

**LEARNING
HEROES**

Parent Mindsets, Expectations, and Resources

Presentation to North Carolina Parent Advisory Council

SEPTEMBER 2022



Research conducted by:





MISSION

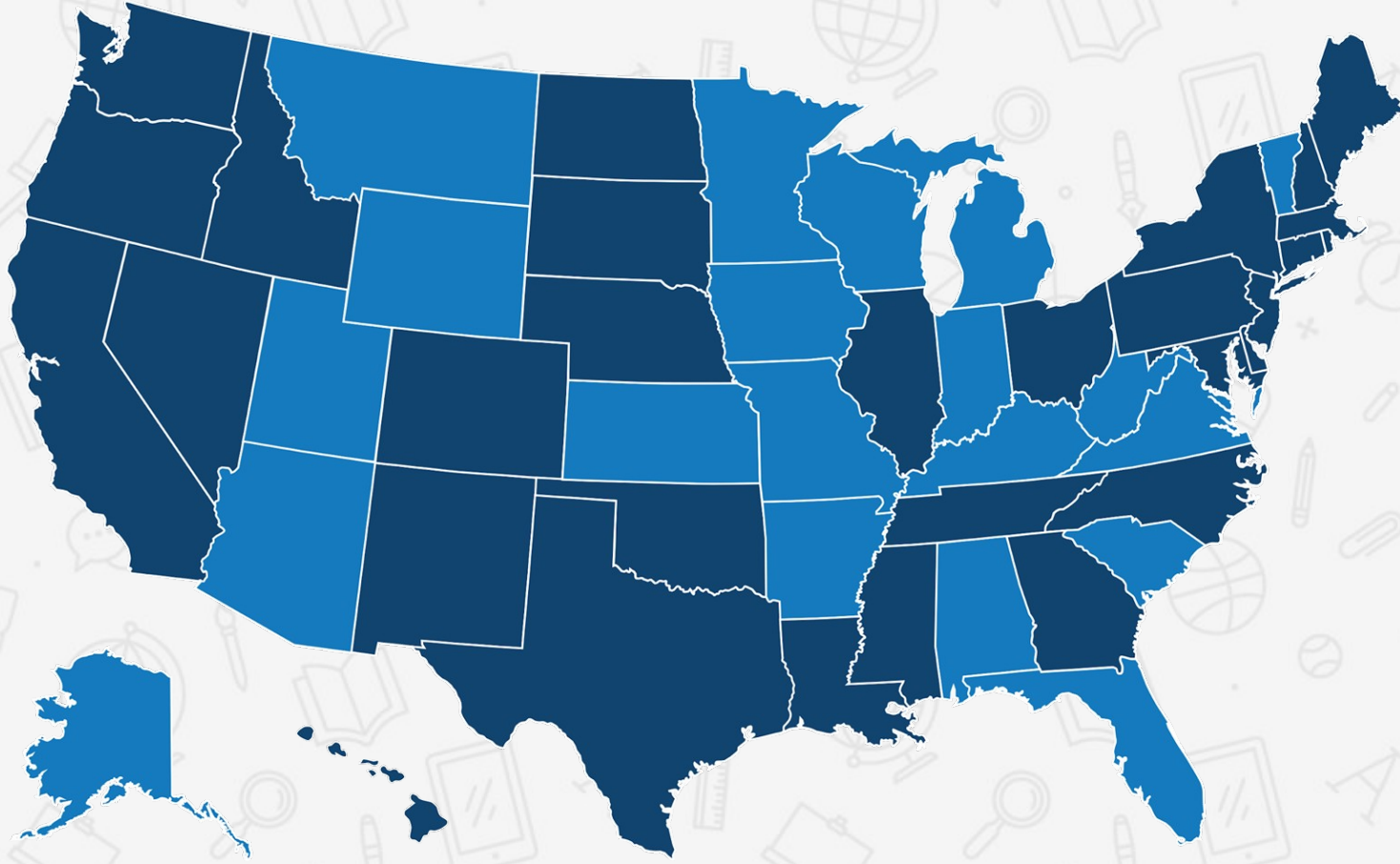
Engage parents and caregivers as their children's most effective advocate by ensuring they have a complete, holistic, and accurate picture of their children's progress and success.

VISION

Parents and caregivers as learning heroes – advocating effectively for their children's academic, social, and emotional success, driving equitable school improvement.



