



Parents 2020 | COVID-19 Closures A Redefining Moment for Students, Parents & Schools

Partner Webinar, May 20, 2020

Research conducted by Edge Research

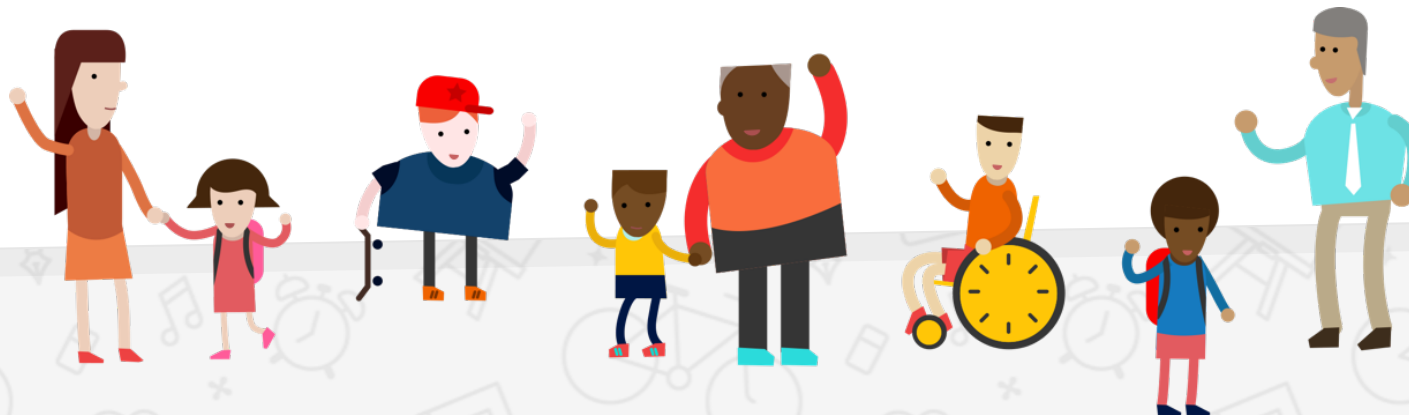


Our Focus



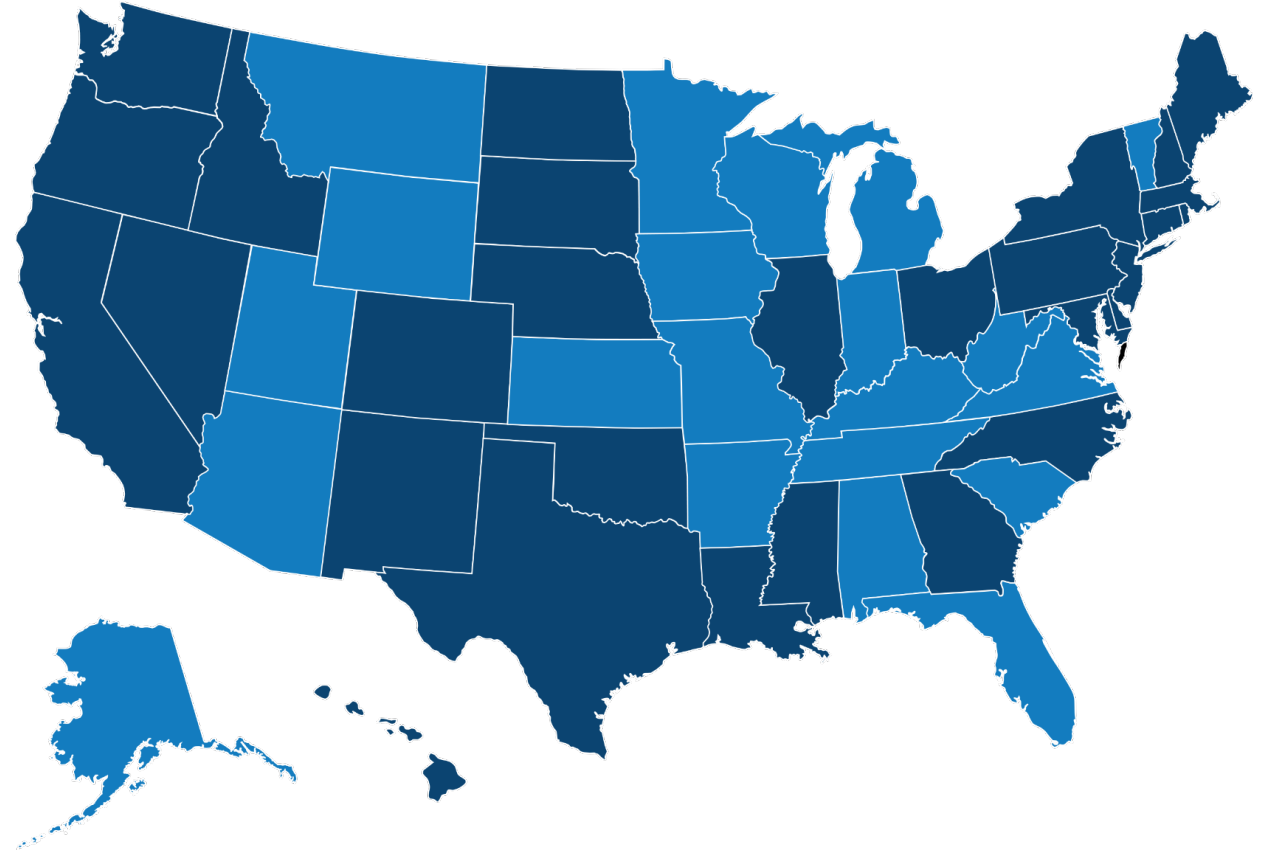
With a focus on parents and guardians who have been traditionally underserved by the public education system, we work with partners to help parents:

- ★ Develop a complete and accurate picture of their children's development and achievement.
- ★ Know what is expected of their children in the current grade, the next grade, as well as in and after high school.
- ★ Understand what actions they can take to advocate on behalf of their children's educational success.



