

December Briefing Session: Strategies for Building Family Advocates through Communications

WHAT IS THIS RESOURCE FOR? This resource provides data and resources from Learning Heroes Senior Vice President, Eyal Bergman, as he shares results from Learning Heroes national survey on the home-school relationship, and what research tells us about how to design an effective family engagement strategy that actually leads to improvements and outcomes for students.

Four Top Strategies for Effective Parent Communication:

- Don't use educational jargon.
 - Look at your current RTI/IEP letter for language.
- Use language such as, "Your child" vs. "Your student".
- Honesty, transparency, and authenticity shine through- acknowledgement builds trust.
- Today's attention spans are 7 seconds long- communicate in a way that quickly reaches parents and builds partnerships.

Learning Heroes Survey Data Results/Findings:

- Survey is a nationally representative survey of 1400 parents across K12 with an over sample of Black and Hispanic parents (for a more accurate representative sample) as well as 300 teachers and 300 principals across the K12 spectrum.
- Family attitudes and beliefs about their kids in K12:
 - Parents have high hopes and aspirations for their kids.
 - Black and Hispanic subgroups believe it is essential or very important for kids to go to college.
 - Parents say that the way they know their children are doing well in school is through the report card.
 - Teachers say they know students are achieving through observation and experiences with kids.
 - Most teachers report that they did not take in-service training that focuses on family engagement practices.
 - Regardless of political affiliation, most people believe that equity is necessary for student success.

Extra Resources:

Presentation:

<https://drive.google.com/file/d/17sT3PZgWlpEobDUh2PbZ8k4bJcorKwju/view?usp=sharing>

Referenced Resources

Full results for 2022 research

<https://bealearninghero.org/wp-content/uploads/2022/06/Parents22-Research-Deck-1.pdf>

Embracing a New Normal: Toward a More Liberatory Approach to Family Engagement

https://media.carnegie.org/filer_public/f6/04/f604e672-1d4b-4dc3-903d-3b619a00cd01/fe_report_fin.pdf

Dual Capacity Framework for Family-School Partnerships V2

<https://www.dualcapacity.org/>

Unlocking the How

<https://bealearninghero.org/wp-content/uploads/2022/11/Learning-Heroes-Parents-report22-Appendix-v6.pdf>