Deep Research | Responding to Parent Mindsets



- 16 national parent surveys
- 200+ qualitative sessions
- Ethnography, user testing, social media listening
- All in English & Spanish
- Focus on low-income parents & parents of color
- Research also conducted among teachers, principals, students

Dark blue states represent locations where Learning Heroes conducted qualitative research

Engaging Parents & Educators Through Partnerships



National
Urban League



STUDENT
ACHIEVEMENT
PARTNERS

UNIVISION
COMMUNICATIONS INC



Amplify.



BALTIMORE CITY
PUBLIC SCHOOLS



Key Take-Aways



**Parents &
Teachers
are United,
not Divided**



**Teachers
Lack Support
in Connecting
with Families**



**Recovery
Efforts
Dependent
on Parent
Demand**

2022 Survey Methodology



Parents Survey

- Nationwide sample of **1,405 parents and guardians** with children in public school, grades K-12, including:
 - 675 elementary school parents
 - 315 middle school parents
 - 415 high school parents
 - Oversamples among Black and Hispanic parents
- Fielded April 6th-May 4th, 2022
- Offered in both English and Spanish
- Data were weighted to be representative of public school parents in the U.S.

With Additional Data from:

- *Learning Heroes Parents 2019 - 2021*



Educator Survey

- Nationwide sample of **300 teachers and 317 Principals** in public schools, grades K-12, including:
 - 229 elementary school educators
 - 227 middle school educators
 - 221 high school educators
- Fielded April 19th-May 14th, 2022
- Data were weighted to be representative of public school teachers and principals in the U.S.

- Throughout this report, **blue/red** indicates statistically **higher/lower** differences between audiences
- Research conducted by Edge Research.

College is an aspiration for most parents

Percent of parents who believe it is absolutely essential/very important that their child gets a 2- or 4-year degree

77%

Black: 81%
Hispanic: 87%
White: 72%



And parents are confident their children will be prepared

Percent of parents who are confident that their child will be prepared for college



75%

Black: **77%**

Hispanic: **77%**

White: **74%**

Significant disconnect between home & school

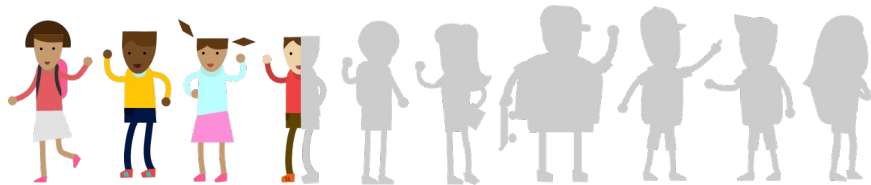


PERCEPTION

92%

Parents, regardless of *race, income, and education level*, believe their child is at or above grade level in reading and math.