Responding to Parent Mindsets

- ☆ 13 national surveys
- ☆ 200+ qualitative sessions
- ☆ Focus on low income parents & parents of color
- ☆ All in English & Spanish



Dark blue states represent locations where qualitative research was conducted by Learning Heroes



Parents 2020 | Driving Questions

With a focus on parents and guardians who have been historically underserved, this research explores:

- ☆ How has remote schooling impacted parents' perceptions of their children's achievement?
- ☆ What keeps parents up at night?
- ☆ How are schools/teachers interacting with parents and their children during school closures?
- ☆ How will parents' behaviors change as a result of this time?



Initial Insights | Opportunity to Redefine Relationships



PARENTS ARE ACTIVATED

From their new front row seat and despite significant challenges, parents are engaging deeply in their children's remote schooling and will show up differently next school year.



PARENTS DESERVE AN ACCURATE PICTURE

Even with more hands-on time, parents still have an inflated view of their children's grade level ability – 92% report their children are at/above grade level in reading and math. It is closer to 37% (2019 NAEP).



RELATIONSHIP REDEFINED

This is a moment to establish clear expectations for parent, teacher relationships grounded in a shared understanding of the child's progress and academic achievement.

Methodology



NATIONAL ONLINE PARENT/GUARDIAN SURVEY:

- Nationwide sample of **3,645 parents and guardians** with children in public school, grades K-12, including
 - 1,633 elementary school parents
 - 889 middle school parents
 - 1,123 high school parents
 - **Oversamples** among **African Americans, Hispanics**, those in **transition grades (5th, 8th, and 11th/12th)**, and parents in **California, New York, and Washington**
- Fielded **April 14th-May 6th**, 2020
- Offered in both **English and Spanish**
- Data were weighted to be representative of public school parents in the U.S.



Throughout this report, **blue/red** indicates statistically **higher/lower** differences between audiences

WITH ADDITIONAL DATA FROM:

- Learning Heroes 2019 Parent Survey



Indicate statistically significant changes from 2019

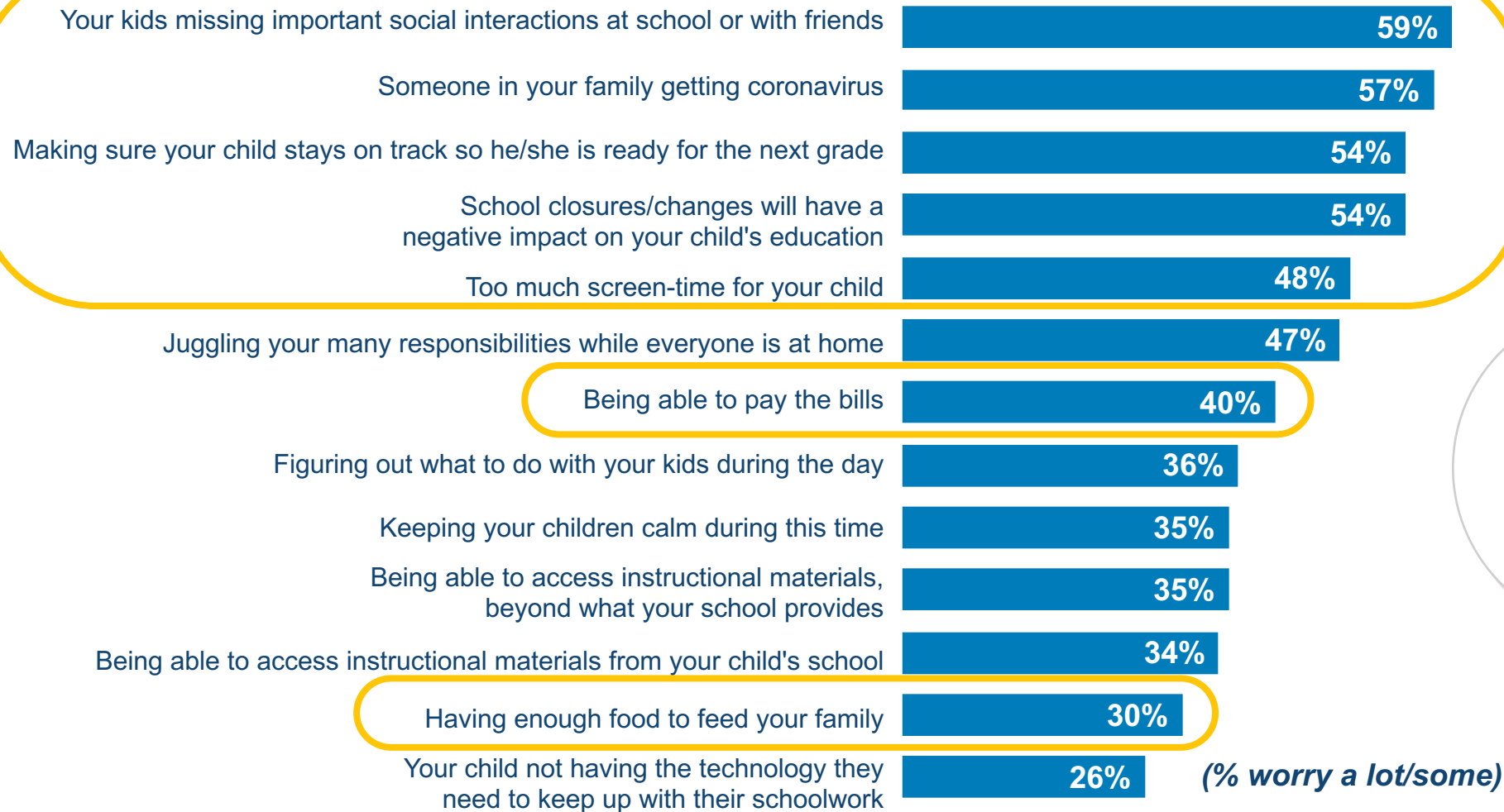
Parent/Guardian Context



Parents Rising to the Challenge

	Feeling this Way	African Americans	Hispanics	Whites
Hopeful	75%	81%	76%	73%
Grateful	72%	81%	74%	70%
Anxious/worried	65%	60%	64%	65%
Optimistic	65%	69%	68%	63%
Safe	60%	67%	58%	59%
Frustrated	58%	51%	49%	62%
Calm	58%	66%	61%	56%
Overwhelmed	53%	49%	51%	54%

