CONNECTING Parents and Schools Via SOCIAL MEDIA Initiatives
Connecting Parents and Schools Via Social Media Initiatives

Expert Presenters:

Joseph Mazza, principal, Knapp Elementary School, North Penn, Pa.

Elisabeth Stock, chief executive officer and co-founder, CFY
An on-demand archive of this webinar will be available at www.edweek.org/go/webinar in less than 24 hrs.
The Role of Technology in Driving Parental Involvement in Learning

February 28, 2013
CFY Overview

The CFY Digital Learning Program

- Whole-school community initiative
- Operating in New York, Atlanta, Los Angeles, and the San Francisco Bay Area
- Over 50,000 families from 100+ schools served

PowerMyLearning.com
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PowerMyLearning.com
CFY Overview

The Family Learning Workshop

• Parents/guardians attend with their children

• Support for home technology access for families

• Focus on the 6th grade

• 85%+ participation rate

• 90%+ report increased confidence in their ability to help their child learn
The Promise of Technology’s Impact on Parental Involvement
Can Technology Increase Parental Involvement?

Are there economic obstacles we need to overcome?

• Just 62% of adults in low-income households (<$30,000/year) use the internet. **

**Zickuhr, K., and Smith, A., Digital Differences, Pew Internet and American Life Project, April 13, 2012, P. 5,
Can Technology Increase Parental Involvement?

The economic challenge can be addressed:

1. **Cost is actually not the biggest issue.**
   
   In very high-poverty school communities in Los Angeles, CFY has almost doubled the broadband penetration rate in homes (39% to 76%) with families paying market rates.

2. **There is now a federal initiative to increase broadband access for low-income families nationwide: Connect2Compete.**

3. **There is growing availability of free, high-quality educational activities available online.**
CFY’s PowerMyLearning.com Platform

- **K-12 learning platform** for students, teachers, and parents

- **Free** anytime, anywhere

- **$7M** in funding from Gates, Broad, Kellogg

- **Thousands of engaging digital learning activities** curated from across the web and tagged by grade, subject and Common Core State Standards

- **Tools and Reports for Teachers and Parents**
PowerMyLearning for Parents

• Free for Parents

• Can see each child’s Playpoints and teacher assignments (Playlists)
PowerMyLearning for Parents

Playlist Title

Solving One-Step Equations

Students: In order to help you find the correct digital learning activity, the number in parenthesis ( ) after the title refers to the number at the top of the site box.

During the unit, there will be homework assignments to help you review concepts learned in class and apply your knowledge of dividing fractions by fractions. The following is a list of your homework assignments:

- **Algebra Balance Scales (1)**: Use the scales and the rubric to create an equation to share with the class tomorrow. Draw a picture of the equation using a scale, and label with correct vocabulary (refer to Word Wall handout, if necessary).
- Do 10 problems on **Solving One-Step Linear Equations With Whole Numbers (2)**, documenting your work on the Step-by-Step Chart.
- Review **Solving For X w/ Bill Ayer video (3)**. Using the Problem-Solving Graphic Organizer, create an original problem to solve OR solve the same problem using an alternate strategy OR find a commercial/video online that could be used as an example problem for tomorrow’s class.
- **Equation Battleship (4)**: Use the Battleship Score Sheet to sink the opponent’s battleship. Play one or two games.
- Review **Linear Equations I video (5)**. Use the Frayer Model to summarize your understanding of solving one-step equations.
- Solve 10 equations on **Solve One-Step Equations With Whole Numbers (6)**. Document at least five questions using the Step-by-Step Chart.
PowerMyLearning for Parents

- Can learn about the Common Core and find aligned activities
- Can access all the same resources as their children so they can “brush up” and “play along”
What caught my attention was simply how excited and effusive everyone was, including the students, about PowerMyLearning."
David Bornstein, The New York Times

"4 stars (out of 4) - This site is a fabulous portal to some of the best free educational games, activities, simulations, and videos on the web for kids." Jinny Gudmundson, USA Today.com

"You’re curating; saving people a lot of time and focusing in. That’s great!" Stone Phillips, American Graduate Day
Key Strategies for Using Technology to Drive Parental Involvement in Learning

✓ Features that encourage parental involvement should be an integral part of the digital learning tools that the school or district adopts.

✓ The best technology-based resources for parents not only provide reports, but enable them to brush up AND play along.

✓ Plan for training to enable parents to use these tools effectively.
What You Can Do Right Now

If you would like to introduce PowerMyLearning to your school community, please contact us.

We offer free webinars and other support through our PowerMyLearning Network. Joining the network is free as well!

For more information, contact:

Bill Rappel
CFY Director of Strategic Partnerships
brappel@cfy.org
Electronic Family And Community Engagement Strategies (eFACE)

- Lead Learner @KnappElementary in Lansdale, Pennsylvania
- @PennGSE doctoral student studying home-school partnerships 2.0
- Co-Host of (Parent-Teacher) #PTchat Wednesdays 9EDT/6PST
- National IEL Consultant on Metlife Project’s Building Teacher Capacity for Family Engagement
- Active blogger at eFACE Today, Edutopia, Connected Principals, Smartblogs for Education, EdTech Digest

@Joe_Mazza
joemazza.us
Using tech tools to build a connected learning community.

