



Measuring Parent Engagement in New York City

Guidance for Parent Coordinators



What is the Mayor's Management Report?

- The Mayor's Management Report (MMR) is mandated by the City Charter (Section 12) and serves as a public report card on City services affecting the lives of New Yorkers and is released twice a year.
- The Preliminary MMR provides an early update of how the city is performing four months into the fiscal year. The MMR, published each September is a retrospective view of the City's prior fiscal year performance.



Parent Engagement Data (MMR)

Goal 1b: Promote parental involvement in education.

Parent coordinators keep the school community informed. In response to Hurricane Sandy, parent coordinators were in constant communication with parents and families to update them on school closures, re-locations, and changes to transportation arrangements. Similarly, during the school bus strike, parent coordinators reached out to families regarding transportation alternatives and to answer questions. Due in part to exceptional circumstances encountered during the 2012-13 school year, indicators of parent coordinator efforts and parental engagement show large increases across the board. Additionally, improvements in the DOE's data collection tools and processes enabled more schools to report on the parent engagement work. In particular, during Fiscal 2013, the DOE provided monthly reports to Cluster teams and increased the frequency of communication with parent coordinators through weekly updates. The DOE also disseminated detailed instructions on using the data collection system and provided technical support via the Helpdesk and the Office of Family and Community Engagement (FACE) to resolve access issues in a timely manner.

Performance Indicators	Actual					Target		Desired Direction	5yr Trend
	FY09	FY10	FY11	FY12	FY13	FY13	FY14		
Phone calls responded to by parent coordinator or parent engagement designee (000)	2,006	1,973	1,613	1,792	3,682	1,500	1,500	Up	Up
In-person consultations with parents by PC or parent engagement designee (000)	794	857	735	698	1,129	759	759	Up	Up
School-based workshops offered to parents (000)	35	26	34	20	33	35	25	Up	Down
Parents attending school-based workshops (000)	670	595	459	461	793	600	600	Up	Neutral
Parents attending Fall and Spring Parent-Teacher Conferences	1,167	792	639	849	1,415	1,282	1,282	Up	Up

★ Critical Indicator "NA" - means Not Available in this report ↕ shows desired direction

History of Parent Coordinators and the MMR Process

- The Parent Coordinator initiative was implemented **in August 2003** to improve communication and collaboration among parents, students, schools and the community in support of student achievement.
- During the **2004-2005 school year**, a data collection process was instituted to capture specific information about the PCs' day-to-day efforts to increase parental involvement.
- During the **2009-2010 school year**, PCs began filing their reports online, using the Parent Coordinator Activity Report (PCAR).

The Parent Coordinator Activity Report (PCAR)

➤ What is the Parent Coordinator Activity Report (PCAR)?

The PCAR is an online reporting system used to capture the daily work of Parent Coordinators based on **five (5) indicators** reflected in the Mayor's Management Report described in the previous slide:

1. Phone calls responded to by Parent Coordinators
2. Parent walk-ins receiving parent coordinator assistance
3. Parent Coordinator workshops held for parents
4. Parents attending parent coordinator workshops
5. Parents attending parent-teacher conferences

