



THE CENTER FOR ARTS EDUCATION

PARENTS AS ARTS PARTNERS PROGRAM

TIPS FOR SUCCESSFUL ACTIVITIES AND EVENTS

- **Hold events off-site at a museum, theatre or cultural arts center** to encourage families to visit local and citywide arts and cultural institutions.
- When scheduling events, check with school, religious, and community calendars to **avoid scheduling conflicts**. Schedule dates in advance and give lots of notice.
- **Look for times parents are at the school** as opportunities to schedule activities. They may have time while waiting for a child. **Plan activities to coincide with school events** that parents attend such as Back-to-School night and PTA meetings.
- **Realize that outreach to parents is long-term**. Ongoing encouragement is important. **Distribute a flyer in advance**. **Translate** into languages spoken by families. **Ask active parents to personally invite other parents** who do not regularly attend. **Ask students and teachers to remind parents** in the days leading up to the event. **Use the telephone!** Ask volunteers to call parents.
- **AT THE EVENTS:**
 - **Be sensitive to the environment:** sound, lighting and set-up. Make it special.
 - **Post someone at the entrance of the building** to welcome guests.
 - **Provide child care.**
 - **Provide translators.** Recruit young people to be interpreters.
 - **Have a program or agenda.** So guests know who's who and what's happening.
 - **Provide buses** to special events that take place off-site.
 - **Serve refreshments!** Food is an incentive and creates a welcoming tone.
 - **Have plenty of signs** to direct parents to activities and events.
 - **Be certain there are enough supplies and space for everyone.** If not, parents may opt out so kids can participate. Be sure parents participate.
 - **Provide a welcome and overview** to explain the purpose of the program
- **After the event, ask parents to complete a feedback survey or conduct follow up calls** with parents to assess this program and plan for next year.
- **Share the family arts program with the whole school.** Display artwork and/or photographs of family arts activities on hallway bulletin boards or in newsletters.
- **Keep a binder of all grant-related documents.** Make sure members of the Grant Planning Team know where it is kept.