

# Maximizing Parent Engagement

# Agenda

- I. Jewish Home Lifecare
- II. Program Overview
- III. Parent Program Overview
- IV. Challenges
- V. Response to Challenges
- VI. Other General Tactics
- VII. Questions & Answers

# WELCOME TO JEWISH HOME LIFECARE



# What is Jewish Home Lifecare?

- 165 year old not-for-profit that offers health services and assistance to elders
- Campuses in Manhattan, the Bronx and Westchester (1,600 beds)
- Special Therapy Centers - Swallowing, Hemodialysis, Vision
- Senior Housing: Kittay House, 3 HUD 202's
- Adult Day Programs
- HAPI Home Healthcare Agency
- Telehealth: HealthMonitor and Medication Dispenser Services
- Solutions at Home – Geriatric Care Management

# Reasons for GCD Program Creation

1. Need for elders to have meaningful roles within the nursing home.
2. Value placed on intergenerational relationships.
3. JHL's commitment to community & youth.
4. Create a structured afterschool academic and enrichment program to support young adults pursuit of college and/or career.
5. Workforce development critical strategic issue for JHL
  - Shortages of geriatric professionals (e.g. MD, RN, & OT/PT)
  - Silver tsunami

# GCD Program Funding Sources

- Altman Foundation
- American Honda Foundation
- Bronx Borough President's Office
- Carl Marks Foundation
- DOH Child Nutrition Reimbursement
- Hearst Foundations
- Individual Donors
- J.E. & Z.B. Butler Foundation
- Manhattan Borough Presiden't Office
- New York Community Trust
- NYS Department of Education: Extended Day Funding
- Pinkerton Foundation
- Tiger Foundation
- Tisch Illumination Fund
- UJA: Teen Philanthropic Committee
- Wilpon Foundation

# GCD Program Structure & Services

- At-risk 10<sup>th</sup> – 12<sup>th</sup> graders
- 200 Students/year (approximately 35/grade at the Bronx & Manhattan campuses)
- Specialized curriculum tailored to grade level
- Twice/week from 3:00-7:00
- Year-round
- Three-year commitment
- Intergenerational
- College preparation
- Workforce development



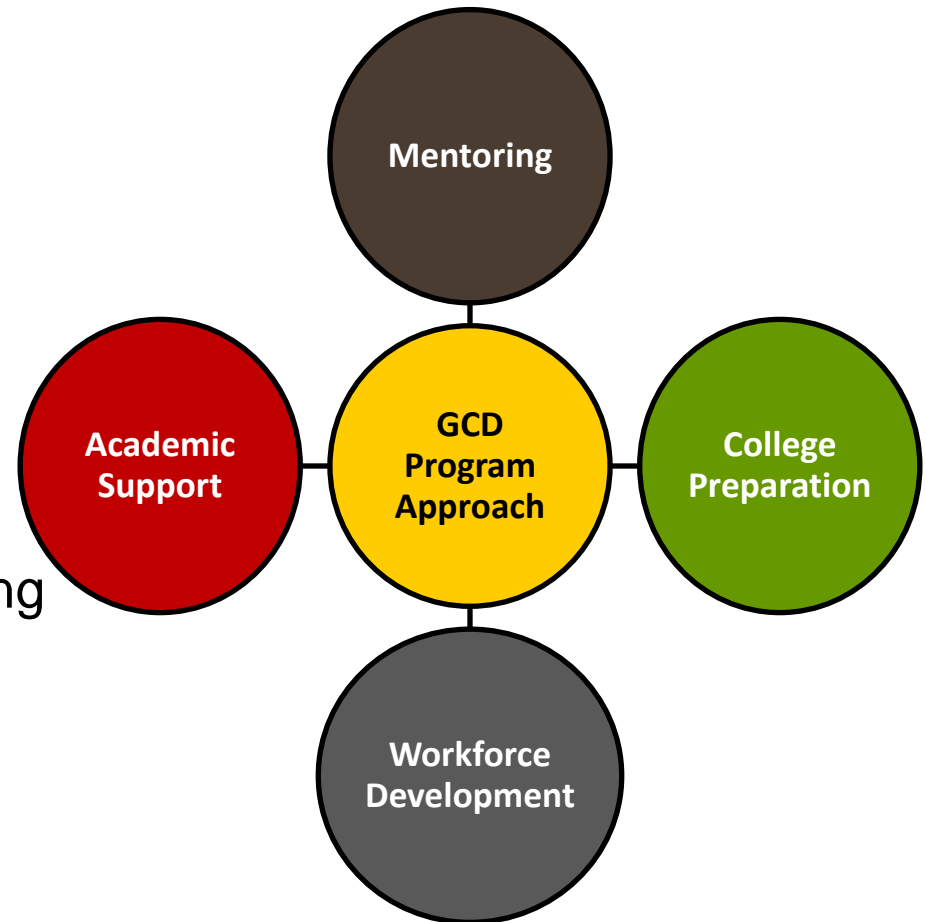
# GCD Program Schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Seniors</b>	<b>Sophomores</b>	<b>Juniors</b>	<b>Seniors</b>	<b>Juniors</b>	<b>Sophomores</b>
Tutoring	Tutoring	Internships	Elder Mentors	Tutoring	Elder Event
Internships	Elder Care Fundamentals	SAT Prep	Tutoring	Healthcare Career Exploration	STEM
College Prep	Healthcare Career Exploration	Tutoring	College Prep	Floors & Elder Mentors	Video Study



