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The Fiscal Year 2014-15 was an extraordinary year of activities for the Parent Institute for Quality Education (PIQE). Our Board of Directors (Board) and Executive staff worked diligently to develop PIQE’s 5-year Strategic Plan that was adopted by the Board in January 2015. Since then, the Board and staff have been working steadily to implement the five components of the plan to help strengthen the organization’s capacity, performance, and accountability.

Additionally, PIQE’s Program Development Team updated our “Parent Engagement in Education Program” curriculum to provide parents a full understanding of the Common Core State Standards (CCSS) and the Local Control Funding Formula (LCFF). The new curriculum ensures that parents will understand all of the K-12 systemic changes that are being implemented statewide.

A highlight in 2015 came when Excelencia in Education honored PIQE’s Parent Engagement in Education Program as America’s top program for increasing achievement for Latino students in the category of “Community-Based Organizations”. In addition, our Parent Engagement in Education Program was added to America’s largest inventory of proven practices for accelerating degree completion among Latinos. Excelencia in Education is a Washington D.C. based non-profit organization and the only national initiative that identifies and promotes programs and organizations at the forefront of advancing educational achievement for Latino students in higher education.

On a final note, PIQE has now expanded its “Best Practices Model” to ten states nationwide and, for the first time in 2015, we expanded outside of the United States. “Mexicanos Primero,” a Mexico City organization, contracted with PIQE to implement our Best Practices Model in schools throughout the city.

PIQE remains determined to ensure that all parents are prepared to make an impact on the public education system and become engaged in their children’s education. Moreover, it is our intent that all families learn to “Create a College-Going Culture” for their families. Now Anything Is Possible!

David Valladolid
President & CEO

“U.S. Secretary of Education, John King announced that a new Family Ambassador will join the Department to support family engagement in education policy. Frances Frost is now the Department’s First Family Ambassador, leveraging the parent and family voice and facilitating discussions between the Department and families and other stakeholders. Raising the next generation is a shared responsibility. When families, communities and schools work together, students are more successful and the entire community benefits.” US Department of Education
WHO WE ARE
Committed to Excellence

VISION
PIQE is dedicated to achieving economic and social equality for all through education.

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

CORE VALUES
Empowerment for Change
Give families the tools and knowledge to effectively impact their children's educational success.

Knowledge is Power
Informed families can improve their children's future.

Taking Responsibility
Everyone doing their part to ensure student success.

Respect for the Family
Honoring and valuing parental participation and perspectives.

FOUNDERS

Rev./Dr. Vahac Mardirosian
PIQE Co-Founder

“My Dear wife Eunice and I remain very supportive and appreciative for all the ongoing incredible work of the Parent Institute for Quality Education (PIQE). We helped found this organization in 1987 and we know that to this day, it has served more than 625,000 low-income parents from 16 diverse language communities. PIQE is assisting families navigate the school system and ensure that their children are college ready when they graduate from high school. PIQE has also expanded its “Best Practice Model” (BPM) to ten other states outside of California and in 2015, it expanded its BPM work to Mexico City.”

Dr. Alberto M. Ochoa
PIQE Co-Founder & Board Chair

“We are grateful for the support provided to the Parent Institute for Quality Education (PIQE) and its pursuit for accessing educational opportunity to low-income parents. PIQE over the years has created spaces for educational dialogue, participation, and social responsibility to one’s school community. Through such participation and dialogue, democratic schooling practices have given parents the voice to make themselves active agents for supporting their daughter’s and son’s education and career dreams. The concept of voice for PIQE graduates provides an important basis for constructing the pathways for educational access, growth, and civic engagement.”
PIQE ON THE MOVE!
Setting a Clear Vision and Direction for the Future

In November 2014, PIQE’s Board of Directors conceptually approved the 5-year Strategic Plan and in its final form in January 2015. The Board in undertaking a Strategic Plan (SP) process had as its objective to examine PIQE’s strengths, weaknesses, opportunities, and overall challenges with the purpose of taking PIQE to a stronger path for the next 5 years and beyond.

The Board also commissioned a Chief Operating Officer, Sonia Rodriguez, to lead and work closely with PIQE’s CEO/President, David Valladolid, to operationalize the SP in the following five areas of work:

1. Leadership and Succession Planning
2. Re-engineering Operations and Management Systems
3. Finance
4. Business Model
5. Fundraising

PIQE’s Board and staff are fully committed to its Strategic Plan and looks forward to working with educational foundations, agencies, school districts, and school communities in continuing to increase parent engagement and parent leadership to enhance student success.

