbers to substantiate, the new placement on the front page of the Parent Connection newsletter in 9/'05, 1/'06 and 9/'06 of new books and videos in the Family &



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Community Resource Center (FCRC) resulted in many additional calls for materials (obvious because of the specific titles being requested). This may account, in part, for the greater awareness by parents of the FCRC in the survey results. In the April 2005 parent survey, 35% of the respondents were aware of the Family & Community Resource Center, and in the May 2006 survey, 59% indicated they were aware of the center.

Awareness of the Parent Connection newsletter also was significant on the survey: 75% strongly agreed or agreed they had received the newsletter in May 2006 (in the April 2005 survey, 60% of the parents had indicated they had received the newsletter).

The program attributes the increase in the number of people and contacts to the implementation of the specific outreach activities that were developed to address the action plans generated by the 2005 Parent Program Evaluation (*see Appendix I for the complete list of action plans and activities*). Some of these strategies are:

- **Communication — Design a more comprehensive, systematic distribution system:**  
Materials sent at specific times to parents, administrators, teachers, counselors, principals, social workers, related services staff, Governing Council and Board of Education members, liaisons, Cooperating School District contacts, outside agencies
- **Communication — Enhance email communication:**  
Created a parent list, an outside agency list, emailed administration and teachers through First Class, partner district social workers, counselors, early childhood coalition districts
- **Parent Advisory Council (PAC) — More heavily publicize PAC through SSD and partner district communications:**  
Met with Governing Council, liaisons, directors; PAC information on cover of Parent Connection newsletter each issue
- **Parent Advisory Council — Survey parents to determine awareness and need:**  
61% in 2005-2006 strongly agreed or agreed they were aware of the SSD Parent Advisory Council compared to 53% in 2004-2005 that indicated they were aware of PAC  
  
18% in 2005-2006 strongly agreed or agreed they had attended an SSD Parent Advisory Council meeting; in 2004-2005 it was 8%



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- **Underserved and unaware families — Identify resources and partners within SSD and the community to provide stronger outreach effort:**

Provided inservice to numerous outside agencies and programs/  
departments within SSD

New Family & Community Resource Center brochure created for  
Building Level Teams (BLT), Care Teams, Response to Intervention  
Teams (RTI) in partner districts

- **Underserved and unaware families — Redefined “participation” and “meeting” to provide alternate ways for parents to have membership in organizations or receive information:**

Teacher conferences in Affton and Bayless with parent needs assessment

30% of the parents who attend parent workshops request and receive  
additional information from the Family & Community Resource Center

## 2. Concerns regarding program/service:

- The advisory committee and public forum conducted during the 2005 program evaluation reported the need to create a presence of parent program materials on the website for dissemination of resources. The 2006 survey indicated 1% of the parents who responded knew about the program from the SSD website. This could be a low cost and efficient method of distribution. Numerous parents and professionals have inquired about the web availability of resource lists, Parent Handbook, brochures and fact sheets. Email is emerging as a preferred means of communication for those with access (and many parents who may not have email access at home, have it through their place of employment). This increased presence has not yet been achieved.
- IPAC awareness and membership has increased this year. However, the existence of and participation in most partner district PACs continues to be a concern.
- Although increases in underserved and unaware populations have been achieved this year, efforts must continue to reach underserved and unaware families and staff.



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### 3. Recommendations regarding program/service

- Continue to work to strengthen the Parent Program presence on the SSD website and in district publications that are mailed to the home.
- Expand email lists with all constituents.
- Promote PAC to parents and SSD and general education teachers and administration and work with parents on leadership skills.
- Continue outreach strategies developed since 2005 Program Evaluation and develop additional methods for 2006-'07 school year. Strengthen outreach to staff in areas that were lower in parent survey — related services staff (5%), school counselors (7%), SSD social workers (7%), general education teacher (11%), diagnosticians (24%), special education teachers (27%).





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## V. Action Plan for Recommendations as A Result of Program Evaluation

Recommendation	Action	Expected Completion Date
1. Increase presence on the SSD web site of parent program materials and resources	Take NoteTaker class to develop a Parent Program website to link to the SSD website	May 2007
2. Continue the implementation of an effective, systematic system/schedule for communication and resource dissemination	<p>Continue outreach to partner district staff (counselors, teachers, liaisons, principals) and parents (school PTOs)</p> <p>Enhance e-mail communication to parents, SSD and partner district staff and community agencies — create new email list for teachers who want to receive information</p> <p>Provide more information about Parent Program in SSD's mailed publications</p>	Ongoing
3. Work with the IPAC to develop partner district PAC's.	Assist partner district parents in development of leadership skills and provide support for the development of partner district PACs	Ongoing
4. Continue to develop specific strategies to communicate and provide support to parents in underserved areas.	<p>Collaborate with SSD and partner district social workers, teachers, diagnosticians, related service staff, school counselors.</p> <p>With SSD area coordinators, schedule visits to or provide information for staff meetings to provide awareness of parent program resources.</p> <p>Place parent program brochures in plastic display holders in pilot school offices</p> <p>Complete overview video on Parent Education program.</p> <p>Develop video on Orientation for Parents.</p> <p>Explore list of strategies offered by 2006 Parent Survey respondents</p>	<p>Ongoing</p> <p>Begin August 2006 and ongoing</p> <p>October 2006</p> <p>Fall 2006</p> <p>Spring 2007</p> <p>Ongoing</p>



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Person responsible to champion action plan  
Judy Presberg

Timeframe for reporting updates to Board of Education  
1<sup>st</sup> Update  
2<sup>nd</sup> Update

\_\_\_\_\_ Date: \_\_\_\_\_  
**Signature of Administrator Responsible for Chairing Evaluation**