

## **News Release**

*For Immediate Release: September 11, 2000*

### ***East Side Officials Preach to Parents***

East Side Union High School District Board President **David Cortese** and Superintendent **Joe Coto** are spending their weekends preaching to parents at churches throughout East San Jose. Both officials are making a plea to parents to get involved in their teenager's high school education. "Too often parent involvement starts to fall off during the high school years for a variety of reasons and we want to remind parents of the critical role they play in their youngster's success. Study after study shows a connection between high parent involvement and student success in school," said **Cortese**.

Speaking at both English and Spanish services, **Coto** highlighted seven key actions parents can take that have a positive impact for youngsters. Those actions included:

- serve as a good role model for your teenager—read, promote life long learning and exercise and provide nutritious meals
- constantly encourage teenagers with praise
- listen when they speak
- allow them to make decisions
- provide a quiet place for them to study
- help them set goals and monitor their progress
- take their problems seriously and help them find solutions

**Cortese** and **Coto** plan to continue their effort and are scheduled to speak at several other churches over the next few weeks. "It's a good way to reach a large number of our parents as school gets underway," said **Coto**.

**Superintendent**  
Joe Coto

**Board of Trustees**  
David Cortese, President  
Craig Mann, Vice President  
Jeff Ota, Clerk  
J. Manuel Herrera, Member  
Patricia Martinez-Roach, Member

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