



# Virtual Family Engagement Action Plan

Use this tool to create a plan of action to support your virtual family engagement efforts.

1. Review the list of five strategies below. Then, choose the strategy and activities you would like to implement. You can also choose one of your own strategies or activities.
2. Create your plan for implementation by writing down your action steps and a timeline to keep you on track.
3. Remember to measure the effectiveness of your virtual activities.

Strategy	Examples of Virtual Activities	Application for Family Supports
<b>Strategy 1.</b> Provide virtual one-to-one check-ins.	<ul style="list-style-type: none"> <li>• Send text messages for follow-up and occasional check-ins with families about their needs.</li> <li>• Conduct video or audio calls to discuss families' goals and plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual home visits</li> <li>• Family Partnership Agreement goal-setting</li> <li>• Referrals to other community services</li> <li>• Family-centered strengths and needs assessments</li> </ul>
<b>Strategy 2.</b> Maintain ongoing, two-way communication so information is at parents' fingertips and staff stay informed.	<ul style="list-style-type: none"> <li>• Send reminders and encouragement to support goals.</li> <li>• Send text blasts to share information quickly and easily.</li> <li>• Use phone calls, texts, or emails to supplement learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple modes for families to connect with staff (e.g., text messages, email, virtual platforms, phone calls)</li> <li>• Regular messages in each family's preferred language to stay connected</li> </ul>
<b>Strategy 3.</b> Use online lessons to engage parents in support of learning and skill development.	<ul style="list-style-type: none"> <li>• Use modular and interactive self-paced learning for parents.</li> <li>• Provide digital learning suites for children, with activities for children to complete with their parents.</li> <li>• Share resource libraries and lists with parents to provide additional information.</li> </ul>	<ul style="list-style-type: none"> <li>• Parent meetings and workshops</li> <li>• Parenting curriculum sessions</li> <li>• Telehealth visits with Head Start program health staff</li> </ul>
<b>Strategy 4.</b> Check in virtually to integrate online learning into real-life contexts.	<ul style="list-style-type: none"> <li>• Support and supplement online learning.</li> <li>• Connect as a group to discuss learning.</li> <li>• Observe learned skills in practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Follow-up to parent meetings and workshops</li> <li>• One-to-one parenting curriculum sessions</li> <li>• Virtual support groups</li> </ul>
<b>Strategy 5.</b> Create virtual spaces for families to connect and build community.	<ul style="list-style-type: none"> <li>• Use social media, online forums, or blogs to share information.</li> <li>• Conduct virtual group meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual Policy Council and parent committee meetings</li> <li>• Virtual social support and parent group meetings</li> <li>• Connections with community partners to help families gain access to the internet and other technology (e.g., free or discounted WiFi, hot spots, etc.)</li> <li>• Private Facebook pages for families</li> </ul>

Virtual Engagement Activity	Desired Family Outcome	How will I apply this activity?	Action Steps	Start Date	End Date
	<p>Family Well-being</p> <p>Positive Parent-Child Relationships</p> <p>Families as Lifelong Educators</p> <p>Families as Learners</p> <p>Family Engagement in Transitions</p> <p>Family Connections to Peers and</p> <p>Families as Advocates and Leaders</p>				

For more information, please contact us: [PFCE@ecetta.info](mailto:PFCE@ecetta.info) | 1-866-763-6481

This resource is supported by the Administration for Children and Families (ACF) of the United States (U.S.) Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$5,900,000 with 100 percent funded by ACF. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, ACF/HHS or the U.S. Government.



U.S. Department of Health and Human Services, Administration for Children and Families, Office of Head Start, National Center on Parent, Family, and Community Engagement. (2021). Strategies to Support and Engage Families Virtually.