During COVID-19 Closures, Education a Top Priority

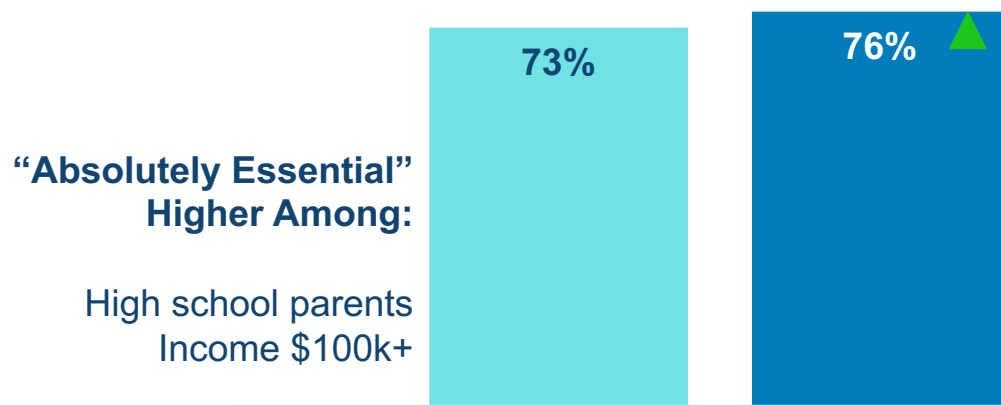


Higher Among...

Elementary school: **63%**
Hispanics: **61%**
Whites: **61%**

In These Uncertain Times, Parents' Aspirations are Even Higher

How important is it to you that your child goes to college?

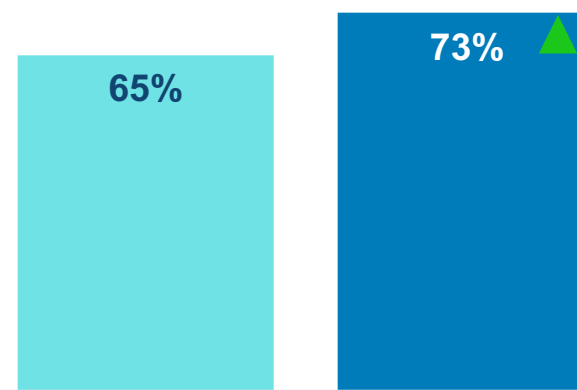


Absolutely essential/very

2019 2020

	2019	2020
African Americans	81%	82%
Hispanics	87%	87%
Whites	69%	72% ▲

How confident are you that your child will be well prepared for entrance into and success in college upon graduation from high school?

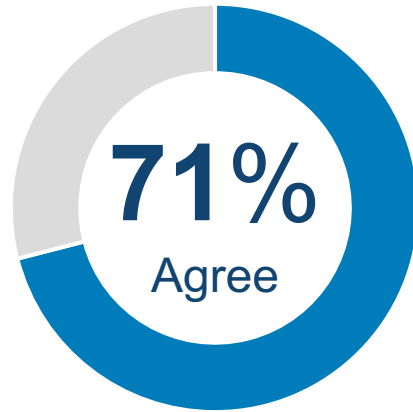


Extremely/very

	2019	2020
African Americans	72%	80% ▲
Hispanics	73%	74%
Whites	62%	72% ▲

Parents Feel More Appreciation for Teachers, But Most Do Not Have Regular Access to Them

I now have a deeper appreciation for the work teachers do in the classroom.



African Americans: 77%
Hispanics: 77%
Whites: 69%

Higher Among...

Elementary School: 75%
Income \$37k or less: 76%

95%

Say they have heard from their child's teacher(s) in some way

However...

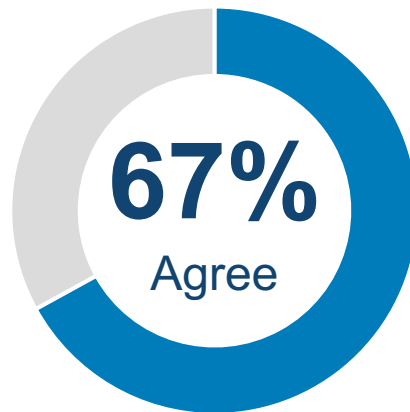
33%

Say they have regular access to their child's teacher(s)

African Americans: 28%
Hispanics: 27%
Whites: 36%

Parents Feel More Connected to Schooling and Want Answers for What Happens Next

I am more connected with my child's day-to-day education now than ever before.



African Americans: 65%
Hispanics: **72%**
Whites: 66%

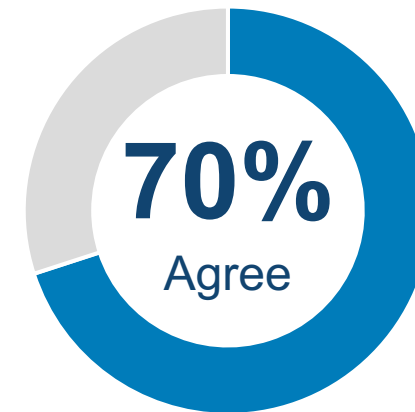
Higher Among...

Elementary School: **74%**
Completely/Very Prepared: **69%**
HH Income \$37k or less: **70%**

Lower Among...

\$100K+ HH Income: **58%**

I want to know what material my child is missing at the end of this year and how their school plans to make up that material.



African Americans: **75%**
Hispanics: **75%**
Whites: **68%**

Higher Among...