Community is not one size fits all.

@KnappElementary
• Students: 600, K-6
• Home languages: 22
• IEPs: 93
• Free/reduced lunch: 41%
• Many “differences” to consider
Supporting Post: MysterySkype a product of Teacher-led PD
Investment in face to face two-way communication - A foundation or home button for home-school partnerships

Supporting Post: Your Leadership Home Button

@Joe_Mazza @KnappElementary
Family And Community Engagement
Many years of action research
Epstein’s 6 Types of Involvement

<table>
<thead>
<tr>
<th>Type 1</th>
<th>Type 2</th>
<th>Type 3</th>
<th>Type 4</th>
<th>Type 5</th>
<th>Type 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parenting</td>
<td>Communicating</td>
<td>Volunteering</td>
<td>Learning At Home</td>
<td>Decision Making</td>
<td>Collaborating with Community</td>
</tr>
<tr>
<td>Assist families with parenting and child-rearing skills, understanding child and adolescent development, and setting home conditions that support children as students at each age and grade level. Assist schools in understanding families.</td>
<td>Communicate with families about school programs and student progress through effective school-to-home and home-to-school communications.</td>
<td>Improve recruitment, training, work and schedules to involve families as volunteers and audiences at the school or in other locations to support students and school programs.</td>
<td>Involve families with their children in learning activities at home, including homework and other curriculum-related activities and decisions.</td>
<td>Include families as participants in school decisions, governance and advocacy through PTA/PTO, school councils, committees, action teams and other parent organizations.</td>
<td>Coordinate community resources and services for students, families and the school with businesses, agencies, and other groups, and provide services to the community.</td>
</tr>
</tbody>
</table>

Image credit: http://www.csos.jhu.edu/p2000/nnps_model/school/sixtypes.htm
eFACE
Electronic Family And Community Engagement

Supporting Post: The Case for eFACE

@Joe_Mazza @KnappElementary
“Meet Families Where They Are”

Supporting Post: “Connecting” Cultures

@Joe_Mazza @KnappElementary
A FUN EVENING SPECIALLY DESIGNED TO CONNECT BUSY SCHOOL PARENT:
Knapp Elementary Schools is invested in harnessing today’s most innovative technologies to promote lifelong student and staff learning, enhance the NPS curriculum, allow our students to be exposed to 21st Century skills and importantly, partner with our families. Please attend our second Parent Twitter Town Hall Meeting and learn about the world’s fastest growing technology tool and how it can benefit not only your child, but you as the child’s #1 teacher. We will provide basic technology training to help you utilize Twitter before you leave. Knapp Elementary Principal Joe Mazza will present in partnership with other teachers and parents.

Please RSVP to Maria Shaw at shawma@npenn.org or return the bottom of this form to the Knapp office by April 10, 2012. Laptops will be provided for this session. Feel free to bring your mobile phone. Twitter.com is 100% free and attendees are encouraged to sign up for an account prior to the session.

Supporting Post: Planning Your Twitter 101
@Joe_Mazza @KnappElementary
Supporting Post: 5 Ways Twitter Strengthens a School’s Learning Community

@Joe_Mazza @KnappElementary
"@KnappElementary: @MissMorrison’s students read their newly published eBooks to 2nd grade buddies today & will share them with their family tonight!"

Tell me about this book you published.

Supporting Post: 5 Ways Being a Connected Principal Benefits My Students
Supporting Post: Archives of the last 70 Parent-Teacher Chats on Twitter

@Joe_Mazza @KnappElementary
eFACE efforts grown over time

Knapp Facebook

Text Alerts

Timekiwi

Twitter

Google Voice/Text line

Mobile App

Remind 101 - Text Alerts

PollEverywhere

Home & School 2.0

Family Engagement Wiki

Email Distribution List

Face to Face 2-Way Communications
Next steps in “meeting families where they are”

- School Digital Family Summit
- Student Voice - KnappRadio Show
- #PTchat during Home & School Mtg
- School hashtag (i.e. @TMSHawkChat)
- Skype P-T Conference Options
- Continuous solicitation from “our” families
- Parent leadership, efficacy building

Supporting Post: Connected Educators, Connected Families
@Joe_Mazza @KnappElementary
Knapp’s Family Engagement Wiki with access to mobile app, eBucketFiller, Clubs, KnappTV, eVolunteer, Newsletter eBooks and more. knappwiki.wikispaces.com
How comprehensive is your family and community engagement approach? Is it more a menu or a meal?

Contacting Joe
Twitter: @Joe_Mazza
Web: joemazza.us
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Connecting Parents and Schools Via Social Media Initiatives

Required Reading from *Education Week*:

**Schools Are Using Social Networking to Involve Parents**
Digital technology is providing a growing variety of methods for school leaders to connect with parents anywhere, anytime—a tactic mirroring how technology is used to engage students.

**Spotlight on Parental Involvement**
Research indicates that students benefit when their parents are engaged in their learning and schools. This Spotlight explores how to encourage meaningful home-school connections.
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March 11, 2013

WHITE PLAINS
March 21, 2013

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