PIQE’s Strategic Planning Team consisted of the following members: Dr. Alberto Ochoa, Chairman of the Board and Co-Founder; David Valladolid, President and CEO; Rosalia Salinas, Board Member; Gus Chavez, Board Member; Dr. Kenji Ima, Board Member; Karen Yelverton Zamarripa, Board Member; Chris Wilmot, Board Member; Patricia Mayer-Ochoa, Vice President of Program Development; Norma Garcia, Vice President of Operations; Alma El-Issa, Vice President of Public Relations and Marketing; Sara Gongora, Chief Financial Officer; Mildred Gains, Executive Director, East Bay Regional Office; Lillian Esther Hernandez, Executive Director, San Gabriel Valley and Riverside/San Bernardino Regional Offices; Maria Elena Meraz, Executive Director, Los Angeles Regional Office; Carmen Russian, Executive Director, San Diego Regional Office; Albert Rodriguez, Executive Director, Orange County Regional Office; and, Sonia Rodriguez, Executive Director, Kern County Regional Office, and Strategic Planning Coach and Facilitator.
PIQE’s ACCOMPLISHMENTS
Helping Shape the Future

During FY 2015, PIQE:

- **served 409 schools** in California;
- **graduated 22,027 parents** from our programs;
- **had a success rate of 86%** (parents who completed our programs).

...enhanced the education of over **1.8 million students** since 1987

PIQE’S PROGRAMS

1. K-12 Parent Engagement in Education “Signature” Program
2. Teacher-Parent Engagement Workshop
3. Early Child Development
4. Early K-3 Literacy
5. Parent Leadership Development *
6. Family Financial Literacy Education *
7. Four-Month Follow-up “Parent Coaches” *
8. Science Technology Engineering and Mathematics (STEM) *

* Supplemental Program
EVIDENCE BASED MODEL
Creating a College Going Culture

In September 2015, PIQE’s Parent Engagement in Education Program was nationally recognized by Excelencia in Education for its effectiveness from among 265 programs from 30 states, including Puerto Rico, and the District of Columbia. Ms. Sarita Brown, President of Excelencia, said that “PIQE is at the forefront improving higher educational achievement for Latino students and we congratulate them for their current and continued efforts.” Excelencia is the only national initiative to systematically identify and promote evidence-based programs and organizations that are effectively boosting Latino enrollment, performance, and graduation.

PIQE is honored as America’s top Community-Based Organization at increasing Latino student success in college

Launched in 2004 in the nation’s capital, Excelencia is building a network of results-oriented educators and policymakers to address the U.S. economy’s need for a highly educated workforce and engaged civic leadership. Excelencia promotes student achievement, conducts analysis to inform educational policies, and advances institutional practices while collaborating with those committed and ready to meet the mission.
**PARENTS’ TESTIMONIES**

*Parents are the Leaders of their Children’s Future*

“I am a proud mother of a K-1 student at La Rosa Elementary School. When I first received the notice about PIQE’s program in my child’s folder I dismissed it as just another program the school offers. I had reserved doubts, and I also believed it may not be important (as most parents might have thought as well). Later on, I received a phone call regarding this program and it grabbed my attention. I considered going for a while and finally decided it was for the best, for both myself and my child, to attend. PIQE’s program gave me plenty of valuable information, including the basic information and knowledge to understand the Common Core State Standards. I believe PIQE’s program is a valuable experience for all parents. The information, as well as the class experience can help both parent and child grow and learn together; creating a deeper bond.”

Rupinder Bains, PIQE Parent Graduate, La Rosa Elementary School

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“The road to college can be quite complex if we are not informed. PIQE showed us in detail each of the requirements needed to attend a university/college in order to help our children in this complex but doable path. Now, we feel informed.”

-Claudia Sotelo, PIQE Parent Graduate, Riverbank Language Academy

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“It is never too early to plant the ‘higher education seed’. We can start planting that seed as early as preschool. PIQE is a road map for us parents to guide our children in the direction of a college education.”