HH Income \$37k or less: **75%**

Even with More Engagement, 92% of ALL Parents Think Their Children are At/Above Grade Level

Believe Child is At/
Above Grade Level



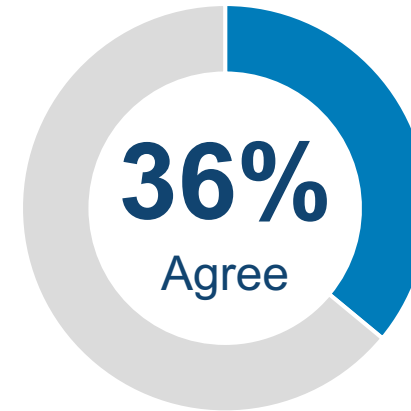
Math



Reading

African Americans: 93%
Hispanics: 92%
Whites: 92%

African Americans: 92%
Hispanics: 93%
Whites: 93%



My child **will need additional academic support** to “catch-up” next year because of this situation.

83%

Of parents indicate their child is getting “mostly Bs” or better

Reflection



Cornelia Calliste,
Director of Partnerships
Learning Heroes



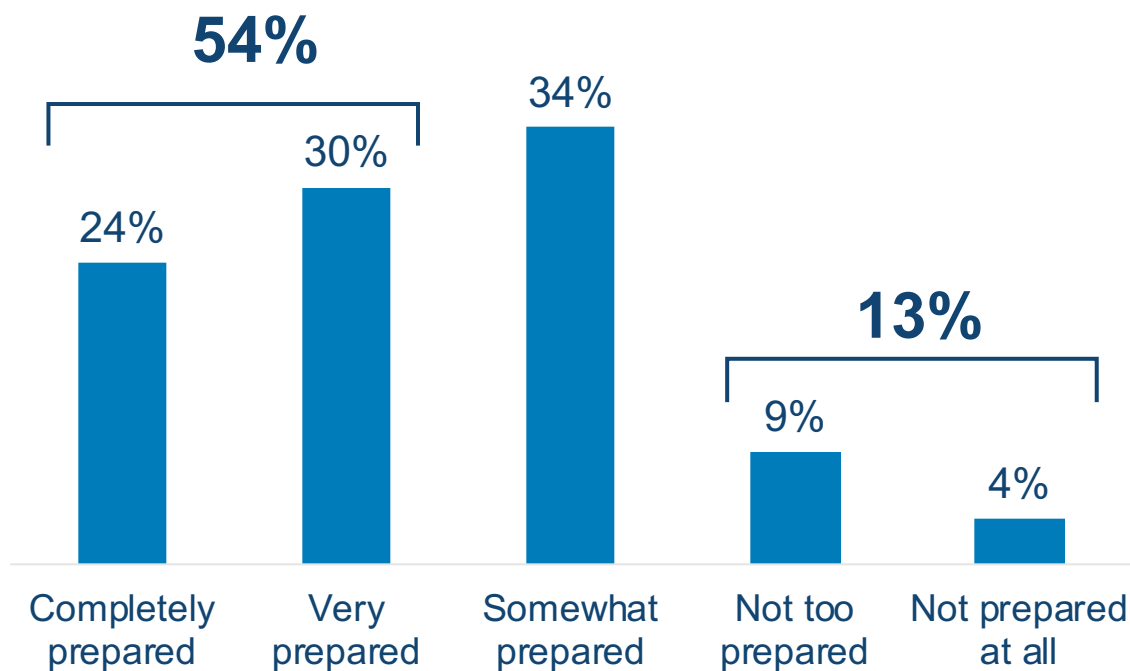
Gloria Corral,
President & CEO
PIQE

Experience with Remote Schooling



Majority of Parents Feel Prepared to Support Remote Learning

How prepared do you feel to support your child while they are doing schoolwork at home?



Completely/Very Prepared

African Americans: **68%**

Hispanics: 53%

Whites: 50%

Higher Among...

Income \$100k+: **58%**

Reliable internet all the time: **56%**

Parents are Split in Their Experiences with Remote Schooling

57%

Of parents agree that their child's remote schooling is working better than they expected

African Americans: **64%**
Hispanics: 62%
Whites: **56%**

Higher Among...

Reliable internet all the time: **59%**
HH income \$37k-99k: **61%**
Completely/Very Prepared: **68%**

52%

Of parents agree that supporting their child while they are doing remote schoolwork is harder than they expected

African Americans: 47%
Hispanics: **59%**
Whites: 51%

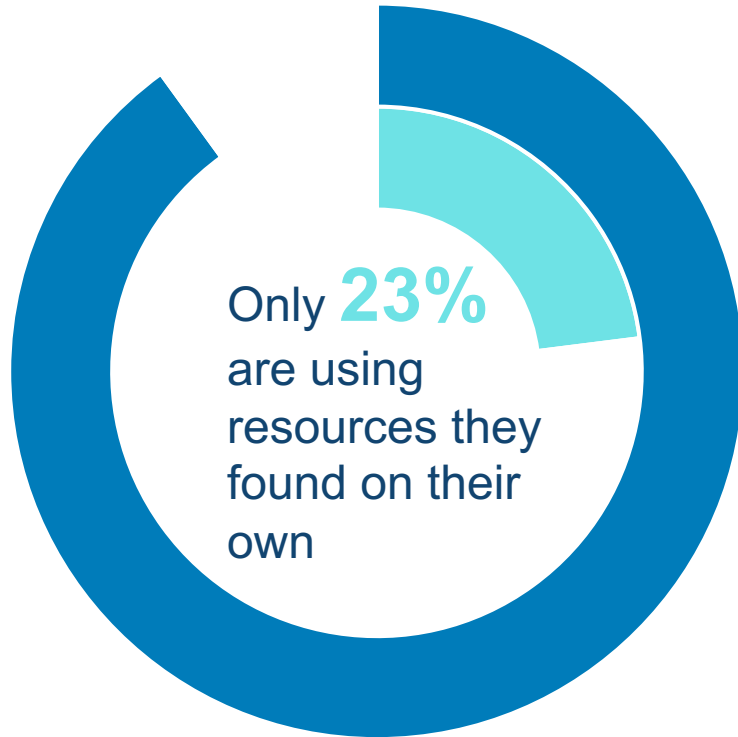
Higher Among...