Learning Heroes, 2016-2022



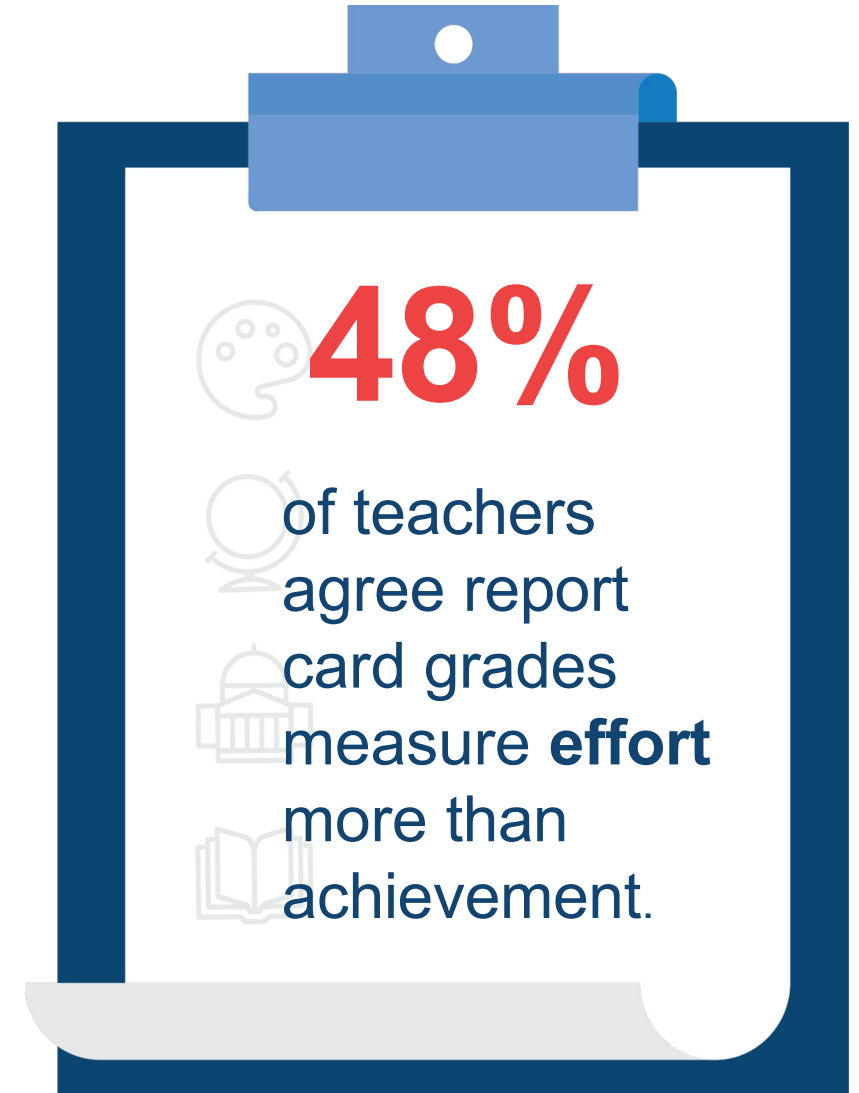
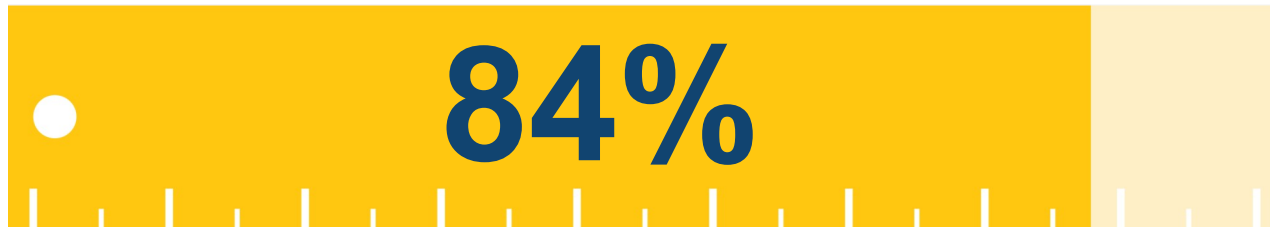
REALITY

35%

Students nationally perform at or above grade-level work.

