



AAAMOTIVATED
www.aamotivated.org

BLACK PARENT COLLECTIVE



Copyright 2024 © AAAMotivated LLC. All Rights Reserved..

EMPOWERING OUR YOUTH,
STRENGTHENING OUR
COMMUNITY

AAAMOTIVATED



AAAMOTIVATED
www.aamotivated.org



Introduction

We help parents and caregivers gain the knowledge, tools, and strategies they need to actively advocate for and engage in their children's academic and social development.

The academic and social achievement gaps among Black youth remain a critical concern in the United States. Despite gains in educational access, Black students continue to lag behind their peers in key indicators such as graduation rates, standardized test scores, and college readiness. The root causes are multifaceted, including systemic inequities, under-resourced schools, and cultural biases.

Research consistently highlights the positive impact of parent engagement on student outcomes. Studies have shown that students with involved parents are more likely to succeed academically, exhibit better behavior, and have higher levels of self-esteem. Yet, Black parents often face barriers to engagement, including a lack of access to resources, negative experiences with the education system, and competing priorities.

AAAMotivated's Black Parent Collective Program addresses these challenges by supporting and empowering parents to take an active role in their children's education, advocate for their needs, and build a supportive community.

**Empowering Our Youth,
Strengthening Our Community**

As a scalable program providing the tools, knowledge, and community support necessary, we empower parents to advocate effectively for their children's needs and to foster a thriving, supportive environment both at home and in their communities. Our approach not only bridges the gap between parents and schools but also builds a strong network of engaged families committed to the academic and social success of Black youth.

Research

“When parents are engaged, students are more likely to attend school regularly, earn higher grades, and graduate.”



Research indicates that parent engagement is one of the most significant predictors of student success. According to a report by the Harvard Family Research Project, "when parents are engaged, students are more likely to attend school regularly, earn higher grades, and graduate." Despite these benefits, Black parents often face systemic barriers to engagement. A study by the American Psychological Association found that Black parents are more likely to report feeling unwelcome at their children's schools and less likely to have access to resources that facilitate engagement.

Breaking Barriers: Addressing Systemic Obstacles to Black Student Success

Simultaneously, our Black students are facing their own unique obstacles and barriers to engagement and achievement at school. Black students encounter unique barriers to academic engagement and achievement that contribute to the widening achievement gap. Research shows that systemic racism, including implicit bias and discriminatory discipline practices, disproportionately affects Black students, leading to harsher punishments and lower academic expectations (U.S. Department of Education, 2018). Furthermore, many Black

students attend underfunded schools with limited resources, reducing their access to quality education and extracurricular opportunities (Kozol, 2012). The lack of culturally relevant curricula and representation of Black educators further alienates students, while stereotypes about intellectual ability and behavior diminish self-esteem and academic motivation (Ladson-Billings, 1995). Addressing these systemic issues is critical to fostering equitable academic outcomes and can be mitigated through sustained parent engagement and community support.



AAAMOTIVATED
www.aamotivated.org

About Us

Our goal is to equip parents and caregivers of Black students with the knowledge and resources necessary to actively engage in their children's academic and social growth.

The AAAMotivated Black Parent Collective addresses an urgent and pressing need: the achievement gap faced by Black students in our education system. Despite existing programs, Black youth continue to fall behind due to systemic inequities, under-resourced schools, and a lack of culturally responsive support. By empowering parents with the tools to engage effectively, advocate for equity, and build a supportive community, our program creates a ripple effect that not only elevates individual students but reshapes the educational landscape. This program is an investment in the future success of Black students, fostering academic achievement, social well-being, and systemic change.

"Strong family engagement is linked to improved academic performance and reduced dropout rates."

~ National Education Association

01 Empowered Parents

02 Educational Equity

03 Academic Achievement

04 Community Engagement

05 Policy Advocacy



AAAMOTIVATED
www.aamotivated.org



Our Focus

Empowering Our Youth, Strengthening Our Community

Empowered Parents

We believe that when parents are equipped with the right tools and knowledge, they become the most powerful advocates for their children. Through our workshops and resources, we provide parents with actionable strategies to support their children's academic and social growth. From understanding the education system to developing advocacy skills, we empower parents to take an active role in shaping their child's success.

Educational Equity

Every child deserves an equal opportunity to succeed, yet systemic barriers often stand in the way. We equip parents with the skills to advocate for necessary changes in their schools and communities, ensuring that Black students receive the resources and support they deserve. Through education policy training and community action, our parents become leaders for equity in their children's education.

