



NATIONAL FAMILY FRIENDLY SCHOOLS

Family Friendly Schools is a national certification process that helps schools strengthen, sustain, and celebrate meaningful family partnerships to improve student success and school culture.



*Photos by Jessica Scranton for FHI 360

“To me, what really stands out is how much the schools and educators progressed in their knowledge, confidence, and determination to engage their families well, in ways that are more relational. They learn by doing and applying to their own setting. It's different from the typical award process where a school is recognized for work already done, rather than work they have undertaken to get better.”

- Anne T. Henderson, Author of *Beyond the Bakesale and Everyone Wins*

WHAT IS NATIONAL FAMILY FRIENDLY SCHOOLS?

National Family Friendly Schools is a research-backed certification process that helps schools deepen, expand, and sustain trusting relationships with families to improve outcomes for students and communities.

The certification builds on what schools are already doing and provides structure, strategies, and feedback to help them continuously improve family engagement.

Parents, caregivers, and community partners are welcomed as active partners in conversations and decisions that support children's success.

WHY SCHOOLS CHOOSE FAMILY FRIENDLY SCHOOLS

Certification helps schools:

- ✓ Strengthen family engagement in ways that support student outcomes
- ✓ Receive expert feedback and structured guidance for improvement
- ✓ Earn national recognition that elevates school reputation
- ✓ Access leadership and professional learning opportunities
- ✓ Build educator confidence in family engagement practices

STEPS IN THE FAMILY FRIENDLY SCHOOLS CERTIFICATION PROCESS





WHAT THE RESEARCH SHOWS

External validation research found that the certification process:

- ✓ Accurately identifies schools with strong family engagement
- ✓ Builds trust, belonging, and communication
- ✓ Encourages adoption of stronger engagement practices
- ✓ Supports continuous improvement
- ✓ Strengthens educator confidence

90%

of FFS teachers say
"I am able to prioritize partnering with families, even when I have a lot to do."

95%







of FFS teachers say:
"I can confidently talk with families about concerns for struggling students."

87%

of 2024 schools recertified in 2025 without compliance or financial incentives, demonstrating schools find the process valuable and supportive to their culture.

To see more key data, visit our webpage at prichardcommittee.org/nffs/

WHAT DISTRICTS AND SCHOOLS COMMIT TO

-  Designate 1–2 district support staff
-  Maintain active school-based Family Friendly School teams
-  Participate in monthly peer learning webinars and office hours
-  Complete assessments and evidence collection in the online portal
-  Engage in continuous improvement and annual check-ins
-  Publicly share and celebrate certification

WHAT PRICHARD COMMITTEE FOR ACADEMIC EXCELLENCE PROVIDES

- ✓ Monthly Community of Practice webinars
- ✓ Milestone-based support and coaching
- ✓ Research-informed and validated tools for school self-assessment, improvement, and progress tracking
- ✓ Resources for public recognition
- ✓ Personalized application feedback

<https://prichardcommittee.org/nffs/>

WANT TO LEARN MORE?

Indicate interest here and someone will follow-up with you!

Scan the QR code or email FamilyFriendly@prichardcommittee.org



National Family Friendly Schools certification is a commitment to knowing and supporting every child and family in your community. **Join a network of schools working to build stronger relationships, stronger cultures, and better outcomes for students.**