



We Are Kenough

*How to Empower Men to
Get Involved in PTA*

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Welcome to PTA-land!

Introduce Yourself!

Name, Region, and Role (as applicable)



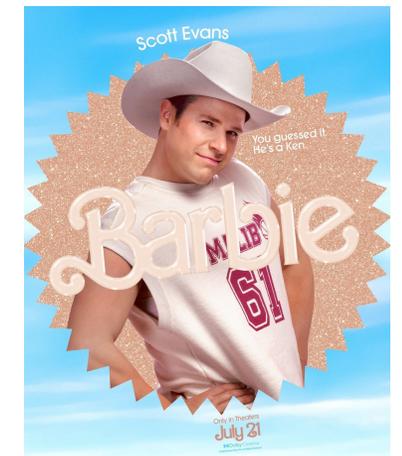
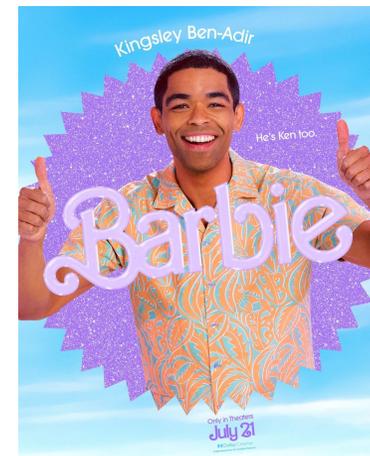
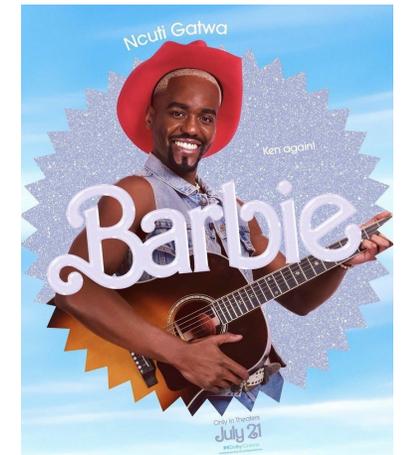
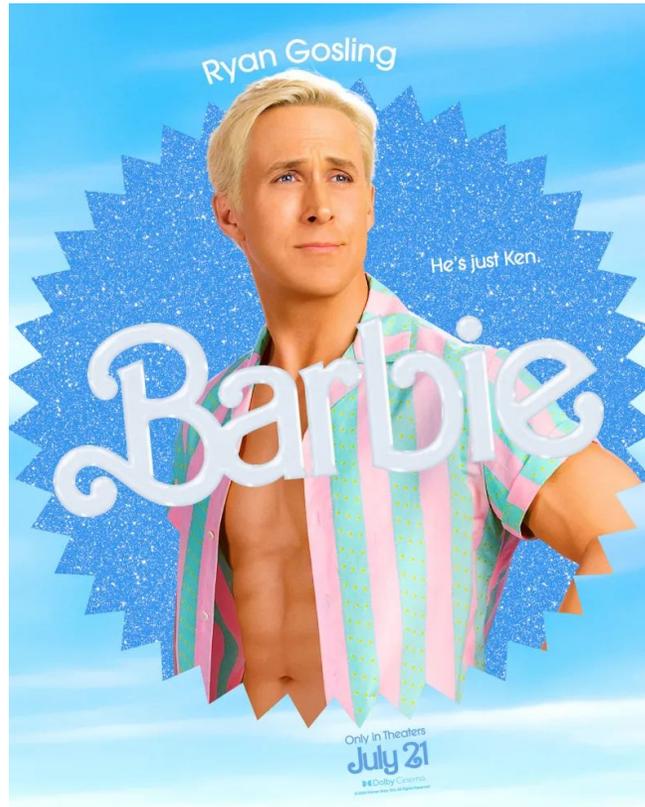
Workshop Aims

By the end of this Workshop, we will be able to:

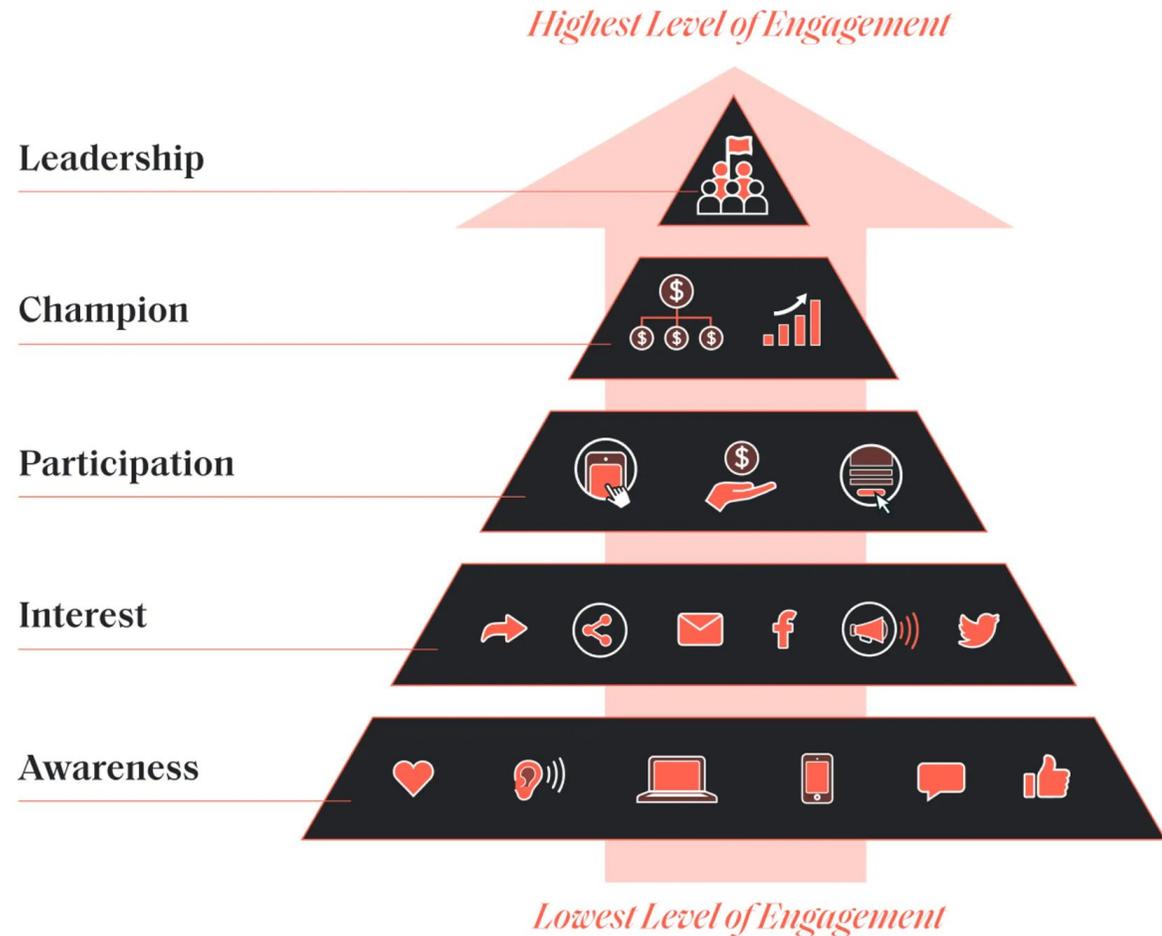
- 1.** Recognize the importance of male involvement and engagement in PTA and your school community
- 2.** Diagnose the hurdles to increasing male engagement
- 3.** Develop a basic framework for your PTA's male engagement plan for 2024-25 and beyond

Who Are Our PTA's Kens?