-Lisette Soriano, PIQE Parent Graduate, Riverbank Language Academy

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“My name is Lucila Gutierrez. I am a mother of 4 children. My eldest son, Eduardo, attends the University of San Luis Obispo and my daughter, Lucy, the University of Long Beach. I am very proud of the achievements of my older children. I am very grateful for the program offered by PIQE because since the first time I participated back in 2005, I knew that our Hispanic students can reach a university. In my family my children are the first generation to attend college in the United States. I have taken the PIQE program 6 times before my [oldest] children graduated from high school. This is to make sure that they reach their goal of obtaining a higher education. They selected the university they are attending thanks to their competitive grades. My eldest son, Eduardo, graduated from high school with honors and my daughter, Lucy, with honors. My third son, Elias, is in third grade, and has high honors. My youngest, Lizzie, is in first grade. [This is my 7th series of classes and] I’ll keep taking the program as many times as it is offered at Mayfair School because I have 2 children that still need to reach a higher education. I will be awaiting workshop number 8, which I will definitely be attending because I always learn something new. With PIQE, anything is possible!”

Lucila Gutierrez, PIQE Parent Graduate

Mayfair Middle/High School
“My mother graduated from PIQE’s Program in 2007, when I was in high school. Witnessing my mom’s active participation in my education encouraged me to become a school counselor. As a school counselor, I will work hard to engage parents. I feel that having a parent who understands how the school system works, even on the most basic level, can make a difference in their children’s achievement. Thanks to PIQE, I have no trouble discussing typical college issues with my mom because she understands. Being able to have these conversations with my mom made us closer even though we are nearly 200 miles away.”

Lizette Neri Mancilla is a 2015 graduate from California State University, Sacramento and is currently enrolled in their Master’s Program in Counseling.

“My mom continues to be involved in my education. Thank you PIQE for empowering her and providing her with the necessary tools to support my education. Since she first took the program nine years ago (2007), she has been actively involved in my education. Parent engagement is important!”

Lupita De Loa graduated Cum Laude from California State University, Fresno 2015. She is currently pursuing her multiple subject teaching credentials at Fresno State.

“My mom’s involvement with PIQE began when I was a sophomore in high school. My mom learned a lot about the educational system through her participation in PIQE. The more classes she attended, the more she got involved in our education She became very supportive about me going to college. Now because of everything she has learned through PIQE I will be attending college this fall. Thank you PIQE for advancing the knowledge of the education system to parents.”

Vanessa Magana, Graduated Irvington High School 2015. She is currently a student at California State University, Sacramento pursuing a Recreational Therapy degree.
In 2015, **CSU sponsored a total of $663,950* to serve 137 schools, graduating 7,793 parents** from PIQE’s Parent Engagement in Education Program; **enhancing the education of approximately 23,379 students** (average of three children per parent graduate).

*The sponsorship includes pledges from the CSU Office of the Chancellor and individual CSU campuses.
**PIQE SUCCESS STORIES**

**Education is the Key to Success**

**Francisco:** “Thank you PIQE for providing us with the knowledge to help our children. I recognize that for me, as a father, it wasn’t easy to help my wife with our son’s homework. I would tell her that she had more time to help him than I did, that she understood my son’s schoolwork better than I did, and yet she slowly began to get me involved in these responsibilities. During school events, she would say “fathers also have to attend” and sometimes that was not entirely true...

Then again, I want to thank her because I would see my son’s face filled with joy when I would accompany him and he would say, “Thank you Dad for joining me!” For me, this is the greatest satisfaction, for my son to hold onto the image of his parents participating in school and, surely, he will do the same in the future with his own family. Our goal as a family is to continue learning strategies, to keep pace with technology to help our children stay on the pathway to college.”

**Maria:** “PIQE gave us the opportunity to express ourselves in our own language. In addition, we were able to understand our rights and responsibilities as parents.

My husband and I can say with joy and satisfaction that PIQE’s Program left an impression on our family. We have two boys: Cesar who is 22 years old, and my youngest son, Anthony, who is 9 years old. They are our pride, although I feel guilty for having let the language barrier prevent me from being more involved in their education. Rarely did I attend meetings, or help them with their homework, again, not knowing the language impeded me from helping them. Although my oldest son did not graduate from high school on time, he was able to obtain his high school diploma later on. This situation taught me a lesson: I had to invest more time in my son’s education. I must confess that we had to apologize to him several times for not knowing how to help him. We cried together, as he expressed what he truly felt and thought about us, his parents. Now everything has changed, we are a more united family. My younger son is doing very well in school. He has received several awards and was recently reclassified as a fluent English speaker.

