



8 Steps to a Successful Male Engagement Program



Find Strong Leadership.

You need a lead person who has a real concern or vision for men to be engaged and involved with other men to help resolve concerns or fix a problem at a school. This can be a man or woman. Every male engagement program that is effective today started with a “point person” who wanted something done to fix a concern/problem, and that person shared their concern with others.

The point person should meet with others and form a core group. The core group should plan meetings to invite other men. Wives can come so they can share their concerns.



Articulate the importance of men in education.

Do the research. Learn to speak about the importance of fathers in education. Visit websites like fatherhood.org, fatherhood.gov, and fathers.com for information. Google ‘fathers and education.’ Research says when fathers and father-figures are engaged:

- Students perform better
- Men can change the school climate by creating a greater feeling of security at school and enhance student performance
- Better grades/test scores go up
- Attendance increases/more involvement in school activities
- Bullying and disruptive behavior on campus decreases



Meet with leadership and key players in your PTA.

Meet with your PTA leadership. If necessary, build supporters and take them with you to your meeting with your PTA leaders. Remember, more communication is always better. At the first meeting, share your concern and opportunities so others understand the need and want to help be a part of the solution. This can be a specific issue related to student achievement, school enhancement or simply an opportunity for membership growth. Let people add or subtract through open discussion. This builds ownership in others.



Establish a plan of action: PTA M.O.R.E. Alliance or other local programs.

It may be helpful to have done the research and have a core plan in mind before you meet with others. There are turnkey programs that are partnering with PTA (See MORE Alliance) or you may have seen other programs in your community. You certainly can start your own venture, but there is no need to reinvent the wheel.

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Meet with local administrators for approval and support.

You have to start with the principal's support. Ask about concerns. Safety usually comes up. Know your school's volunteer and visitation policies. There are ways to honor them and allow parents to visit schools. Meet with local administrators for approval and support.

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Recruit a male engagement team of men and women.

Find committed leadership to support your project; male or female. In most cases, mothers are the ones who bring male engagement to schools. There are men who are waiting to be asked. You can meet these men at school events, including at morning drop off. Get leadership from your school.

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Invite men to school for a kick-off or inaugural event.

Hold an event such as a breakfast, luncheon, or pizza night. Make sure your PTA is present. Have some type of child and father interaction. Have the principal and other leaders welcome and speak on the importance of fathers and father-figures.

Note: Event should be an hour or less. PTA MORE Alliance programs have the "how to" guides already in place.

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Execute! Execute! Execute!

- Keep school and PTA leadership informed and engaged.
- Hold timely events and follow-up.
- Meet with your male engagement team as needed to celebrate "wins" and evaluate progress and personnel.
- Keep needed materials on hand.
- Repeat programs quarterly or bi-annually to "reinforce" male engagement.
- Engage men in individual one-day school visits annually.

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