- *Dads*
- *Uncles*
- *Grandfathers*
- *Cousins*
- *School Alumni*
- *Teachers & Staff*
- *Administrators*
- *Community Members*
- *and more!*



Involvement versus Engagement





Aim One

What is the importance of male involvement and engagement in PTA and your school community?

When a child is raised in a father-figure-absent home, they are:

- At Greater Risk of Poverty
- More Likely to Have Behavioral Problems
- At Greater Risk of Infant Mortality
- More Likely to Commit Crime
- More Likely to Face Abuse and Neglect
- More Likely to Abuse Drugs and Alcohol
- More Likely to Drop Out of School

Source: National Fatherhood Initiative® - <https://www.fatherhood.org/father-absence-statistic>

The positive effects of male role models in childhood development:

- Brain Development
 - Reduces behavioural problems
 - Improves thinking and language abilities
 - Improves ability to learn and school performance
- Healthy Emotions
 - Reduces depression in pre-adolescents and as kids age
 - Reduces substance use in adolescents
 - Improves independence in children

Source: National Responsible Fatherhood Clearinghouse -
<https://www.fatherhood.gov/research-and-resources>

The positive effects of male role models in childhood development:

- Relating to Others
 - Reduces challenging behaviours in early childhood
 - Improves family relationships
- Physical Health and Development
 - Improves overall health in children
 - Reduces unintentional injuries risk in children
 - Improves sleeping times and quality of sleep

Source: National Responsible Fatherhood Clearinghouse -
<https://www.fatherhood.gov/research-and-resources>



Aim Two

What are the hurdles to increasing male involvement and engagement?



Talk to A PTA Buddy

What are the hurdles you've encountered in your community to increasing and engagement?

Hurdles to Male Involvement

Common Things Said by Dads & Male Figures:

- “I just don’t have the time”
- “El PTA no tiene líderes hispanohablantes”
- “I’m already with [other community organization]”
- “I don’t know what PTA does besides bake sales”
- “I want to contribute, but I don't know how”
- “My spouse is already involved”
- “PTA doesn’t feel like the right place for me”



Aim Three

How can we develop a framework for your PTA's male engagement plan for 2024-25 and beyond?



Step One: Make the Case for a Program

How to Fulfill Step One

- Create a draft proposal that includes research-backed rationale and personal experiences
- Speak to why male engagement is important for your school community, and why it's important now

Step Two: Assess the Current Male Friendliness of Your PTA

How to Fulfill Step Two

- Use resources, such as the National PTA's [National Standards for Family-School Partnerships](#), or the National Fatherhood Initiative's [Father Friendly Check-Up](#) to assess the state of your PTA and school community

Step Three: Focus Your Efforts on the Type(s) of Men You Will Engage

How to Fulfill Step Three

- “If you build it, they will come” does not apply here! Think about and settle on one to three types of men you would like your plan to focus on

Prompting Questions for Step Three

Starting Questions

- *What could be the “hook”?*
- *What kind of men are we targeting? (teachers, new fathers, alumni, single fathers, non-custodial fathers, etc)*

Dig Deeper

- *Where can we find the men we want to reach?*
- *Where can we post outreach materials?*
- *Who can help us spread the word?*
- *What are creative things we can offer to attract the men to our PTA?*

Step Four: Select the Right Resources and Programs to Collaborate With

How to Fulfill Step Four

- Consider consulting or even partnering with organizations who already do this type of work
 - All Pro Dad; WATCH DOGs; National Compadre Network; National Fatherhood Initiative; etc

Step Five: Prepare for a Sustainable Male Engagement Program

How to Fulfill Step Five: Ask Yourself

- Who will be leading/co-leading these efforts?
- What are our core goals? How will we measure progress towards achieving those goals? How often?
- What kind of funding do we need to make this sustainable?

Step Six: Launch Your Engagement Program and Measure the Results

How to Fulfill Step Six

- Create an evaluation plan before you launch the program
- Sample Questions: Which recruitment and retention strategies are working? Are men enjoying the program? Is the program having a positive impact?





Thanks for Coming! Questions?

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