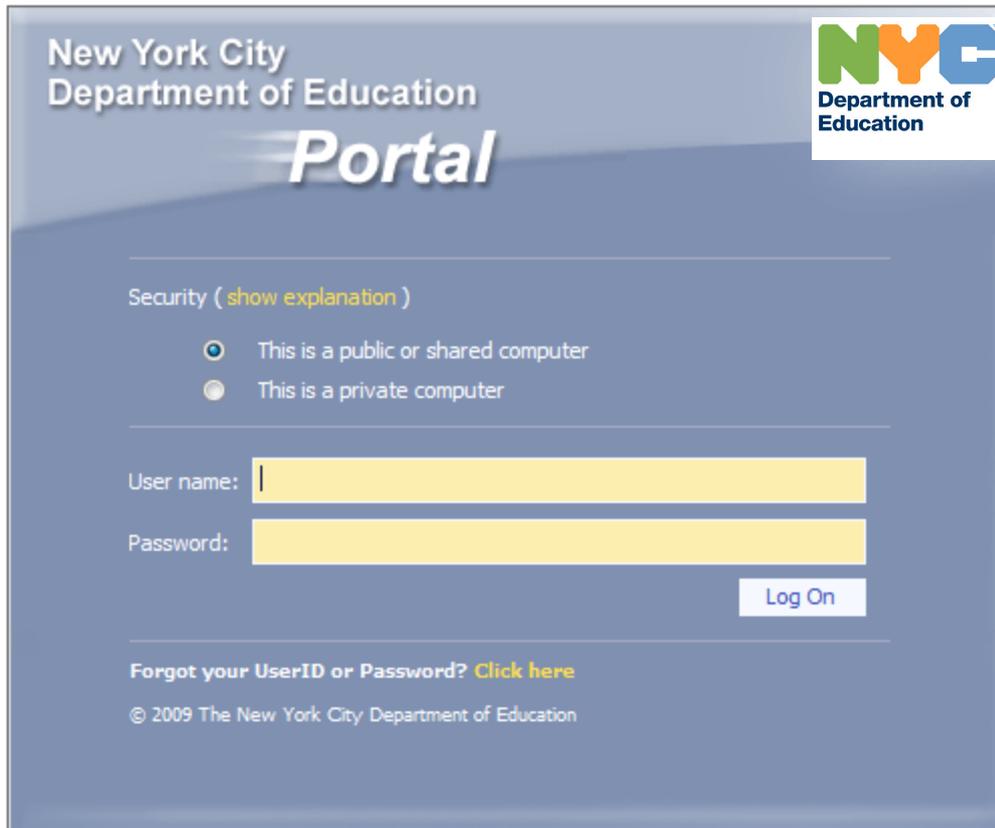
5 MMR Indicators and Descriptions

Indicator Name	Description
Phone calls responded to by Parent Coordinators	The citywide total number of phone calls responded to by parent coordinators is a measure of how many parents have their issues and concerns addressed by parent coordinators.
Parent walk-ins receiving Parent Coordinator Assistance	The citywide total number of parents that were seen by parent coordinators as walk-ins to the school is a measure of how many parents have their issues and concerns addressed by the parent coordinator.
Parent Coordinator Workshops held for Parents	Key functions of the parent coordinators are to increase parents' involvement with their children's education and help parents support their children's learning. The number of workshops held by parent coordinators is a measure of the opportunities parents are provided at the school level to accomplish these goals.
Parents attending Parent Coordinator Workshops	The number of parents who attended workshops organized by parent coordinators is a measure of how many parents participated and benefited from parent coordinators' efforts to accomplish the goals indicated above.
Parents attending Parent-Teacher Conferences	The number of parents who attended parent-teacher conferences in the reporting week. This includes both Fall and Spring Citywide parent-teacher conferences and formal meetings between parents and teachers that occur during a reporting week. The citywide total number of parents who attended parent-teacher conferences.

How do I submit my school's information in the PCAR?



Step 1. Use your DOE password to log into the Parent Coordinator Activity Form:
<https://apps.nycenet.edu/CookieAuth.dll?GetLogon?curl=Z2FapplicationsZ2Fpcar&reason=0&formdir=5>.



New York City
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Portal



Security ([show explanation](#))

This is a public or shared computer

This is a private computer

User name:

Password:

Forgot your UserID or Password? [Click here](#)

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Step 2. Click on your school's location code to access the Parent Coordinator Activity Report Form.



Parent Coordinator Activity Report Form Welcome, X141PCFirstName X141PCLastName

You may enter Parent Coordinator activity report information for the following schools:

Location Code	Location Name
X141	Riverdale / Kingsbridge Academy (Middle School / High School 141)

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Welcome, Vikas Nanda | [Logout](#)

Viewing activities for School:

Search

Start Date: End Date:

Week ending	Date Submitted	Phone consultations	Walk-in consultations	Workshops conducted	Parents at workshops	Parents in attendance	
11/02/2013	11/04/2013	1	2	3	3	3	Edit
09/07/2013	09/12/2013	1	2	3	4	5	Edit

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Step 3. Complete the “Parent Coordinator Activity Report Form” and click the submit button.