# GCD Program Goals and 4-Pronged Approach

1. High School Graduation
2. College or career one year post-graduation
3. Healthcare Certification
4. Increased knowledge of aging and healthcare careers



# Selected Student Demographic Data 2012-2013

- **87%** Female
- **52%** Black
- **39%** Hispanic
- **9%** Asian
- **38%** Multilingual
- **43%** Live in single parent/guardian households
- **71%** Earn household incomes of \$30,000 or less annually

# Healthcare Certifications

- Certified Nursing Assistant (CNA)
- Patient Care Technician
- EKG Technician
- Phlebotomy Technician
- Medical Billing & Coding (MBC)
- Pharmacy Technician
- Emergency Medical Technician



# Certification Outcomes

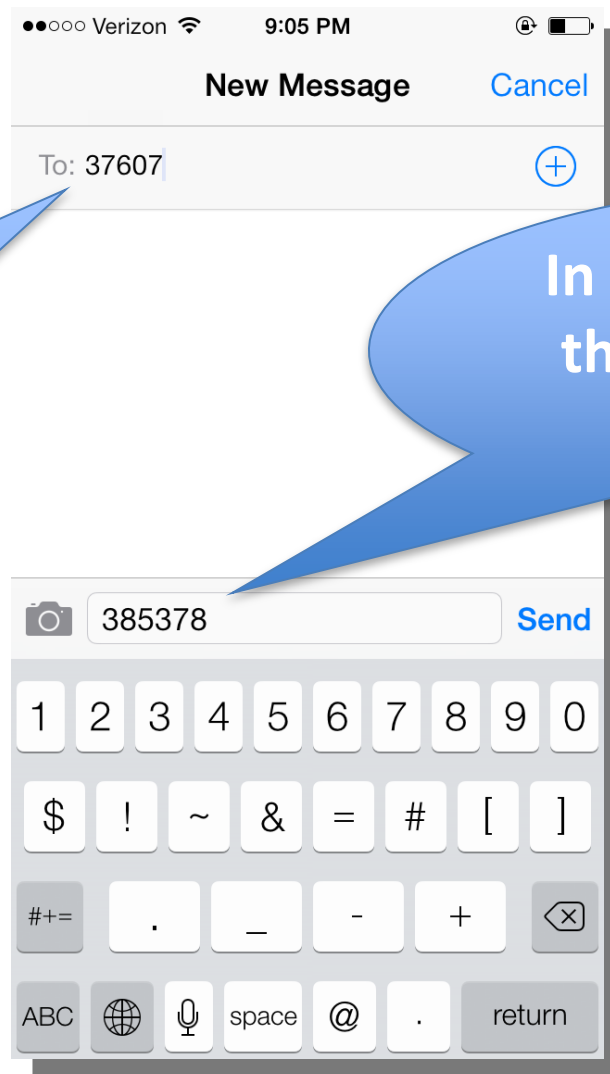
- **155** Certified Nursing Assistants (CNA)
- **9** Medical Billers & Coders (MBC)
- **27** Pharmacy Technicians
- **13** Patient Care Technicians (CNA + EKG + Phlebotomy + CPR)
- **17** EKG Technicians
- **17** Phlebotomy Technicians
- **1** Emergency Medical Technician (EMT)

## Alumni Status 2009-2013 (n=247)

Students attending college full-time (4-year)	113	46%
Students attending college part-time (4-year)	3	1%
Students attending college full-time (2-year)	74	30%
Students attending college part-time (2-year)	6	2%
Students enrolling in college spring 2014	6	2%
Students working	19	8%
Students pursuing a GED	5	2%
Students not in school or working	21	9%

91% are in  
college,  
education  
programs,  
or working

# Texting Poll or Online @ PollEv.com/gcdp

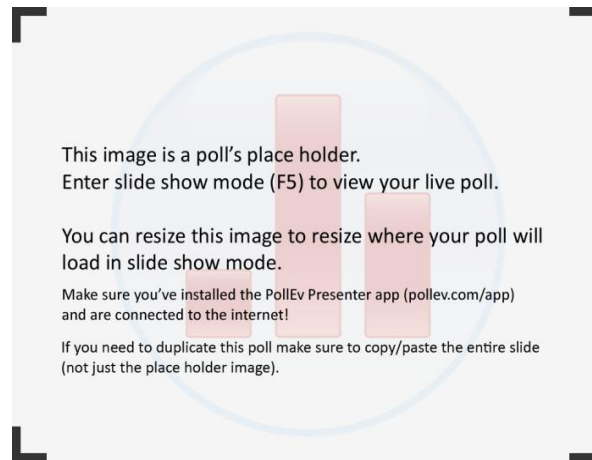


Text To:  
**37607**

In the message box, type  
the code matching your  
answer and send.