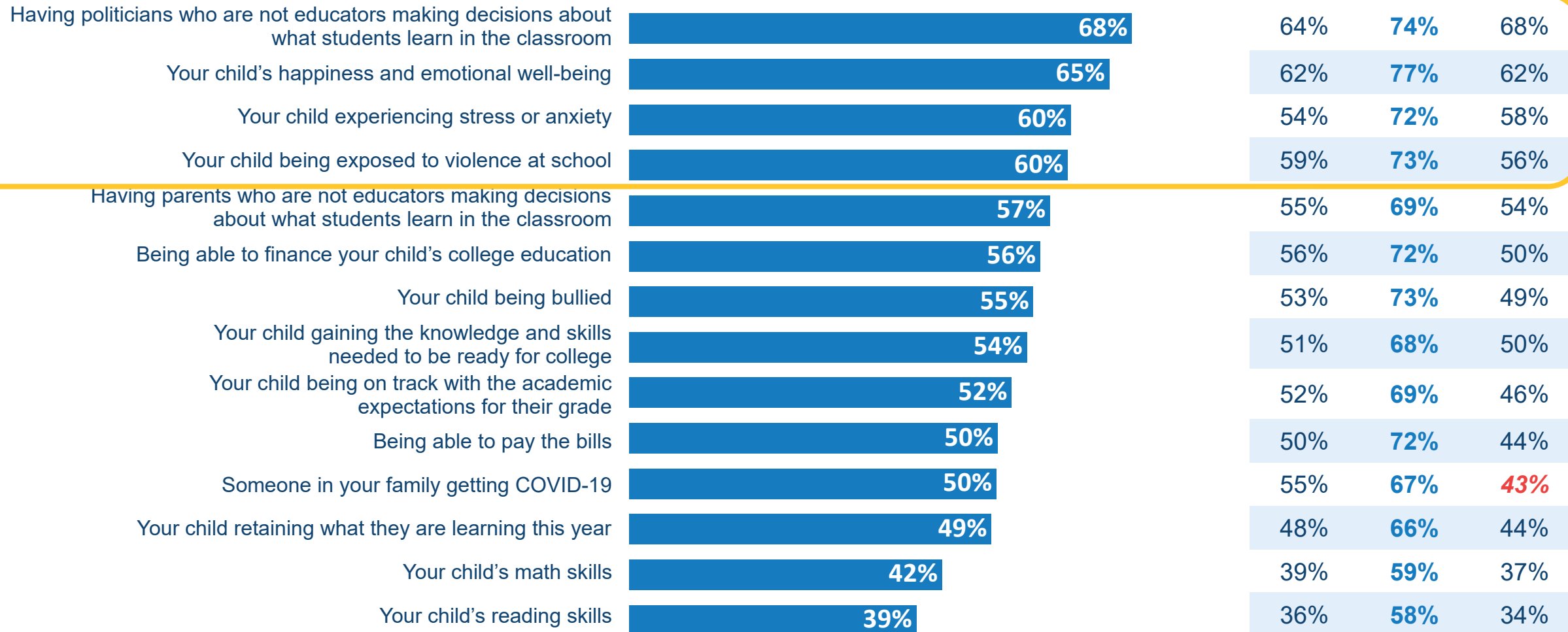
To parents, grades equals grade level

Parents report their children get all B's or above



What keeps parents up at night isn't academics


How much do you worry about each of the following as a parent?




■ Worry a lot/some

Parents & teachers prioritize different achievement measures

Parents and teachers rank the most important ways to know how a child is achieving

 Teachers


 **#1** Your/the teacher's in-class observations


#2 Results from classroom tests/quizzes from the teacher


#3 Interactions with the student


#4 Results from benchmark tests

#5 Results from student's year-end tests

 **#6** Report card grades, #7 Homework, and #8 Parent feedback

 Parents

 **#1** Report card grades

 **#2** Written or verbal feedback from the teacher

#3 Results from classroom tests/quizzes from the teacher

#4 Your child

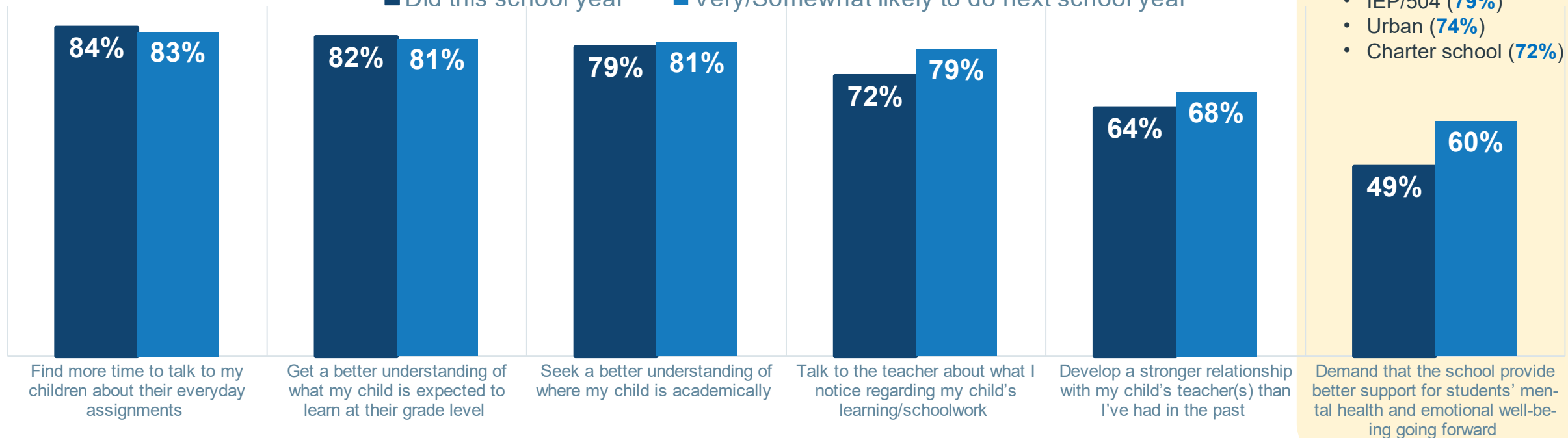
#5 Results from your child's year-end state tests