Academic Achievement

Every child deserves an equal opportunity to succeed, yet systemic barriers often stand in the way. We equip parents with the skills to advocate for necessary changes in their schools and communities, ensuring that Black students receive the resources and support they deserve. Through education policy training and community action, our parents become leaders for equity in their children's education.

Community Engagement

No parent should have to navigate the challenges of education alone. At the Black Parent Collective, we create a network of engaged parents who share experiences, strategies, and resources. By building a strong community of support, we empower families to uplift one another, creating a collective force that works together to overcome obstacles and ensure their children's success.

Policy Advocacy

The Black Parent Collective empowers parents to advocate for their children's education by providing the tools to influence school policies and practices. Through building strong relationships with educators, parents can promote equity and drive positive change within their local communities, ensuring all students receive the support they need to succeed.



**BLACK
PARENT
COLLECTIVE**



AAAMOTIVATED
www.aamotivated.org



What We Do

and how we do it.

EMPOWERING PARENTS OF BLACK STUDENTS TO BRIDGE
THE ACHIEVEMENT GAP AND FOSTER EDUCATIONAL EQUITY

⁰¹ Parent Education Workshops

A comprehensive range of educational workshops designed to empower parents. We provide monthly hybrid sessions, as well as a detailed 10-week course, led by educators, community leaders, and experts. Our workshops cover essential topics such as understanding the education system, navigating school resources, supporting academic success, advocating for your child, and Supporting Social-Emotional Well-being.

⁰² Peer Support Groups:

Our structured support sessions for families of Black students are designed with your needs in mind. Led by expert facilitators using train-the-trainer models, these sessions create a space for families to connect, share experiences, and address challenges together. We offer this tool for sustained and impactful engagement, fostering a sense of community and empowering families to navigate the educational landscape with confidence.

⁰³ Advocacy Training

Our program equips parents with the tools and knowledge needed to effectively advocate for their children at every level—school, district, and state. Through interactive sessions, parents will gain a deeper understanding of education policies, learn how to build productive relationships with educators, and develop strategies to mobilize community action. This approach empowers parents to be proactive and engaged in creating positive outcomes for their children's academic journeys.

⁰⁴ Resource Hub:

Our service provides carefully curated collection of resources designed to support engagement. These resources include articles, videos, toolkits, and guides covering a wide range of relevant topics. Materials are accessed online for convenience, with physical copies also available at community events to ensure accessibility for all.



AAAMOTIVATED
www.aamotivated.org



Why PBC?

Transformative Parent Engagement

Imagine empowering your community with a program that not only enhances parent engagement but also drives real, measurable results. Our solution, focused on families of students of the African diaspora, offers an affirming approach to parent empowerment and educational equity, designed to deliver lasting impact. By providing essential resources, tailored support, and a platform for connection, we enable parents to advocate effectively for their children and actively engage in their educational journeys. Together, we're building a future where every student has the opportunity to succeed and families are at the heart of the process.



Tailored Excellence: We begin with an Initial Assessment & Design to ensure our program is aligned with your unique goals and needs. Our Implementation Plan then outlines a clear, actionable path to success, making every step of the process seamless and effective.



Comprehensive Curriculum: Our curriculum is more than just materials—it's a full suite of lesson plans, Canva slide decks, and interactive worksheets that engage and educate. Coupled with high-quality materials provided for each session, this ensures that your parents are not just participants but active learners.



Facilitation and Training: Facilitators will lead impactful workshops, driving engagement and fostering a supportive community. Plus, we equip your team with the skills needed to sustain this impact through our Training program.



Scalable and Sustainable: Whether you are just starting or looking to expand, our scalable solutions adapt to your needs. With quarterly engagements, you can grow and evolve while continuously reaping the benefits of a structured, impactful program.

Our program goes beyond mere service; it fosters a movement towards educational equity and lasting community change. Whether choosing a service, becoming a partner, or starting a local chapter you are investing in a future where every Black child can succeed.



KPI's

How we measure the effectiveness of core services that best fit your family engagement initiatives.

Parent
Engagement Levels

Improvement in
Student Outcomes

Advocacy Actions
Taken

Resource Utilization

Community
Building Metrics

Feedback and
Satisfaction Surveys

Contact

Maximize the impact of your
community engagement
efforts! Contact AAAMotivated.



E: info@aaamotivated.org

W: www.aaamotivated.org