Celebrating 35 years of transforming lives

Annual Report 2022
Our Vision

We are dedicated to achieving economic and social equality for all through education.

Our Mission

To provide families with the knowledge and skills to partner with schools and communities to ensure their children achieve their full potential.

There are seven offices across the state, in Northern, Central, and Southern California. Located in: Bay Area, Modesto, Fresno, Bakersfield, Los Angeles, Inland Empire, and San Diego.

We develop families’ capacity to engage in their children’s education and strengthen parent-teacher-school collaboration in partnership with over 130 school districts.
For 35 years, our social justice and educational equity work with families and communities has changed the educational trajectory of children by empowering families to engage and support their children’s learning. This impact is the legacy of our founders and remains constant in the work we do today.

As we continue to listen and respond to the issues families and education partners face, we innovate, create, and reimagine how to strengthen the critical partnership between families, educators, and the communities in which they live. The strategic plan we launched this year is the roadmap for our growth. It establishes our priorities and our path to deepen our impact across California and the nation. The five strategic priorities below reflect a comprehensive framework that strengthens our team and the work with families, educators, and communities.

1. Program Impact and Outcomes
2. Advocacy and Influence
3. Staff and Board Effectiveness
4. Financial Stability and Sustainability
5. Operations and Technology

There are new and exciting opportunities ahead which will enrich our history and build bridges to a brighter future for children, their families, and the communities we serve.

In Partnership,

Gloria Corral
In the summer of 1987, Reverend Vahac Mardirosian and Dr. Alberto Ochoa, a professor at San Diego State University, teamed up with district superintendent Tom Payzant to discuss the challenges and struggles parents were facing at Sherman Elementary School in the San Diego Unified School District.

What started as a two-hour dialogue with a dozen parents evolved into eight weekly sessions that identified key issues for families. This led to the development of the Parent Institute for Quality Education.

As we celebrate our 35th anniversary, we want to honor the trajectory of Dr. Ochoa and Dr. Kenji Ima, a founding board member.

Dr. Ochoa was relentless in advocating for students in low-income communities and from diverse backgrounds. He knew they had the same capacity and the same rights to high quality education as any other child, and that given the tools their parents would understand and engage with the school system, changing the course of their students’ lives.

Dr. Ima committed his time and talent to the organization for over 20 years. His background in academia and his experience advocating for the rights of marginalized youth was an important contribution to our mission.

Dr. Ochoa’s and Dr. Ima’s work will continue to spread as PIQE grows. Their example had a lasting impact on all of us. Their legacy will live on in the thousands of families who they have impacted through their leadership, commitment and vision.
We celebrated **35 years** of empowering families, serving communities and building partnerships. We provide evidence-based programs to more than 20,000 families and nearly 400 schools annually. We work with English Learners, immigrants, refugees, and low-income families and communities.

**750K**
Families served

**2.2M**
Students impacted

**A Milestone**

**PROGRAMS**
- K-12 Family Engagement
- Early Childhood Development
- Family Literacy (P-3)
- Family Leadership
- Digital Literacy, Inclusion and Adoption
- Social-Emotional Learning
- STEM Programs for Families
- Educator Workshops
- Bridge to College
- Civic Engagement
- Culturally Responsive Engagement for Educators
“I feel wonderful because I understand all that has been achieved, and it was due in great part to us coming to this country and to the workshops we took at PIQE.” - Juan López

The workshops helped us a lot. We learned how to behave in a school setting and were able to practice with other parents,” said Mrs. López. Now, Yanet has bigger goals for Kevin. “It is no longer just about graduating from college, we've walked that stretch, we now want to consider what are the professions that will be needed in the future,” she said. “Our conversations are deeper now.” She also wants her son to seize opportunities that she did not have, such as traveling abroad and playing a sport at his university.
We launched our strategic plan, which includes our advocacy and influence strategy. By listening to families and developing partnerships, we collaborate to positively impact communities.

Senator Anna Caballero congratulated the graduates of the Civic Engagement program.

We developed the policy framework, expanded our national partnerships, and increased our representation on committees, commissions, and coalitions to advance our mission.

We successfully lifted the voices of families in California to highlight key issues like expansion of financial aid for students, providing learning recovery and social-emotional support in the classroom, and increasing broadband access.

We continue to partner with coalitions in Fresno, Los Angeles, and San Diego to strengthen Digital Equity.

Lifting Their Voices

In collaboration with Attendance Works and Families in Schools we conducted a community needs assessment to identify the needs and concerns of families across California as they return to school and work after the COVID-19 pandemic. For many of these students staying at home meant missing out on vital learning time and growth opportunities. These students need more support than ever before.