#6 Benchmark tests, #7 Homework

Parent engagement is here to stay

Involvement in Child's Education

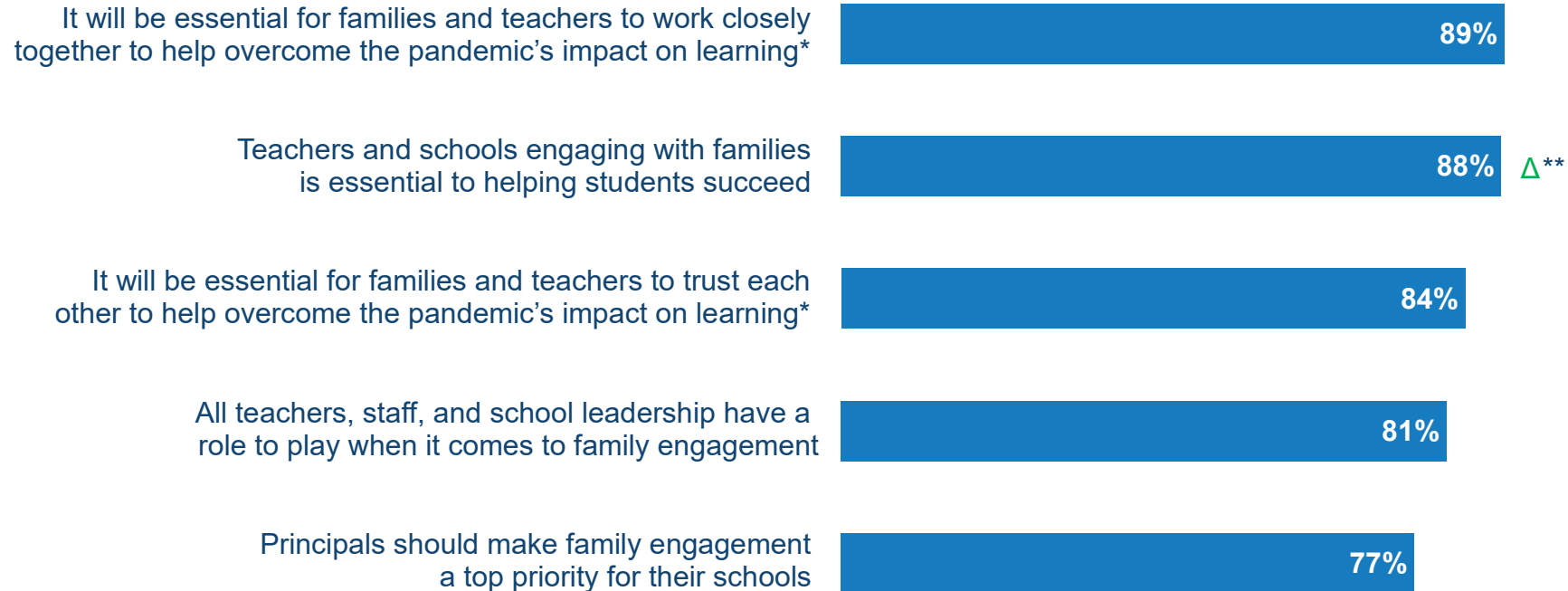
■ Did this school year ■ Very/Somewhat likely to do next school year



	Did	Likely	Did	Likely	Did	Likely	Did	Likely	Did	Likely	Did	Likely
Black	92%	83%	88%	85%	87%	86%	77%	83%	66%	73%	53%	63%
Hispanic	89%	93%	90%	89%	87%	90%	78%	83%	67%	80%	57%	75%
White	81%	80%	78%	78%	76%	76%	69%	76%	61%	62%	44%	55%

Parents see teachers as essential partners

Agreement with statements (% strongly + somewhat agree)



