

Family and Community Engagement Coordinator

Overview:

The Family and Community Engagement Coordinator plays a vital role in advancing our school's mission by overseeing the entire enrollment process and building strong partnerships with current and prospective families. This position ensures a welcoming and seamless experience for families—from initial outreach through enrollment—while also supporting schoolwide communication, event coordination, and community service initiatives. The coordinator serves as a key connector between the school and the broader community, helping to highlight the unique strengths of our program and ensure that families feel informed, supported, and engaged throughout their time at the school.

Key Responsibilities:

Enrollment Process Management

- **Goal:** Ensure a seamless, accessible, and legally compliant enrollment experience for all prospective families.
- **Key Responsibilities:**
 - Lead the enrollment process from inquiry to registration, including application tracking, follow-up, and data reporting.
 - Guide families through legal and procedural enrollment requirements, ensuring all documentation is submitted accurately and on time.
 - Provide timely and responsive communication to prospective families, answering questions and clarifying processes.
 - Conduct school tours for prospective students and their families, highlighting the school's mission, programs, and values.
 - Host onboarding events to welcome new families, introduce school culture, and set expectations for the year ahead.
 - Manage student uniform ordering and distribution, ensuring families have access to required attire and addressing related questions or issues.

Recruitment & Community Outreach

- **Goal:** Increase enrollment through strategic outreach and relationship-building.
- **Key Responsibilities:**
 - Develop and maintain partnerships with local organizations, daycares, churches, and community centers to increase visibility and referrals.
 - Represent the school at community events, tabling and distributing materials to generate interest and build brand awareness.
 - Host “Future Falcons” events (summer and school-year) to engage prospective families and spark early connections to the school.
 - Assist in developing marketing materials and campaigns that highlight the school’s distinctiveness and align with its core values.
 - Collaborate on social media and website updates to ensure consistent, compelling, and timely messaging across platforms.

Family Communication & Technical Experience

- **Goal:** Ensure families have a smooth, user-friendly experience accessing information and participating in school processes.
- **Key Responsibilities:**
 - Maintain enrollment-related portions of the website, including the application portal, FAQ pages, and calendar updates.
 - Monitor and improve family-facing systems (e.g., registration portals, community service tracking tools) to ensure they are intuitive and reliable.
 - Proactively identify and address barriers to access, particularly for multilingual families or those unfamiliar with digital tools.
 - Send regular updates and reminders related to enrollment steps, document deadlines, and student-specific progress.

Community Service Coordination

- **Goal:** Support meaningful family involvement in service initiatives and maintain accurate, accessible records.
- **Key Responsibilities:**
 - Manage the community service documentation process, ensuring families have clear expectations and access to forms.
 - Track student progress toward service hour requirements and provide regular status updates via email, ClassDojo, or website dashboards.
 - Promote service opportunities by partnering with local nonprofits and school-based events.
 - Celebrate family and student involvement through visual displays, newsletters, or recognitions.

Schoolwide & Emergency Communication

- **Goal:** Support consistent, inclusive, and effective communication between the school and its families.
- **Key Responsibilities:**
 - Coordinate logistics and communications for schoolwide events, collaborating with teachers and admin to ensure alignment.
 - Serve as a liaison between the school and families for important announcements, ensuring that messages are timely and transparent.
 - Lead emergency communication protocols for school closures, weather events, and transportation issues, using appropriate communication channels (e.g., email, text, social media).
 - Translate key communications or coordinate translation support to ensure equitable access to information.

Parent Teacher Organization (PTO) Leadership and Support

- **Goal:** To cultivate a strong, mission-aligned Parent Teacher Organization that enhances family engagement, supports school initiatives, and contributes positively to the school community through collaboration, service, and shared goals.
- **Key Responsibilities:**
 - Serve as the school's primary liaison to the PTO, ensuring alignment with the school's mission, values, and educational philosophy.
 - Recruit, onboard, and support PTO officers and members, with a focus on expanding participation and building capacity.
 - Establish a consistent meeting structure and facilitate regular meetings with PTO leadership to set priorities and support effective planning.
 - Provide guidance and feedback to the PTO on event planning, fundraising, and family engagement strategies.
 - Coordinate communication between PTO leaders and school staff to ensure transparency, collaboration, and alignment with schoolwide goals.
 - Help troubleshoot challenges, celebrate successes, and continuously strengthen the partnership between families and the school through the PTO structure.

Title I & Family Engagement

- **Goal:** Ensure meaningful, compliant, and impactful family engagement aligned with Title I requirements and schoolwide priorities.
- **Key Responsibilities:**
 - Plan and facilitate Title I family engagement events, including parent nights, workshops, and informational sessions that support student learning and family involvement.
 - Develop, distribute, and review the School-Parent Compact to ensure alignment with school expectations and federal requirements.
 - Establish and support a Title I Parent Committee, including recruitment, meeting facilitation, and ongoing communication.
 - Lead or coordinate the annual Title I Needs Assessment, gathering input from families and stakeholders to inform school improvement planning.
 - Ensure all Title I family engagement requirements are met, documented, and aligned with federal guidelines.
 - Communicate Title I services, rights, and opportunities clearly to families to ensure accessibility and understanding.
 - Monitor participation and effectiveness of family engagement initiatives, making adjustments to increase access and impact.