



Professional Development Training

March 9–10, 2026

Charter School Leadership Training | Montgomery, Alabama

Alabama Public Charter School Commission

Building Sustainable Family and Community Engagement

Key Hands-On Area for Family and Community Engagement

Community Visibility

Relationship Builders

Access and Communication

Family Trust and Retention

Recruitment



Community Visibility



Invite Your Local/State Leaders to Campus

- Host them during a student showcase, robotics event, or literacy night
- Take photos and tag them on social media
- Send a thank-you note from students afterward
- Why it works: Everyone remember what they see in person



Present at a Chamber of Commerce Meeting

- Request a presentation slot
- Share your mission, enrollment, and student impact
- Highlight workforce alignment or career pathways
- Connect with business leaders

Showcase Student Work in Public Spaces

- Display student artwork, writing, photography, or STEM projects in community locations such as:
 - The public library
 - Locally owned cafés
 - Museums
 - Airports
 - Government buildings
 - Nursing homes



Partner With a Locally Owned Business for a Student Project

- Collaborate with small businesses on real-world learning opportunities. Examples include marketing students designing promotional materials or art students creating window displays.



Establish a Visible Presence at Community Events

Set up a booth/engagement table or participate:

- Farmers markets
- Community festivals
- Parades
- County fairs
- Non-profit family events
- Local library events



Adopt a Community Space

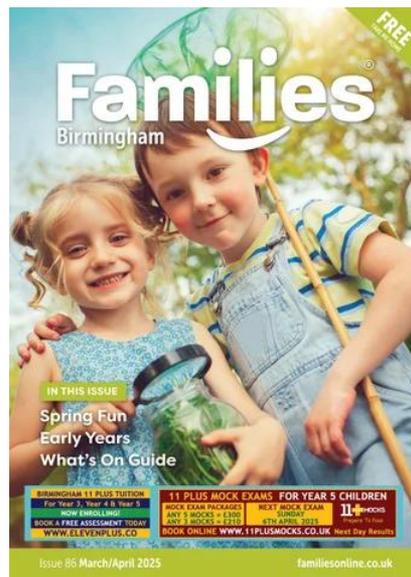
Volunteer as a school community to serving a visible public space such as:

- A neighborhood park
- A section of a walking trail
- A community garden
- Beautification project at a local part



Promote Your School through Local Media/ Pitch a Story to a Local Parenting or Community Magazine

- Reach out directly to editors with a student spotlight or innovative program feature. Provide professional photos and a ready-to-publish summary to increase the likelihood of coverage.





Relationship Builders



Host a Community Partner Meet and Greet

- Earlier mentioned about getting out in community to find those partners this would be when you invite those partners into your school environment to meet each other and better understand how they can support you even if its collaborative



Family Ambassador Program

- Identify five to ten engaged parents. Provide them with school updates, key dates, and talking points. Invite them to represent the school at events and also serve on smaller committee to support your staff
- Field trip committee
- School dance/ prom committee
- Sporting event committee

Community Guest Educator Series

- Establish a recurring series where local professionals co-teach or facilitate sessions aligned with curriculum.

Establish Student- Based Ongoing Community Service Committee or Co-hort

- Partner with a local nonprofit organization for the school year.
Examples include:
- Organizing neighborhood clean-up drives
- Supporting a local food bank
- Collaborating with a senior care facility
- Community garden



Launch a Community Storytelling Project (Media and Broadcasting Clubs)

Have students interview:

- Local veterans
- Small business owners
- Faith leaders
- Long-time residents

Students can create:

- A podcast series
- Newsletter series





Access and Communication



Digital Office Hours

- Facebook Live Townhalls
- Virtual office hours via Zoom

Offer Recorded School Updates

- Post short, consistent video updates summarizing key announcements.

Silent Feedback QR Code Placements

- Place QR codes in the front office labeled: “Share Feedback with Leadership.”

Front Office Experience Feedback Form

Provide a simple three question form:

- How was your experience today?
- What is working well?
- What could improve?

The front office sets the tone for the entire school.

Exit Surveys at School Events

- Short two question QR surveys before parents leave.
- Why it works:
Captures input while engagement is fresh.



Family Trust and Retention



Graduate Success Spotlight

- Highlight alumni achievements publicly through newsletters, social media, and website features. Tag colleges, employers, or community organizations connected to those graduates.



**AAHS
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GRADUATING
CLASS**

Received over
\$1.3 million
dollars in
scholarships
combined.



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Parent Professional Spotlight Series

Feature parents who:

- Own businesses
- Serve in public leadership roles
- Work in specialized careers
- Have unique expertise
- Invite them to speak, mentor, or contribute to school initiatives.

Attendance Initiatives

- Create structured communication around attendance improvement, including:
- Positive attendance recognition campaigns
- Clear messaging about the academic impact of missed days



Open House/ Welcome Back events

- Attendance growth
- Student achievement data
- College acceptance rates
- Scholarship totals
- Internship placements
- Workforce alignment progress
- Invite families, partners, and community stakeholders.



Recruitment

empower
community school

2026-2027

New Student Applications Now Open

CHOOSE
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- Tuition-free K-8
- Safe classrooms
- Transportation and sports

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February 9th-April 30th

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7TH & 8TH GRADE
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Listening tours/ Public and Community Forums

Present:

- Your school's purpose
Academic focus
- Mission and vision
- Leadership background
- Enrollment process
- Allow open Q&A.



Feb. 24 - 25, 2026

 UNION UNIVERSITY

MEET US AT UNION UNIVERSITY!

Meet the FPA recruitment team and learn about our teaching positions.

2:00 - 4:00 p.m.
2026 Union University Bulldog Career Fair
Carl Grant Event Center
Connect with us - talent@freedomprep.org

 FREEDOM PREPARATORY ACADEMY

Advocate Your Schools Signature Program That Becomes Your Identity

Examples:

- Fine Arts
- STEM Based
- Health sciences pathway
- College Preparatory

Continue to Push Your Student Growth

- Before and after academic gains
- Attendance improvement stories
- Behavioral turnaround stories
- Parent testimonials about increased confidence
- Growth is powerful because it shows transformation.



Last but not least... Recruit your Staff

- Career fair/ Information session
- One on one meetings with interested candidates
- Include information/application info on your school website





Questions and Discussion

We welcome your questions and feedback.