* = split-sampled item

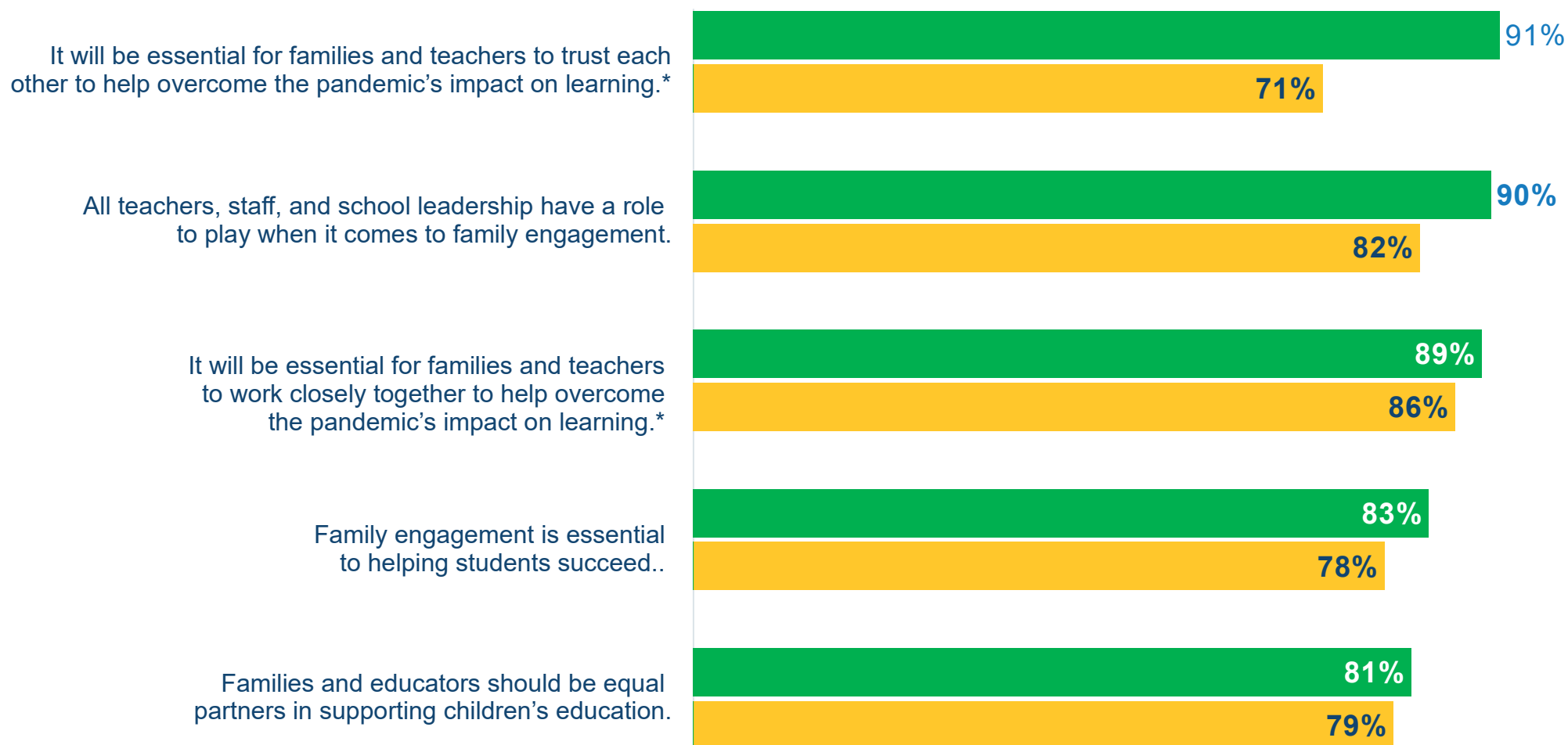
** "Family engagement is essential to helping students succeed" in

2021

And educators agree

Agreement with statements (% strongly + somewhat agree)

Teachers Principals



* = split-sampled item
Ranked by Teacher data

Yet, communication barriers are a challenge

- ☆ Teachers predominantly **communicate with parents when there is a problem**
- ☆ Parents feel **educators are “stretched thin” and do not have the time to communicate**
- ☆ There is **no consistent communication** from both sides (parents and educators)
- ☆ Parents **feel they need to be the connective tissue** that keeps the multiple players up-to-speed about their child’s education

“There is not a lot of personalized communication from teachers at this point, with the exception of when he does something bad. ”

– Parent

“Truthfully, I would like to get more messages from teachers. If I ask them something through the app, they do respond, but nothing comes from them directly. They send flyers through the app, Class Dojo, but it’s very general. “

– Parent

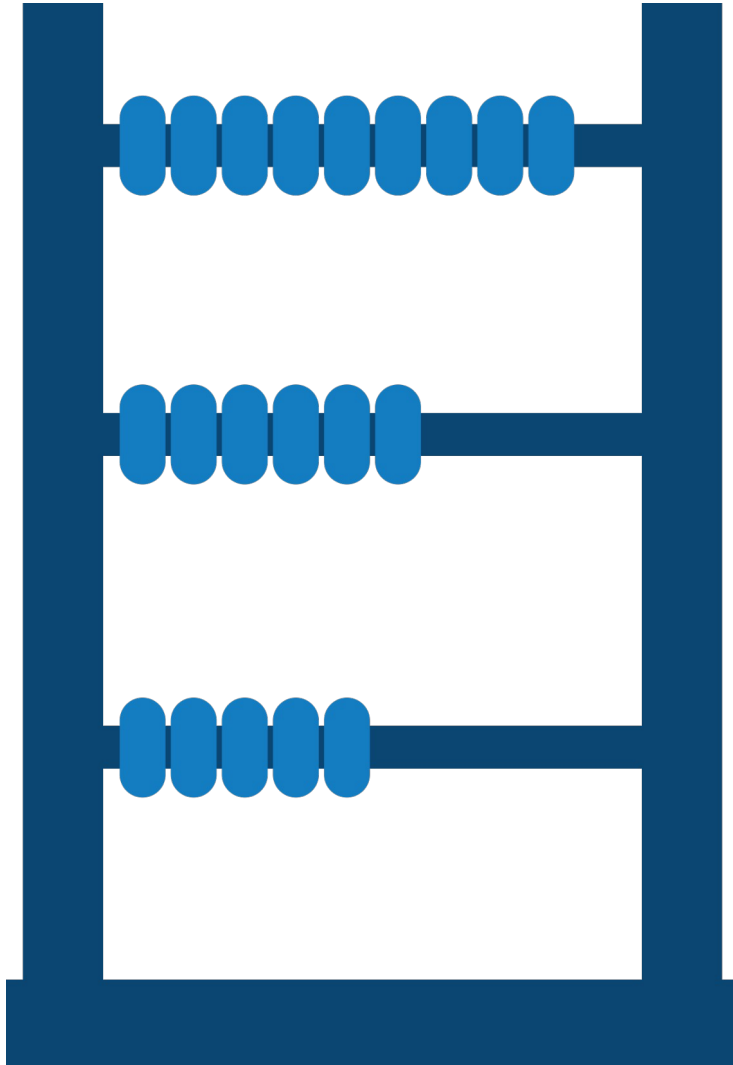
“Be consistent and over communicate. That way there is no surprise factor to blame. Lots of parents feel blind-sided by the kid's poor performance or grades because they were not aware of it until end of marking period.”