Elementary School: **59%**
Missing tech: **59%**
Income \$37k or less **56%**

Lower Among...

Completely/Very prepared: **44%**
Have own tech in HH: **48%**
Reliable internet all the time: **50%**

Less Than a Quarter Seeking Materials Outside of Their School



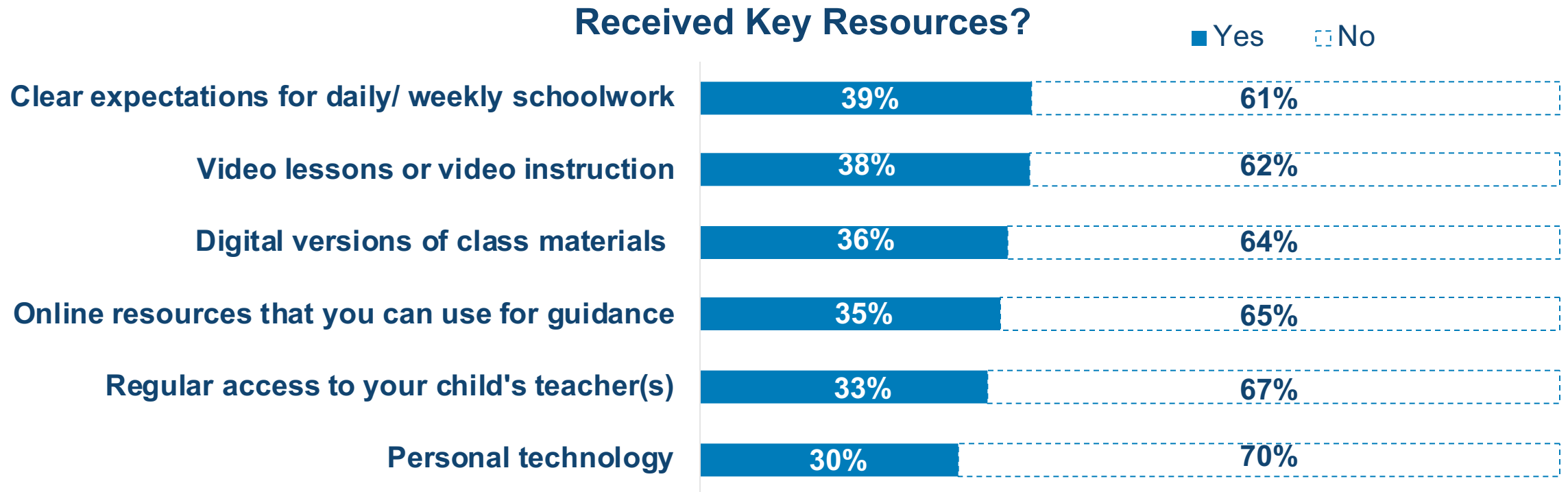
Using Other Resources

African Americans: 26%
Hispanics: 22%
Whites: 24%

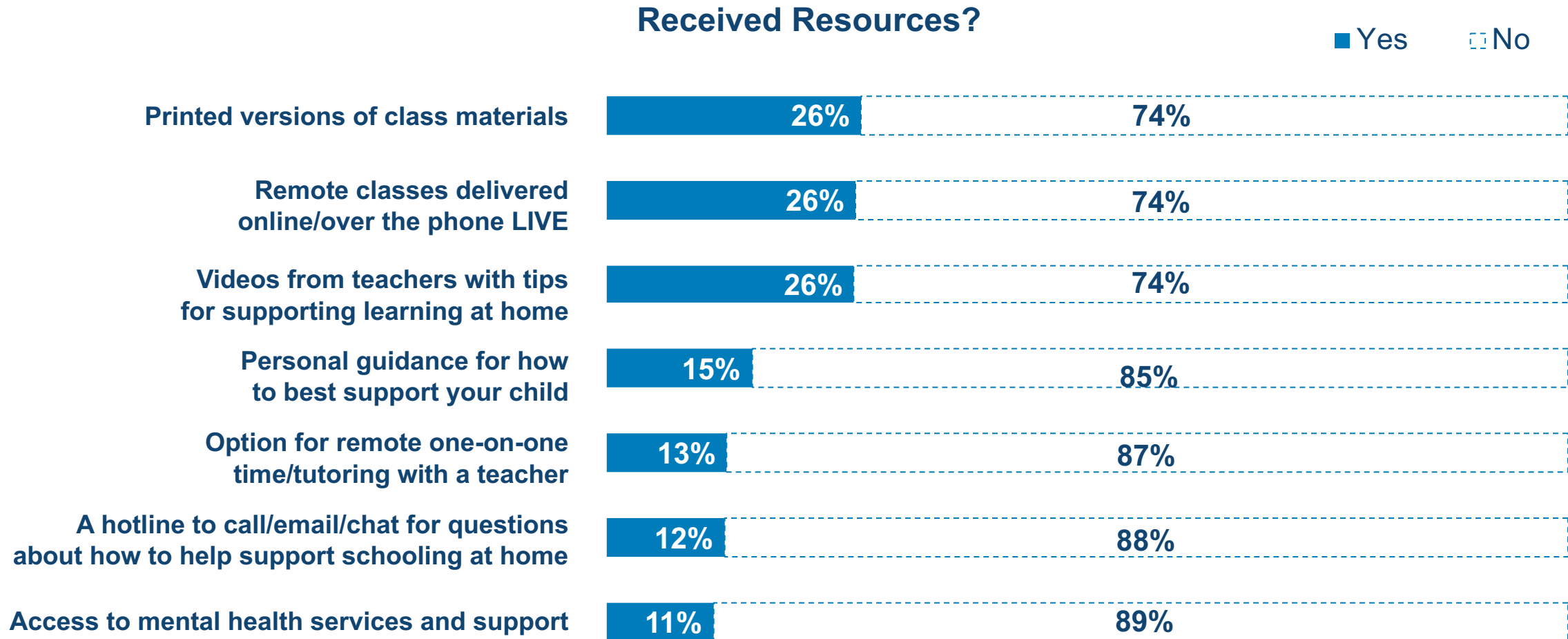
Higher Among...