Survey Results

49% of families did not own their own technology.

23% of families did not have access to email.

49% of families were either moderately or extremely concerned about their student’s academic learning.
In the summer we partnered with Californians Together, The Education Trust-West and other organizations to support English Learners through the Central Valley Multilingual Consortium. In the listening sessions we learned about the needs of this community. We look forward to deepening our collaborative work.

Strategic Initiatives and Priorities

- Expand family involvement in educational and community settings.
- Empower families to engage in the education system.
- Strengthen advocacy and influence by creating more access points for families to engage in meaningful and participatory decision-making.

Leading the Way

In the summer we partnered with Californians Together, The Education Trust-West and other organizations to support English Learners through the Central Valley Multilingual Consortium. In the listening sessions we learned about the needs of this community. We look forward to deepening our collaborative work.

The data below reflects the importance of our work in the Central Valley.

- 6 out of the 8 Central Valley counties are among the 25 counties with the largest number of immigrant students.

- 89% of Central Valley English Learners are socioeconomically disadvantaged.
- 67% of students in the Central Valley are Hispanic.
During the COVID-19 pandemic, we had to pivot and adapt to meet the needs of families and the communities we serve, resulting in the launch of our online Family Engagement programs. We reshaped our curriculum to deliver it virtually and included direct support for digital literacy. This made it possible for many families to navigate the online world for themselves and their children.

8,537 families
completed the Family Engagement program in a virtual or hybrid modality.

“The Social-Emotional Learning (SEL) program has helped me realize that my children’s mental health is also important for them to be successful in life because it affects the decisions that they make for their future.”
- Alrenita Anderson, PIQE graduate

1,609 families
completed our Social-Emotional Learning program.

As children returned to in-person instruction, their social-emotional needs have continued to impact their learning. We listened to the struggles that families and educators were facing and highlighted the Social-Emotional Learning component in our Family Engagement curriculum to discuss the importance of Social-Emotional Learning not only in school but at home and for the students’ well-being.
The three-year partnership with California State University San Marcos was created to provide STEM knowledge to families of first-generation Latino university students. The goal is to support and encourage their student to graduate with a science degree and pursue a STEM career. According to the Bureau of Labor Statistics, STEM occupations are projected to grow by ten percent in the next ten years. These workshops are a pathway for families and their students to learn about the jobs of tomorrow.

### Before STEM program

- 32% of families reported that they understood the importance of focusing on STEM for their student.

### After STEM program

- 99% of families reported that they understood the importance of focusing on STEM for their student.

I feel lucky to have had the opportunity to receive all this information in Spanish. Many times we cannot help our children as we would like because we do not understand English very well. I am very grateful to the University and to the PIQE Program.
In partnership with the National Association for Bilingual Education (NABE) we began an 8-week "Para Todos" program at Everett Public Schools in Washington. The goal of the program is to improve language and literacy for English Learner families by introducing staff and families to our best practice models of family engagement. This upcoming year, this partnership will expand to five state partners.

“Partnering with PIQE has been a wonderful way to intentionally engage Spanish speaking families within our school. They appreciated the support and connection that this effort has provided and look forward to future engagement opportunities.”

- Blythe Young
Principal at Emerson Elementary

We also partnered with the Charles A. Dana Center at The University of Texas at Austin to support the Launch Years Initiative. This effort supports 20 states with improvements to their math pathways and alignment from kindergarten to higher education. We provide technical support and promote family engagement as part of the decision-making process.
$7.2 MILLION RAISED

76% of revenue spent on family programs

**Revenue**

- Government Grants 52.4%
- School Partners 44.2%
- Corporate, Fndns, Individuals, Orgs & Inkind 0.4%
- University Partners 1.8%

**Expenses**

- Program Expense 76.2%
- Admin 18.8%
- Fundraising 5%

"The California State University is thrilled to celebrate not only the 35th anniversary of PIQE, but also our more than 15 years of partnership empowering parents with the tools, knowledge and confidence they need to support their children in their pursuit of a college degree and a bright future. There is no doubt that our ongoing collaboration has impacted countless families, elevated communities and brought our great state closer to its full potential."

DR. JOLENE KOESTER
INTERIM CHANCELLOR,
CALIFORNIA STATE UNIVERSITY
It is because of you that we impact the lives of thousands of families every day. Together we will continue empowering families to be part of their children’s educational journey.