My husband and I are very happy to have attended PIQE’s workshops as they provided us with the knowledge we need and taught us to set goals as a family. We did and the results quickly became evident.”

**Parents encourage other parents**

**Maria:** “Parents, we can all be successful by showing our children that education is the key to success. It’s up to us, as parents, to have children that we are proud of, who will be role models for others, and in the future, excellent parents themselves.”

**Francisco:** “Let’s continue making an effort every day to be an important part of our children’s lives…it is worth the effort…Let’s move forward with education!”

Francisco Rolon and Maria Ayala, PIQE parent graduates, Fairmont Charter School, CSU Sonoma sponsored school
UPLAN (United Parent Leaders Network) hosted a weekend in Alexandria, VA for parent organizations to unite. PIQE met with parent-led organizations from across the states to build a national network of parents who will create a national impact by influencing policies and programs that affect families. This was the first meeting of a successful partnership with UPLAN.

LOCAL AND STATE PARTICIPATION

Approximately 50 Northern California PIQE parent graduates attended the California State Board of Education meeting and rally regarding Local Control Funding Formula (LCFF) and Local Control Accountability Plan (LCAP) where some had the opportunity to testify before the board.

“I ask you, the members of the California State Board of Education, to hear the voice of this mother, like millions of other parents, who want to have the opportunity to effectively participate in the decision making process that directly affects the education of our children.” —Lilia Beccerril, PIQE Parent Graduate testifying in Sacramento

Sacramento Advocacy Days
Parents rallied for a call into action to our state representatives to "tear down the wall of poverty" by investing in education.
PIQE IS BREAKING BORDERS
National and International Movement of Parent Empowerment

...footprint in 10 states

and now in...

Mexico City, MX

GREAT NEWS!
PIQE has expanded its reach to Mexico City through a licensing agreement with Mexicanos Primero. Welcome to the growing international PIQE family.

PIQE’s Best Practices Model is designed for school districts that wish to implement the entire PIQE experience, but are not located near a PIQE Regional Office. For more information on our Best Practices Model contact Patricia Mayer (619) 884-7926.
A Heartfelt Thank You

FY 2014-15 FUNDING
- Public Income: 84% - $4,987,209.44
- Private Income: 16% - $924,443.21
- Individuals & Small Businesses: 0% - $10,690.59

PUBLIC
A B C Unified School District
Alum Rock Union School District
Anaheim Union High School District
Antioch High School
AT&T Employee Giving Campaign
Bachrodt Elementary School
Bakersfield City School District
Baldwin Park Unified School District
Baltimore City Public Schools
Banning Unified School District
Basset Unified School District
Bellflower Unified School District
Birmingham Community Charter High School
Blacow Elementary
Boys & Girls Club Fresno County
Briarwood Elementary School
Burton School District
California GEAR-UP
Capistrano Unified School District
Capuchino High School
Caruthers Unified School District
Castro Elementary School
Ceiba College Prep Academy
Centinella Valley Union High SD
Ceres Unified School District
Chaffey Joint Union High School District
Chatom Union School District
Chino Valley Unified School District
Chula Vista Elementary School District
Claremont Unified School District
Clay Joint Elementary School District
Colton Joint Unified School District
Columbia Middle School
Compton Unified School District
Corona-Norco Unified School District
County of Los Angeles
County of San Diego
California State Polytechnic University, Pomona
California Polytechnic University, San Luis Obispo
San José State University
San Diego State University
Sonoma State University
CSU Bakersfield

CSU Channel Islands
CSU Chico
CSU Dominguez Hills
CSU East Bay
CSU Fresno
CSU Fullerton
CSU Long Beach
CSU Los Angeles
CSU Maritime
CSU Monterey Bay
CSU Northridge
CSU Sacramento
CSU San Bernardino
CSU San Marcos
CSU Stanislaus
Cupertino Union School District
Cuyama Valley Family Resource Center
Darnall Charter School
Deer Valley High School
Desert Sands Unified School District
Dinuba Unified School District
Don Callejon Middle School
Ducor Union Elementary School District
Durham Elementary School
East Metro Integration (EMID) School Dist
El Dorado Union High School District
El Rancho Unified School District
Emerson Elementary
Ernest Righetti High School
Exeter Union School District
Fair Oaks Elementary School
Fairfield-Suisun Unified School District
Fallbrook Union Elementary School District
Firebaugh-Las Deltas Unified School District
Fitch Mountain Elementary School
Fontana Unified School District
Fresno County Boys and Girls Clubs
Fresno Unified School - Parent University
Fresno Unified School District
Fullerton Joint Union High School District
Fullerton School District
Galveston High School District
Garvey Unified School District
Gonzalez High School
Graham Middle School
Green Dot Public Schools