Those without reliable internet access: **41%**
Elementary parents: **29%**
Working from home: **26%**
HH with their own tech resources: **24%**

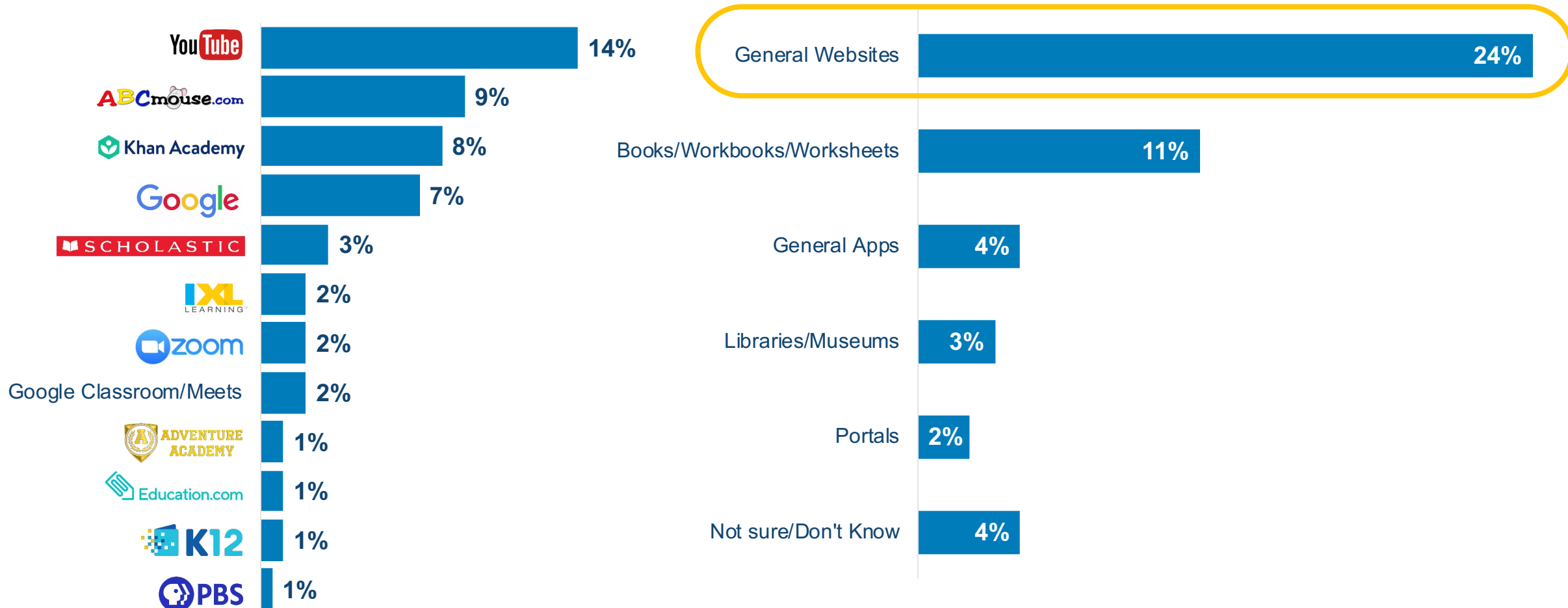
Yet, Less Than Half of Parents Have Received Key Resources from Schools