Week ending: 11/15/2014 School: P.S. 078 Anne Hutchinson

Parent Coordinator(s):
Lisa Rodriguez
dev. webapp2

Parent/Family Consultations

Total number of phone consultations:

Total number of walk-in consultations:

Workshops conducted by PCs

Total # workshops conducted:

Total number of parents at workshops:

Parent-Teacher conferences

Total number of parents in attendance:

Comments:

NYC Department of Education
Mayor, Chancellor

Week ending: November 9, 2013 School: P.S. 001 The Bergen

Parent Coordinator(s):
K001PC

Consultations

Phone consultations:

Walk-in consultations:

Workshops conducted by PCs

Workshops:

Parent-Teacher conferences

Attendance:

November 9, 2013
October 28, 2013
October 19, 2013
October 12, 2013
October 6, 2013
September 28, 2013
September 21, 2013
September 14, 2013
August 31, 2013
August 24, 2013
August 17, 2013
August 10, 2013
August 3, 2013
July 27, 2013
July 20, 2013
July 13, 2013
July 6, 2013
June 28, 2013
June 22, 2013
June 15, 2013
June 8, 2013
June 1, 2013
May 25, 2013
May 18, 2013
May 11, 2013
May 4, 2013
April 27, 2013
April 20, 2013
April 6, 2013
March 30, 2013



Step 4. Look for submission confirmation on the screen and an email notification in your DOE email inbox. If you do not receive a confirmation then resubmit the data.

The image shows a screenshot of an email notification from the NYC Department of Education. The email is titled "Parent Coordinator activity report submission - Message (HTML)". The sender is donotreply@schools.nyc.gov, and the recipient is Patolla Sathya; Byfield Lora-Lynn. The subject is "Parent Coordinator activity report submission". The email content includes a confirmation message: "An activity report was submitted by: Vikas's nanda for the week ending: 11/02/2013." followed by a table of statistics:

Total number of Phone Consultations:	8
Total number of Walk-in Consultations:	9
Total number of workshops conducted:	10
Total number of parents at workshops:	11
Total number of parents in attendance:	12

Below the table, there is a "Comments:" section with the text "Testing updated!". At the bottom of the email, there is a link: "Click [here](#) to edit your response."

The background of the email shows a confirmation message from the NYC Department of Education: "Parent Coordinator Activity Report Form. The Parent Coordinator activity report was successfully submitted. To enter another report, click here." and a personalized greeting: "Welcome, X141PCFirstName X141PCLastName".

Frequently Asked Questions

➤ **How often must the Parent Coordinator Activity Form be completed for my school?**

- PCs are asked to enter numbers for each of the five indicators (5) on a weekly basis and must complete all entries for the month by the 15th of the following month (for example, the data for the PCAR for the month of September 2014, should be entered before October 15, 2014).
- Monthly reminders are sent to PCs to complete their reports each month.

➤ **Why is completing the PCAR so important?**

The PCAR captures actual data to reflect the number of contacts that PCs have had with parents and families over the month.



Frequently Asked Questions – cont'd.

- **What should I do if I don't have access to the PCAR?**
- You should contact the Division of Family and Community Engagement at face@schools.nyc.gov or at 212-374-4118
- **What should I do if I have any technical issues such as logging-on, entering, or submitting information in PCAR system?**
- Any technical issues should be reported initially to your school's IT Cluster Point and or DIIT Help Desk.
- This information and more can be found DOE's Parent Coordinator Page, located at <http://schools.nyc.gov/Employees/ParentCoordinators/default.htm>.



Feedback

- PC Feedback - Please provide feedback on issues or concerns you may have on the use of the PCAR system in its current format.

