



PEN Parent Ambassador Information (Elementary School)

PASADENA EDUCATION NETWORK

Thank you for serving as a parent ambassador ("PA") for your school and for PEN. This pocket folder is your PA tool-kit and this page outlines your role as a PA. If your school has more than one PA, consider assigning specific roles to individuals.

Parent Ambassador Instructions

PEN elementary school parent ambassadors (PAs):

- Accompany school tours and help PEN track tour attendance
- Help update PEN's information about your school programs and parent community
- Take calls or respond to emails from prospective parents
- 5th grade "team captain" – recruits families to attend MS tours/PEN programs

Accompany tours/track attendance

Your school's regularly **scheduled tour dates** are listed in your tool-kit. Please check in with your principal or office manager the week before each tour to **confirm** that the tour will take place as scheduled, and ask the principal to let you know about any changes or additionally schedule tours. ***If there are any changes or tours added, please email susan@penfamilies.org so that I can update the PEN calendar and PEN News.***

The enclosed **PA badge** identifies you as a parent ambassador and PEN volunteer. Please take the opportunity to **introduce yourself** before the tour starts, so that people know you are a parent volunteer/ambassador. (I usually wait right outside the office when accompanying a tour to greet arriving parents, point them toward the sign-in sheet, and answer any questions they may have.) This year we've also added a survey you can use to get feedback from parents attending your tours. This is more for your information than for PEN's; feel free to modify it to meet your school's needs.

Please take a head-count (or get a count from the sign-in sheet) and email me the tour attendance number. (This helps us measure PEN's outreach/impact.) If there were questions about PUSD, PEN, or the enrollment process that neither you nor your principal could answer, let me know and I will try to follow up.

Bilingual parent ambassadors – this year we are also recruiting PAs who can accompany and translate for Spanish-speaking parents on school tours. Contact our Community Outreach Director Laura Diaz (213-434-4000) if you are able to play this role or can recommend another parent at your school who might be interested.

Update PEN about Your School's Programs & Events

Each August, we ask principals to update info about teachers, class sizes, programs and parent involvement. You can help by following up and getting the updated information back to us within the first couple weeks of school. We can also use your help updating PEN's directory of parent contacts. And, if your school has an upcoming event that is open to community, send me a flyer or short description (what, when, where, why) so that I can post it on the PEN website calendar.

Take calls/respond to emails

Parent ambassador names and contact info (phone, email, or both) are listed on the PEN website. *Please be sure that I have the **correct contact info** for you.* Let me know of any specific programs (e.g., GATE, Special Needs, after-school, etc.) you're familiar with at your school. **Please keep a tally of how many prospective parents get in touch with you.** You can shoot me an email when someone contacts you, or just give me a tally when I ask for an update. (Again, tracking this helps us measure our impact.)

Help us get information to families at your school

In addition to helping families explore their elementary school options, PEN supports effective parent involvement and helps upper-elementary grade families explore their middle school options. We rely on our elementary PAs to help us get information about PEN programs and services to other families at your school.

Your tool-kit includes our Fall program flyer, and a flyer specifically targeted to 5th grade families whose students will transition to middle school next year. We will distribute flyers via students' weekly folders, but we are also looking for a 5th grade "team captain" at each school – ideally a 5th grade parent interested in actively recruiting other 5th grade families to attend PEN's Middle School info and networking programs and tours.

What's in the Tool-kit:

- Parent Ambassador badge – *wear it with pride!*
- Tour feedback survey that you can copy and give to people who come on tours
- Your school's preliminary fact sheet – *Note: please review and let us know if you have updated information. We are still in the process of updating the fact sheets.*
- Tentative Open Enrollment timeline for 2011-12
- Elementary and middle school tour calendar-at-a-glance. *We encourage people to call the school to confirm listed tour dates, but please let me know if anything changes, so that we can update PEN News and our website calendar!*
- How and why to join PEN and Subscribe to *Parent Network*. (***we hope that all our PAs will consider subscribing – \$4.50/month and no obligation!***)
- Directory of PEN PAs for all schools
- PEN Fall Event Flyer & Middle School Program Flyer – *Please share with 5th grade teachers, room parents, and school leaders/communications people.*
- Short guide to PUSD parent and PUSD-related groups/organizations
- Photo release. We need photos of parents visiting, parents helping teachers & students, students engaged in work and play!

Thanks again. This is going to be a great year, and I look forward to working with you all!
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