– Parent

A Way Forward



With multiple measures, parents' mindsets shift



92%

of parents think their child is at or above grade level in math.

44%

of parents think their child is at or above grade level in math when told...

- Their child received a **B** in math
- Their child's state test results indicated below grade level in math
- Their child's results on benchmark tests indicated child below grade level in math

...And parents will definitely take action (the top 3)

After being presented the math score scenario...

Percent of parents
who will talk to their child



73%

Percent of parents who will talk
with the teacher to co-create a
learning plan



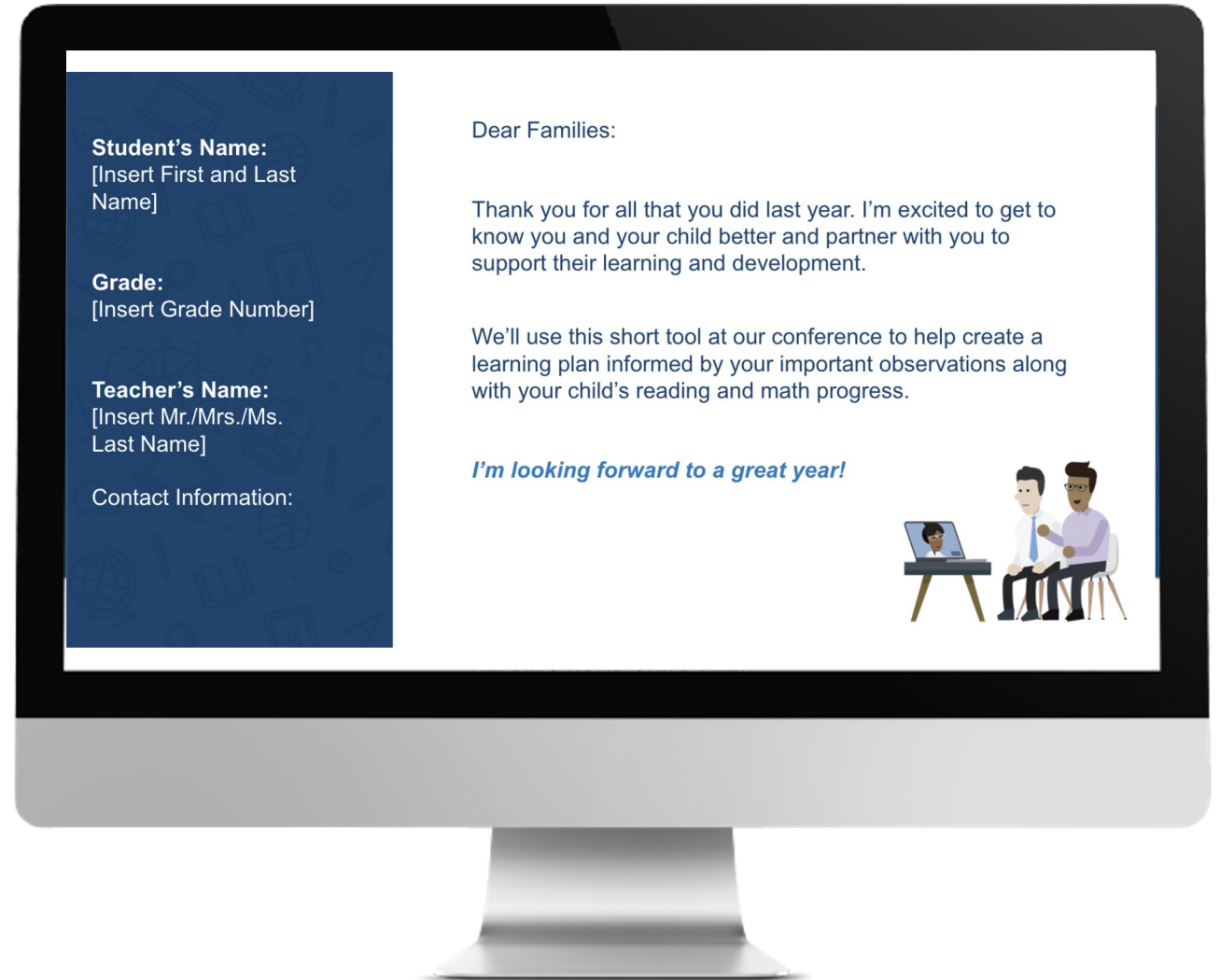
60%

Percent of parents who will ask
to see the curriculum and
understand what is expected of
my child



49%

Tennessee and Texas: Translating student progress for parents



California: Modeling through a “Learn” and “Unlearn” lens



Actionable Tools & Resources

The image displays a collection of educational tools and resources. On the left is a parent-teacher communication form with fields for family information and student goals. In the center, a computer monitor shows a video of a man and a young girl looking at a book, with the text "Want to know if your child is ready for school? Find out with Learning Heroes". To the right, a smartphone displays the Learning Heroes app interface, which includes a "READINESS CHECK" section. In the background, two Spanish-language brochures titled "5 ideas para un año escolar exitoso" (5 ideas for a successful school year) are visible, one in English and one in Spanish.

Dear _____,

Hello! We are the family of _____. We are excited to team up with you to support each other.

Our family includes _____. Some of our family's favorite activities are _____.

_____ loves to _____.

_____ enjoys _____ at school and is good at _____.

_____ needs more support with _____.

Last year, I noticed _____ improved in _____ and needs more support with _____.

_____ 's goals for this school year are

1. _____
2. _____
3. _____

You can reach us at _____. The best time to reach us is _____. Together with you, we look forward to supporting _____ in this new school year.

Thank you!

Want to know if your child is ready for school? Find out with Learning Heroes

READINESS CHECK

Get a gut check on how your child is doing with key math and reading skills and get resources for learning at home.