Greenfield High School
Grossmont Union High School District
Hacienda La Puente Unified School District
Harvest Middle School
Healdsburg Unified School District
Irvington High School
Kellogg Legacy Project Endowment
Kent School District
Kern High School District
King City High School
King-Chavez Neighborhood of Schools
La Academia de Centro Vida
La Habra City School District
Lairon College Prep Academy
Las Cruces School District
Lennox School District
Lindsay Unified School District
Long Beach Unified School District
Los Angeles Unified School District
Los Arboles Elementary School
Los Medanos College
Lucia Mar Unified School District
Madera Unified School District
Manteca Unified School District
Marysville Joint Unified School District
Mexicanos Primero
Modesto City School District
Monson-Sultana Joint Union Elementary SD
Moreno Valley Unified School District
Morgan Hill Unified School District
Mountain View School District
Murrieta Valley Unified School District
National School District
Navelencia Middle School
Neighborhood House Association
Newport-Mesa Unified School District
Oak Grove School District
Orange Cove High School
Orosi High
Oxnard School District
Palisades Charter High School
Palmdale Unified School District
Panama Buena Vista School District
Panama-Buena Vista Union School District
Para los Ninos Middle School
Paso Robles Joint Unified District
Perris Union High School District
Pioneer Valley High School
Pittsburg Unified School District
Project GEAR-UP Los Angeles
Public Advocates
Redwood City Elementary School District
Reedley High School
Riverbank Unified School District
Riverside Unified School District
Romolando School District
Rosemead School District
San Bernardino City School District
San Diego State University Foundation
San Diego Unified School District
San Jose Middle School
San Marin High School
San Mateo High School
San Rafael High School
San Ysidro School District
Sanger Unified School District
Santa Ana Unified School District
Santa Barbara Unified School District
Santa Maria Bonita District - Migrant Education
Santa Maria Bonita School District
Santa Paula Unified School District
Sassarini Elementary School
Seaside High School
Sinaloa Middle School
South Bay Union School District
Sweetwater Union High School District
Taft High School
Tracy Unified School District
Tulare Joint Union School District
Turlock Unified School District
Tustin Unified School District
UEC at CSUSB
Ukiah Unified School District
University of California Los Angeles
Valle Lindo School District
Ventura Unified School District
Visalia Unified School District
Washington Elementary School
Washington Unified School District
Winters Joint Unified School District
Ygnacio Valley High School
Youth Policy Institute

PRIVATE

ACT-OAUL
Amazon Smile Foundation
BelleJar Foundation
California Community Foundation
Castellano Family Foundation
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Chevron
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Edison International - EE Campaign
Eva Longoria Foundation
Excelencia in Education, Inc.
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Hispanic Foundation of Silicon Valley
Jewish Community Foundation
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Pacific Life Foundation
Pegasus Industronics
Richard & Kathleen Zacky Family Foundation
San Diego Gas & Electric (SDG&E)
Santa Barbara Education Foundation
Santa Barbara Foundation
Scholar Share
Southern California Edison
Southwest Airlines
State Farm Insurance Companies
Sycuan Band of the Kumeyaay Nation
The Ahmanson Foundation
The California Endowment
The Comcast Foundation
The Ralph M. Parsons Foundation
The Rose Hills Foundation
Truist Comprehensive Distribution
Unihealth Foundation Grant
Union Bank of California Foundation-SD
United Way

United Way Inland Empire
United Way of Los Angeles
United Way of Stanislaus County
Univision Television Group Inc.
Verizon
Walmart Foundation
WD-40 Company
Weingart Foundation
Wells Fargo Bank
Wells Fargo Foundation
Wonderful Education

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Chavez, Victor
Chin, Robert
Chrispeels, Janet
El Issa, Alma Rosa
Grant, Curtis
Ima, Kenji
Marn, Patricia
Massaro, Rigel
McCray, Ernest Charles
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Ochoa, Alberto
Padilla, Jose
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