

How Your Business Can Support Parent Involvement in Education - and Benefit

- Give employees a "flextime" option.
- Offer job-sharing or part-time work.
- Make the workplace an information center.
- Improve child care options. Provide near or on-site child care centers or support centers in the community.

Other ideas may include giving employees leave time to volunteer to tutor students and help them reach higher standards; serve as a mentor to help students learn job skills; or join a local school improvement committee to help schools develop plans to reach the National Education Goals.

Show students that hard work counts

When students apply for after-school, part-time, or summer jobs, ask to see their school transcripts. This will help you make good hiring decisions and send students the message that working hard in school brings reward in the work world.

Support your local schools

Many schools across America are working hard to improve themselves, and businesses are joining with parents to play a leading role in this effort. These schools are changing similar to the way a business might change to improve its performance: They're insisting on higher standards, demanding accountability, rewarding good performance, and giving their "workers" -- teachers and principals -- flexibility and tools to get the job done right. Join with others in your community to help schools make these needed improvements. The support of the business community is often crucial to making these efforts a success.

For businesses, the benefits of parent involvement in education are also great.

- Being family-friendly is one of the best investments you can make in your current workforce. It can help you to recruit and keep top workers, improve productivity, and increase employee motivation and loyalty.
- Family-friendly policies are also wise investments in community relations. They can help make your company a recognized "community citizen," and that can be a valuable asset in business.
- By supporting parental involvement, you help today's students become tomorrow's well-educated, highly skilled, and motivated workforce.
- Businesses can enjoy many of these benefits with only a small investment of time and resources. Even the smallest business can set aside space in the corner of an office for a family resource center that provides brochures and videos on parenting techniques or reading to children. Visit www.NJPIRC.org to download parent resources to include in your designated family resource center.

The New Jersey State Parent Information and Resource Center

