

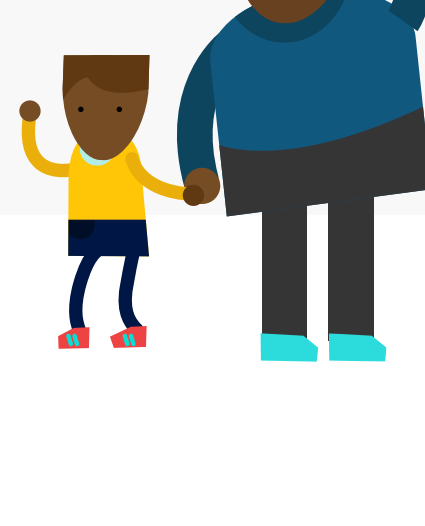


PARENTS 2016: HEARTS AND MINDS OF PARENTS IN AN UNCERTAIN WORLD

Our new poll offers a glimpse into the hearts and minds of today's public school parents.

NATIONAL SURVEY

1300+ PARENTS of CHILDREN grades K-8



In today's fractured world, parents have high expectations for their children. Across ethnicity, income and education levels, parents see getting to and through college as key.

Parents who say it is absolutely essential or very important that their child attend a 2- or 4-year college

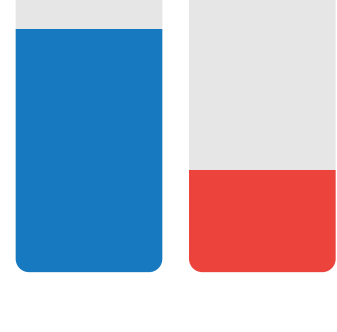
90%

HISPANIC PARENTS



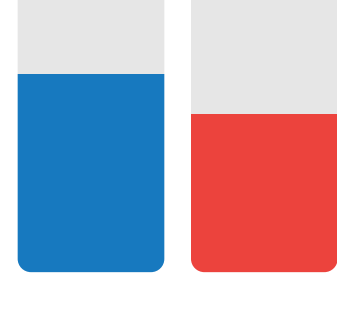
83%

AFRICAN AMERICAN PARENTS



67%

WHITE PARENTS



Current rates of college entrance and graduation (within six years)

42%

HISPANIC STUDENTS

37%

AFRICAN AMERICAN STUDENTS

54%

WHITE STUDENTS

College entrance/graduation data from American Dream 2.0. Data from various sources including Signature Report 4, Completing College: A National View of Student Attainment Rates, November 2012; and Persistence and Attainment of 2003-04 Beginning Postsecondary Students Six Years Later, December 2010.

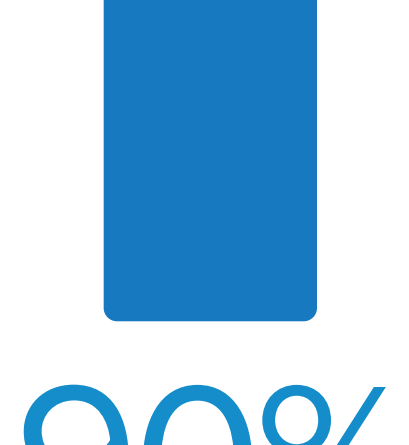
The path to college isn't always clear:

40%

of parents are not very confident that their children will be prepared to succeed in college



Parents' perception of how kids are performing in school lags behind national data.



90%

Parents who believe their child is performing at or above grade level in reading



85%

Parents who say their child is on track to meet learning goals and grade level expectations



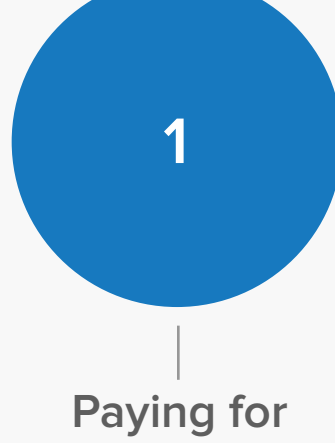
34%

Eighth graders reading at or above grade level, according to national data

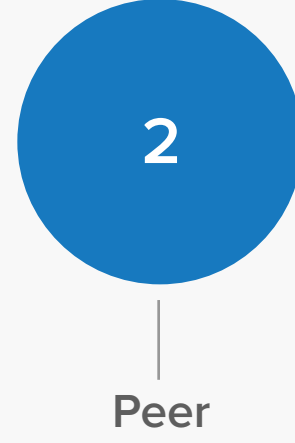
Reading performance data from the National Assessment of Educational Progress 2015

Parents worry most about situations where their child has to make choices or face difficulties on their own.

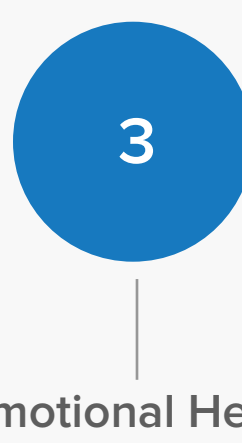
PARENTS' TOP CONCERNS



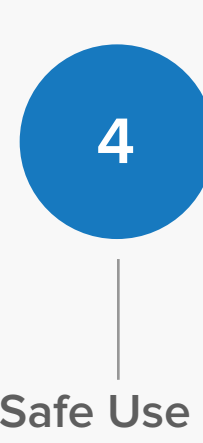
Paying for College



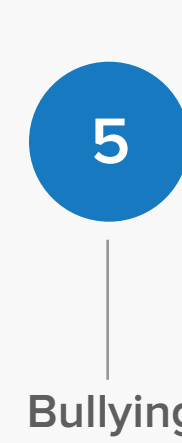
Peer Pressure



Emotional Health & Happiness



Safe Use of Technology



Bullying



Parents see themselves as primarily responsible for their child's success in school – more so than teachers, principals or their child.

63%

of all parents say they understand the skills their child is expected to learn at their current grade level

84%

of parents think they can make a fair amount or a lot of difference in their child's academic progress

LEARNING SUPPORTS THAT PARENTS SAY THEY WOULD FIND MOST HELPFUL

1

Detailed learning goals by grade

2

Activities to improve student skills in English and math, sorted by need

3

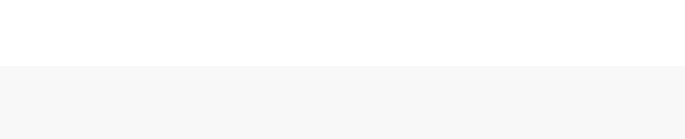
Summer reading/math activities to avoid falling behind

4

Tips on increasing interest in learning and homework motivation

5

Guidance on understanding what their child is learning and how to help with homework



THE READINESS ROADMAP

Tools & Resources for Parents to Support the Educational Journey

1

Expectations for learning by grade

2

Social-emotional wellness tools, including:

3

College financial planning tools

- Character strengths finder
- Tools to develop a growth mindset
- Tips for effectively communicating with teachers
- Conversation guides for talking about tough issues with your children
- Resources to prevent and deal with bullying



Parents 2016: Hearts and Minds of Parents in an Uncertain World was commissioned by Learning Heroes and conducted by Hart Research, in collaboration with Univesion and in partnership with National PTA, National Urban League, NCLR and UNCF.



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