

# Family Engagement Continuum

## A Continuum of Engagement

*Adapted from Strive*

### Transactional – Community Investment

One-way communication  
Collaborative -> Community

Examples:

- Public Report Card release
- Information/Training
- Awareness Campaigns
- Social Media

Sample Metrics:

- # of Audiences reached
- # of reports written/distributed
- # of media mediums

### Transitional – Community Involvement

Two-way communication,  
Collaborative -> Community

Examples:

- Community Advisory Committees
- Community Dialogues
- Calls to Action

Sample Metrics:

- Active Participation, turnover and retention
- # of activities that involve community members
- Increased accountability by decision-makers to affected groups

### Transformational – Community Integration

Two-way equal communication  
Collaborative <-> Community

Examples:

- Issue-specific workgroups
- Joint decision-making
- Co-ownership of outcomes

Sample Metrics:

- Depth of Engagement
- Ownership of work
- Willingness of members to take action
- Transcending organizational interest for long-term collective work