**CORPORATIONS AND FOUNDATIONS**

Bill and Melinda Gates  
California Community Foundation  
California Public Utilities Commission  
Central Valley Community Foundation  
Comcast  
Edison  
Fordham Foundation  
Fresno Building Healthy Communities  
Girard Foundation  
Golden 1 Credit Union  
Heising Simons Foundation  
Kupanda  
Los Angeles County Office of Education  
Marin Community Foundation  
McClatchy Foundation  
Association for Bilingual Education Para Todos  
- U.S. Department of Education  
San Diego Foundation  
Dr. Seuss  
San Diego State NPD Grant  
Sobrato Family Foundation  
The California Endowment  
The Ralph M. Parsons Foundation  
T-Mobile  
United Parent Leaders Action Network  
University of California, San Diego  
University of Texas Austin Dana Center  
Weingart Foundation  
William and Flora Hewlett Foundation  
Wonderful Foundation GEAR UP National  
Nicholas B. Ottaway Foundation  
Cox Foundation

**UNIVERSITY PARTNERS**

CSU-Dominguez Hills  
CSU-Fresno  
CSU-Long Beach  
CSU-Sacramento  
CSU-San Marcos  
San Diego State University  
University Enterprise Corporation (UEC) at CSUSB  
University of California at Los Angeles  
University of California at San Diego

**SCHOOL PARTNERS**

Adam Elementary School  
Ahwahnee Middle School  
Albert F. Biella Elementary  
Alfred B. Nobel Charter Middle School  
Alvin Elementary  
Amc Ytec, Lf Smith & Southwest  
Andrew Hill High School  
Anime Pat Brown  
Arlington High School  
Arlington Regional Learning Center  
Arrellanes Junior High School  
Art Freiler School K-8  
Bakersfield High School  
Banning High School  
Bartlett Middle School  
Bayside Elementary  
Bell Middle School  
Bellevueview Elementary  
Belllflower High School  
Ben Lomond Elementary School  
Benjamin Franklin Elementary School  
Betty Gibbel Regional Learning Center  
Berkeley USD Middle School  
Berkeley USD Elementary School  
Berkely Unified School District  
Bernice Ayer Middle School  
Bohannon High School  
Boulder Ridge Elementary School  
Bridges Academy Middle School  
Brown Elementary School  
Browning Road Steam Academy  
Bud Carson Middle School  
Buhach Colony High School

**GOVERNMENT**

County of Los Angeles  
County of San Diego  
County of Fresno
LEADERSHIP

Senior Leadership

Gloria Corral  
President and CEO

Stephen Ajani  
V.P. External Relations

Sheri Blades  
V.P. Program and Impact

Derek Parker  
V.P. Finance and Administration

Regional Executive Directors

Sonia De Leon  
Bakersfield

Christian Maxwell  
Bay Area

Gabriela Rios  
Central Valley

Mildred Gains  
Director of National Partnerships

Board of Directors

Chair
Karen Y. Zamarripa  
President/CEO
Karen Zamarripa Consulting

Vice Chair
Susana I. Santana  
Vice President, Legislative Strategy AT&T California

Treasurer
Dr. Jamillah Moore  
V.P. Student Affairs and Enrollment Management
San Francisco State University

Dr. Ryan E. Alcantara  
V.P. of Student Affairs
Marymount California University

Elizabeth Sanchez-Monville  
Vice Chair
Riverside Public Utilities

Jose Padilla  
Executive Director
California Rural Legal Assistance

Guillermo Mayer  
President/CEO
Public Advocates

Dr. Sera Hernandez  
Department of Dual Language and English Learner Education/College of Education
San Diego State University

Leonor Velazquez Davila  
Associate Director
Antitrust Compliance and Americas Legal Compliance
Intel Corporation

Fidel Ramirez  
Chief Executive Officer
Vaughn Central

Dr. Ryan E. Alcantara  
V.P. of Student Affairs
Marymount California University

Elizabeth Sanchez-Monville  
Vice Chair
Riverside Public Utilities

Jose Padilla  
Executive Director
California Rural Legal Assistance

Guillermo Mayer  
President/CEO
Public Advocates

Dr. Sera Hernandez  
Department of Dual Language and English Learner Education/College of Education
San Diego State University

Leonor Velazquez Davila  
Associate Director
Antitrust Compliance and Americas Legal Compliance
Intel Corporation

Fidel Ramirez  
Chief Executive Officer
Vaughn Central

Home Office  
22 West 35th Street Suite 202  
National City, CA 91950  
T: 619.420.4499  
www.PIQE.org | info@piqe.org