Even Fewer Received Personalized Resources

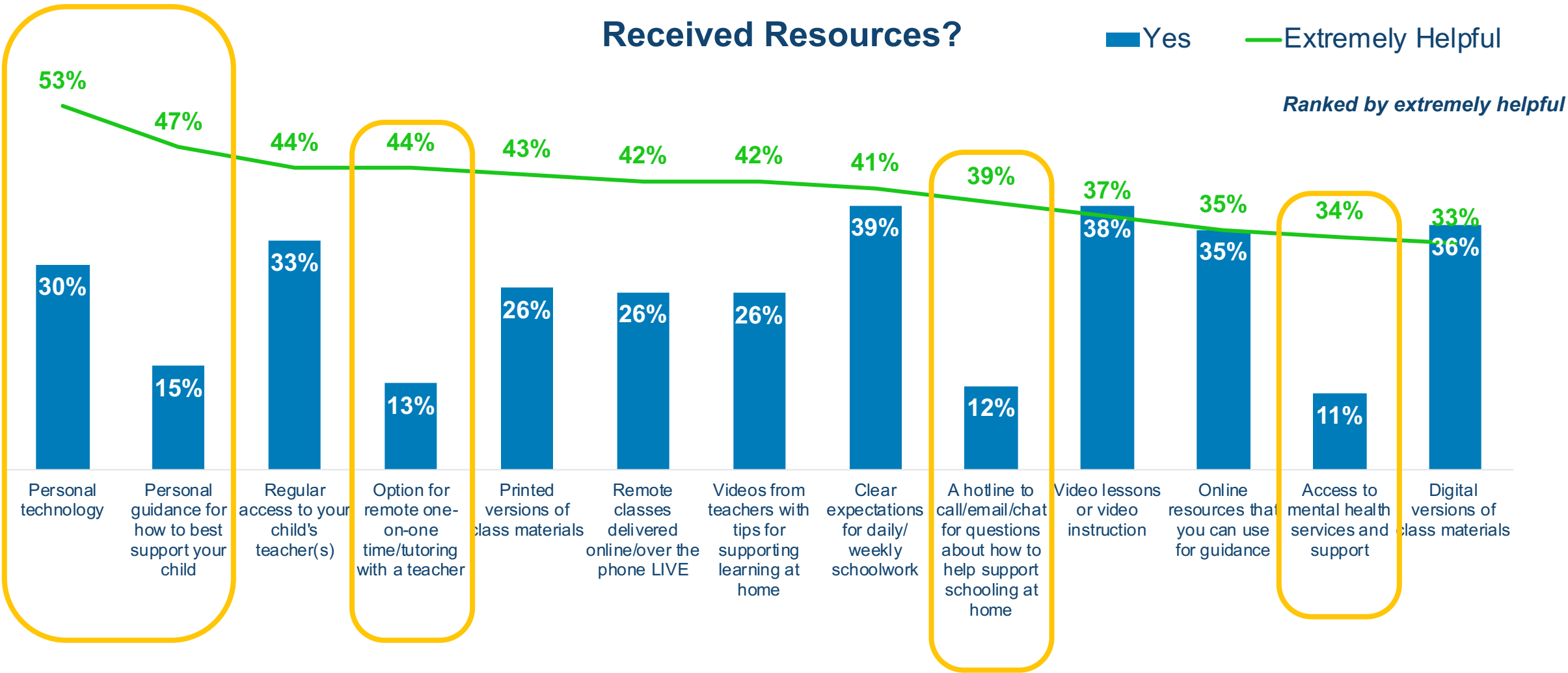


Open End | Non-School Resources Most Helpful

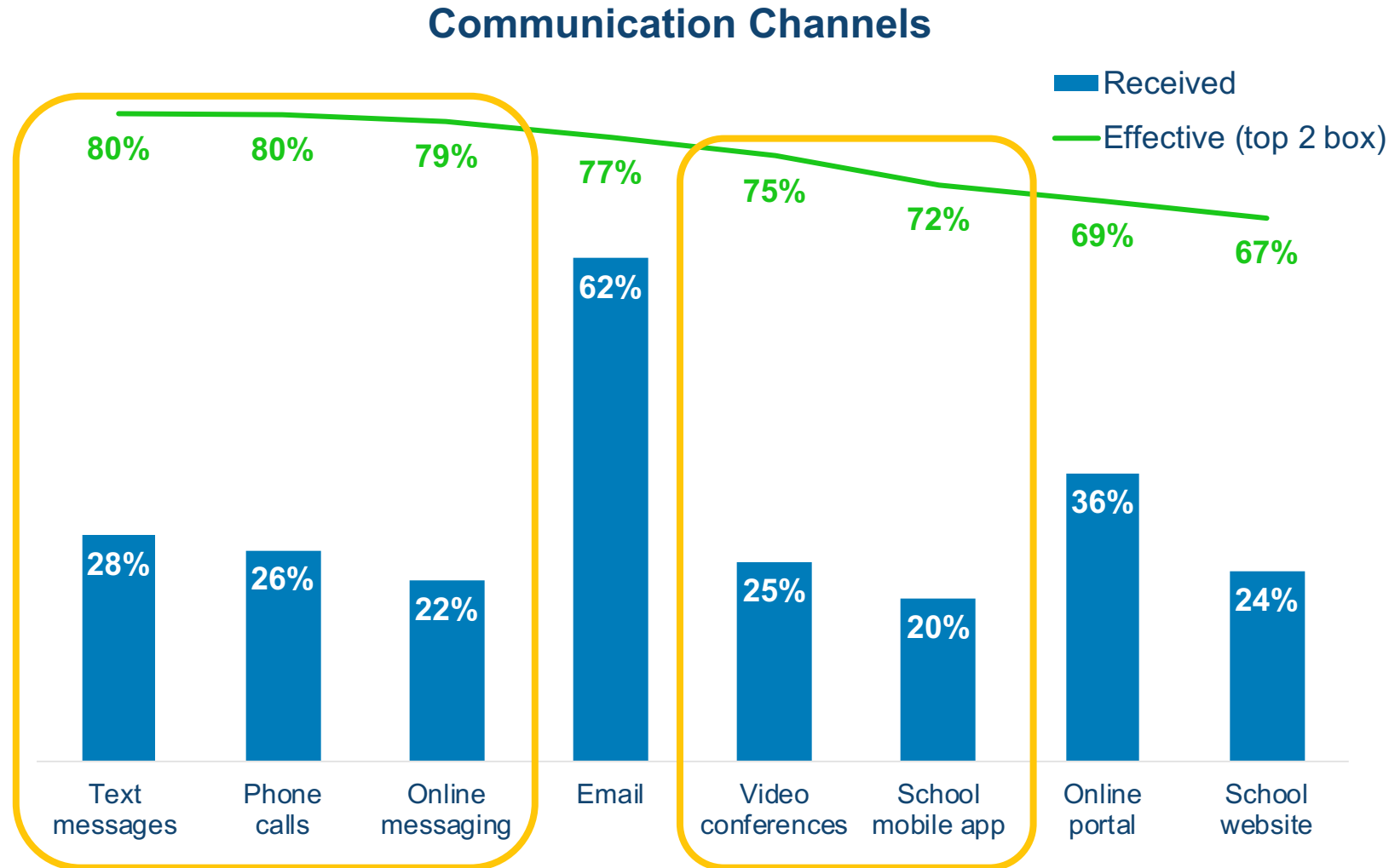


*n=623, excluding responses
captured as "Other" or "None"*

Personalized Tools Represent the Biggest Gaps Between Use and Helpfulness



Parents Find Texts and Phone Calls Most Effective, But Few Say Teachers are Using Those Modes of Contact



56% of Child's “Awake Time” Involves a Screen

Percent of Child's Awake Time
Spent on Each Activity



46%
Of their child's
“awake time” is
spent doing
school-related
activities, as
assigned by the
school/teachers

Children Spend 4+ Hours Daily on School Work

Parents report their child is spending approximately

4.2 HOURS

per weekday on schoolwork

African Americans: 4.1

Hispanics: 4.1

Whites: 4.2

Higher Among...

High School: **4.5**

\$100K+ Income: **4.6**

Lower Among...

Missing Tech: **3.5**

However,

22%

Report their child spending less than one hour per weekday on schoolwork

African Americans: 24%

Hispanics: 26%

Whites: 21%

Higher Among...