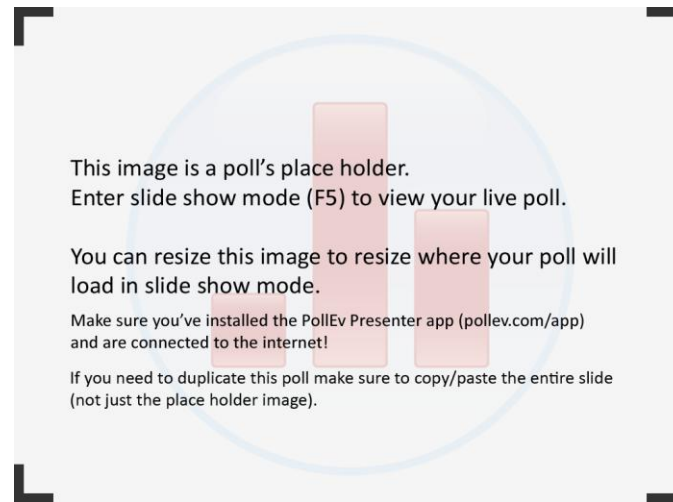
# Parent Program: Texting Poll (PollEv.com/gcdp)

What grade levels do you serve?



# Parent Program: Texting Poll (PollEv.com/gcdp)

How many scheduled workshops and/or meetings do you host for parents each year?





## Parent Program: Attendance Rates

- Year 4: 75%
- Year 5: 75%
- Year 6: 93%
- Year 7: 95%
- Year 8: Current

# Parent Program: Workshops

## 5-6 Parent education sessions each year:

- Program orientation
- Summer orientation (Certifications & SAT)
- College readiness series
- Pouring on the pounds
- Gang awareness
- Financial literacy



## Parent Program: Additional Contacts

- Family college counseling sessions
- Parent advisory committee
- Ongoing outreach (calls, emails, Facebook, letters)
- Pyramid of intervention



# Parent Program: Challenges

- Establishing contact/communication
- Languages represented/translation
- Availability
  - Work schedules
  - Children in multiple schools/programs with conflicting dates
  - Distance from their work and/or homes
- Lack of childcare and other family responsibilities
- Interest
- Inclement weather

# Tactics To Approach Challenges: Communication

## Successful

- Snail mail info letter: 2 weeks in advance
- Phone calls from staff: 1 week in advance
- Phone call from student: same day
- Facebook posts to remind students
- Texting to remind students

## Unsuccessful

- Email
- Facebook with parents
- Texting

# Tactics To Approach Challenges: Language

## Successful

- Offering all workshops in Spanish & English
- Providing all communication home in Spanish & English
- Students translate for parents for other languages

## Unsuccessful

- Translating into all languages represented
- Simultaneous group sessions

## Exploring

- NY Cares
- Parents as volunteers
- Residents & JHL staff

# Tactics To Approach Challenges: Parent Availability

## Successful

- Monday – Friday from 6:00-8:00
- Saturday mornings from 10:00-12:00
- Two locations, two different dates
- Offering alternate times by appointment

## Ongoing Challenges

- Parent/teacher conferences (k-12) + 10 partner schools
- Other after school programming obligations

## Exploring

- Staff members attending school conferences
- 1-1 Registration-like structure

# Tactics To Approach Challenges: Childcare & Other Family Responsibilities

## Successful

- The more the merrier—bring the whole family
- Provide meals

## Unsuccessful

- Younger children can be very distracting

## Exploring

- Structured and supervised kid-friendly activities



# Tactics To Approach Challenges: Interest

## Successful

- Parent surveys
- Parent advisory committee
- Family college counseling sessions (12<sup>th</sup> graders)
- Program graduation

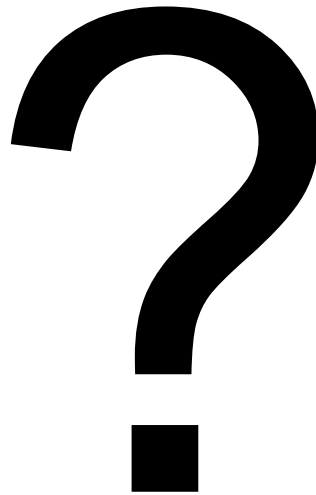
## Unsuccessful

- Chaperones for college trips
- Student skills showcase
- Certification open house




## Exploring

- Inviting parents to alumni services (PD workshops)

# Tactics To Approach Challenges: Weather



# Tactics To Approach Challenges: Other General Tactics

- Gift cards/incentives
- Scripting the invitation phone call:
  - Will you be able to attend? 
  - Which day should we expect you? 
  - How many should we expect? 

# Questions & Answers