Helping Children Succeed Through Family Engagement

Content provided by Carnegie Corporation of New York
“Research consistently confirms that family engagement is one of the most powerful predictors of children’s development, educational attainment, and success in school and life.”

– Global Family Research Project
Moderator

Holly Kurtz

Director, Education Week Research Center
What We Will Discuss Today

• Research on the history, current practices, and future potential of family engagement

• The five high-leverage areas that combine to maximize impact

• Innovative models that combine multiple approaches within schools or school systems
  - EdNavigator
  - Learning Heroes
  - PowerMyLearning

• Q&A
  - What are the actionable takeaways?
  - What are some of the challenges in supporting an integrated approach to family engagement?
Dr. Heather B. Weiss

Founder and Director, Global Family Research Project
• When families are engaged in their children’s learning, students succeed

• We need more ways to integrate family engagement into our policies and practices at scale

Download the Report from carnegie.org/family
Starting with Families

• Meeting the challenge
• Looking back and around to move ahead
• Family engagement in action
• Changing mindsets and cocreation
Five High-Leverage Areas

- Attendance
- Digital Media
- Transitions
- Academic and Social Development
- Data Sharing
Whitney Henderson
Navigator-in-chief, EdNavigator
Windy Lopez-Aflitto
Vice President, Content and Partnerships, Learning Heroes
Elisabeth Stock
Chief Executive Officer and Cofounder, PowerMyLearning
Three innovative models that combine multiple approaches to family engagement.
Out-of-school supports

EdNavigator

Data sharing

Personalized support for parents provided at work by employers
Partnering with Employers to Bring Personal Education Advisors to Working Families
Our Biggest Challenges

- Families have more choice than ever before, but it can be overwhelming
- Families are wholly confused about how their children are doing in school
- In the many things that schools need to consider, families and their needs sometimes get deprioritized
- Many ed-adjacent stakeholders are convening and making decisions on behalf of families but rarely with them
EdNavigator partners with leading employers to bring personal education support to busy families.

With EdNavigator, families get connected to a personal education advisor—a “Navigator”—who can provide expert advice and guidance, right at the workplace.
The Big Picture & Lessons Learned

**Employers**
- Give back
  - Employers offer support as a benefit to employees
  - Direct, immediate impact on families and children
  - Local and national employer partnerships

**Families**
- Get help
  - Expert educational information and advice
  - Hands-on support to get things done
  - Smart, simple mobile technology
  - Accessible in multiple languages

**Communities**
- Get engaged
  - Collaboration with local programs and organizations
  - A network of experts, advocates, educators and families working together
  - Flexible job opportunities for community members

**Students**
- Thrive
  - Clear educational goals and plans
  - Educational Health monitoring and school quality reviews
  - Improved access to out-of-school supports
  - Better education outcomes

**Schools**
- Get stronger
  - Increased transparency
  - Informed demand from parents and families
  - Sharper attention to family engagement
  - Sustained focus on quality and equity for all
Listening

Learning Heroes

Informing

Understanding the hearts and minds of America’s parents.
Conducted research in 25 states:

• 100+ focus groups
• Dozens of In-Depth Interviews (IDIs)
• 10 national quantitative surveys
• Dozens of ethnography sessions
• Dozens of tests of our tools
• Four national reports
• Focus on low-income parents/guardians and parents/guardians of color

*Dark blue states represent locations where qualitative research was conducted.
The Issue We are Tackling: Parents Need an Accurate & Clear Picture of Their Child’s Achievement

- 90% of parents believe their child is at or above grade level in math and reading**
- 77% of parents rate their school as pretty good/excellent**
- 66% of parents report their child is above average academically**
- 75% of parents expect their child to get a 2-4 year degree**

Yet, only 37% of children perform at grade level*

*2017 National Assessment of Educational Progress
** Parents 2017: Unleashing Their Power & Potential
Yet, only 37% of children perform at grade level* 

*2017 National Assessment of Educational Progress 

** Parents 2017: Unleashing Their Power & Potential 

Through Trusted Messengers
The good news: we can help parents have an accurate picture

88% Think their child is at or above grade level in math

% THINK THEIR CHILD IS AT OR ABOVE GRADE LEVEL IN MATH WHEN TOLD:

• Child receives a B in math
  • Doesn’t meet expectations on state test
  61%

• Child receives a B in math
  • Doesn’t meet expectations on state test
  • Child’s school received an overall performance rating of C
  52%
Surround Sound Approach to an Accurate Picture

1. **Seasonal Campaigns**
   - Actionable information at key transition points.
     - Spring Ahead – How to help prepare your child for the annual state test.
     - Summer Stride – How to help your child with specific skills needed in the next grade.
     - Super 5: Back-to-School – How to set your child up for success in the new year.

2. **Readiness Roadmap**
   - A (K-8) parent guide with interactive tools, videos, and more.
     - Readiness Check: See grade level progress and get skill-specific resources
     - Social, Emotional, and Academic insight and tools
     - Parent-Teacher communication
     - College Financial Planning

3. **Technical Assistance**
   - Build capacity within the field on communicating with parents.
     - State and Local Education Agencies
     - Direct Service Providers/Organizations
     - School Report Card Template
A Glimpse at our Bilingual Resources: bealearninghero.org
Empowering learning through relationships among students, teachers, and families.
Family Playlists Connect Families, Students, and Teachers
Technology as a Tool for Engagement

- Increased mastery
- Improved SEL skills
What are common barriers to engagement?

**Technology Barrier**
Just 50% of households earning less than $30,000/year own a computer

Source: Pew Research Center

**Knowledge Barrier**
Many adult family members lack the content knowledge to help with schoolwork

Source: The Washington Post

**Language Barrier**
More than 1 in 5 school age children speaks a language other than English at home

Source: 2013 Census data
How are we addressing these barriers?

Family Playlists use mobile phones

Students teach concepts to their family partners

Family Playlists are available in 12 languages
What We are Learning

PRINCIPAL
“It’s important to think about how we can really measure family engagement, and for me, that’s what Family Playlists have done.”

TEACHER
“I can’t believe it. I have never seen homework make such a difference before.”

STUDENT
“If I’m able to explain it to someone else, that means I mastered it. It helps me understand it more.”

PARENT
“Family Playlists give us an opportunity to bond more. I think she’s more confident in what she’s learning because of this.”
For more information

Email: education@Carnegie.org

Download the free report: carnegie.org/family