W/o reliable internet access: **45%**

Missing device or internet: **34%**

Parent working out of house: **27%**

Parents Are Spending 10+ Hours Weekly on Remote Schooling

Parents report spending
approximately
2.5 HOURS
per weekday supporting
their child with schoolwork

African Americans: 2.7
Hispanics: 2.6
Whites: **2.4**

Higher Among...
Elementary School: **2.9**
Completely/Very Prepared: **2.7**

Lower Among...
\$100K+ Income: **2.1**

Reflection



Cornelia Calliste,
Director of Partnerships
Learning Heroes



Sara Martinez,
Senior Research Associate
WestEd

Looking Forward | Parent Actions

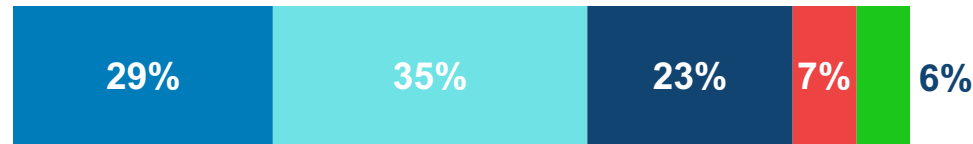


Most Parents Want the *Option* of Summer School Over Definitive Adjustments to the 20-21 School Calendar

To what extent do you favor/oppose the following options that schools/districts could offer

Darker shading = stronger intensity

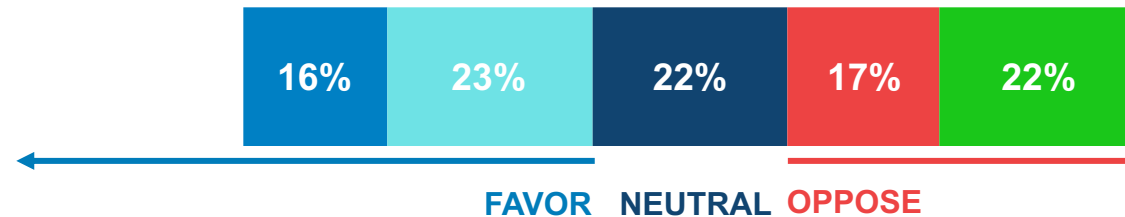
Making academic summer school courses avail so students can catch up before next year



Starting the 2020-21 school year early...



Extending the 2020-21 school year into next summer...



Higher Support Among...

African Americans
Hispanics

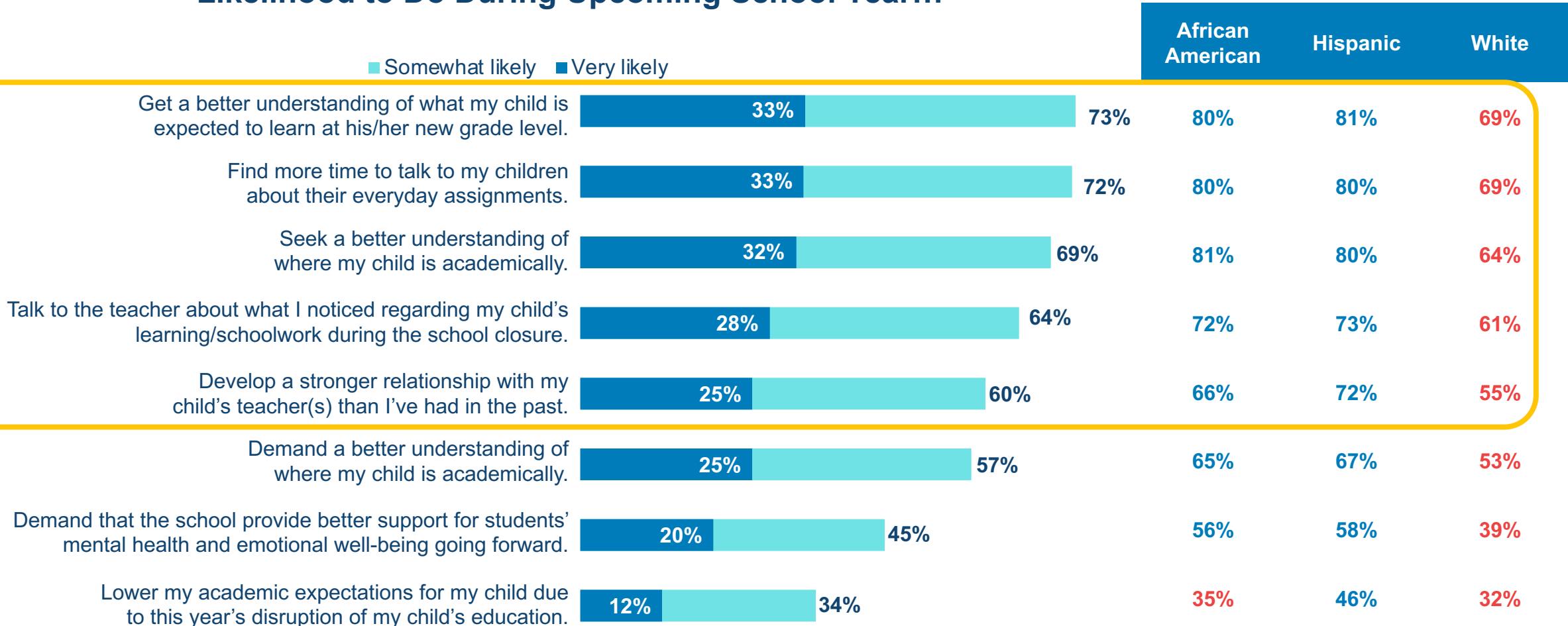
Completely/very prepared to support learning at home
Missing device or internet

Parents Activated to Redefine Relationships Between Schools & Homes

Likelihood to Do During Upcoming School Year...

(% very/somewhat likely)

■ Somewhat likely ■ Very likely



Q & A



Bibb Hubbard,
*Founder and
President*
Learning Heroes



David Park,
*Senior Vice President,
Strategy and
Communications*
Learning Heroes



Howard Winchester,
*Communications
Manager*
Learning Heroes



Adam Burns,
*Chief Operations
Officer*
Edge Research



Contact

David Park

SVP, Communications & Strategy, Learning Heroes

dpark@learningheroes.org

Howard Winchester

Manager, Marketing, Learning Heroes

hwinchester@learningheroes.org