Have your child start with the grades they've already completed as a fun review. It isn't a test—they can relax and solve the problems—like a game! At the end, you'll get fun, free activities to help set your child up for success in their new grade.

GET STARTED

Select grade and subject.

LEARNING HEROES

JUNTOS SOMOS UN GRAN EQUIPO

5 ideas para un año escolar exitoso

Padres y maestros coinciden en que la confianza y el trabajo en equipo son importantes.

1. **Participa, tu voz es importante.**

2. **Has un checkeo de progreso.**

3. **Recuerda, ¡tú eres un héroe de aprendizaje!**

4. **Apóyate en tu familia.**

5. **Recuerda, ¡tú eres un héroe de aprendizaje!**

READY TO TEAM UP: 5 Ideas for a Strong School Year

Parents and teachers agree we need teamwork and trust. Let's build the relationship together.

1. **Know your voice is needed.**

Parents want the truth and a clear picture about how their child is progressing. Share what you've noticed about their learning and don't be afraid to ask questions (even if you have to ask a few times). Let your child's teacher know the best way to reach you and set a plan to be in regular touch throughout the year and at conferences.

2. **Get a gut check on progress.**

The beginning of the year is a combination of review and new material. It's important to know if your child has learned key math and reading skills needed for success in their new grade. Use the Readiness Check to find out and get connected to videos and activities to support these skills at home.

4. **Lean into how your child is feeling.**

The life skills you promote at home, such as problem-solving, hard work, and confidence, will help your child overcome hard moments. Ask your child how they feel about themselves, their friendships and the world around them. Find help online and in your community when it's needed.

Remember, you are a learning hero!

Have role-modeled incredible strengths for your child over the past couple of years. Ask other parents for ideas on learning at home and share what's worked for you. Connect as a family by talking about topics that interest your child. Find math in everyday life. Take care of yourself and celebrate your family's successes.

Go to BeaLearningHero.org for free and easy-to-use tools to help with math, reading, and life skills.

Reflections & Questions





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