



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

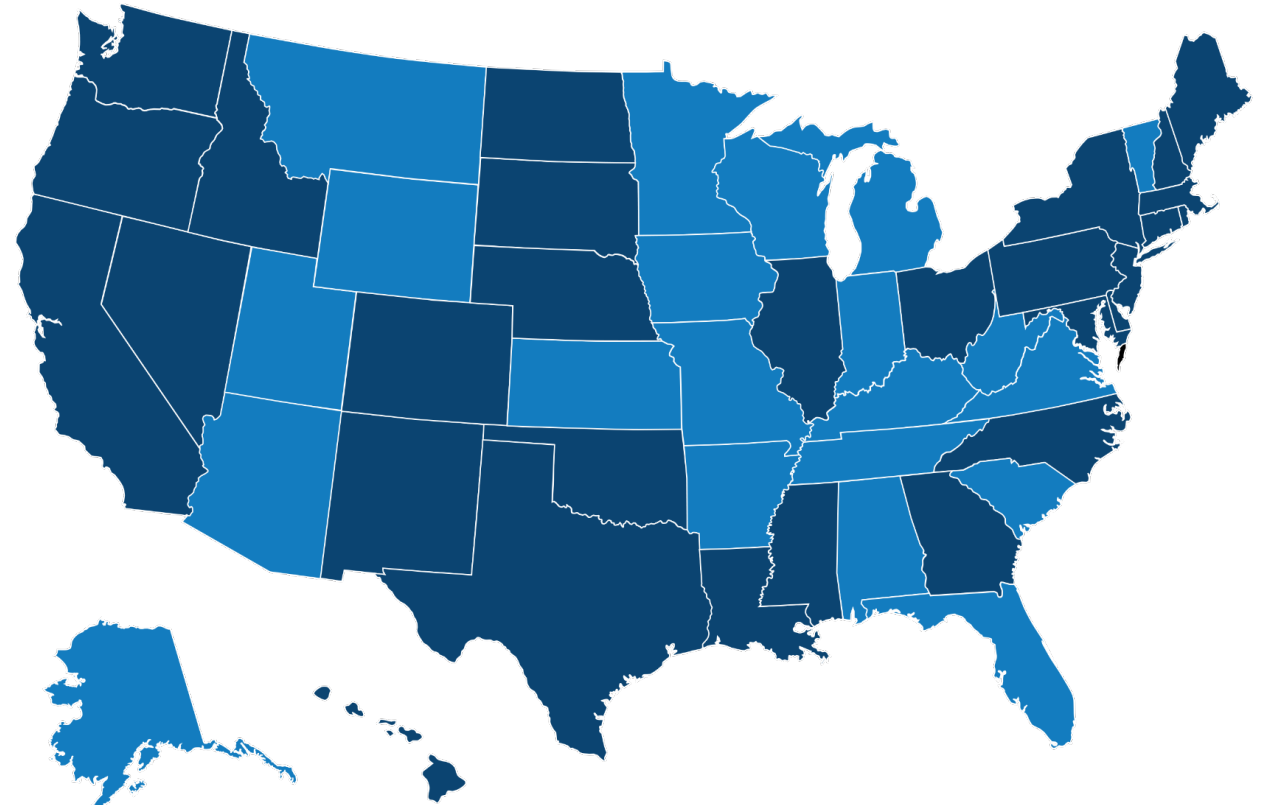
EMBARGIED UNTIL 12:01 am, May 20, 2020

Research conducted by Edge Research



Responding to Parent Mindsets

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



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

Driving Questions

This research explores:

- ☆ How has remote schooling impacted parents' perceptions of their children's achievement, especially the parents who have been historically underserved?
- ☆ 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 ask more from schools next 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 – 93% report their children are at/above grade level in reading and math. It is closer to 37%.



RELATIONSHIPS REDEFINED

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

Methodology



NATIONAL ONLINE PARENT 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.



WITH ADDITIONAL DATA FROM:

- Learning Heroes 2019 Parent Survey

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



Indicate statistically significant changes from 2019

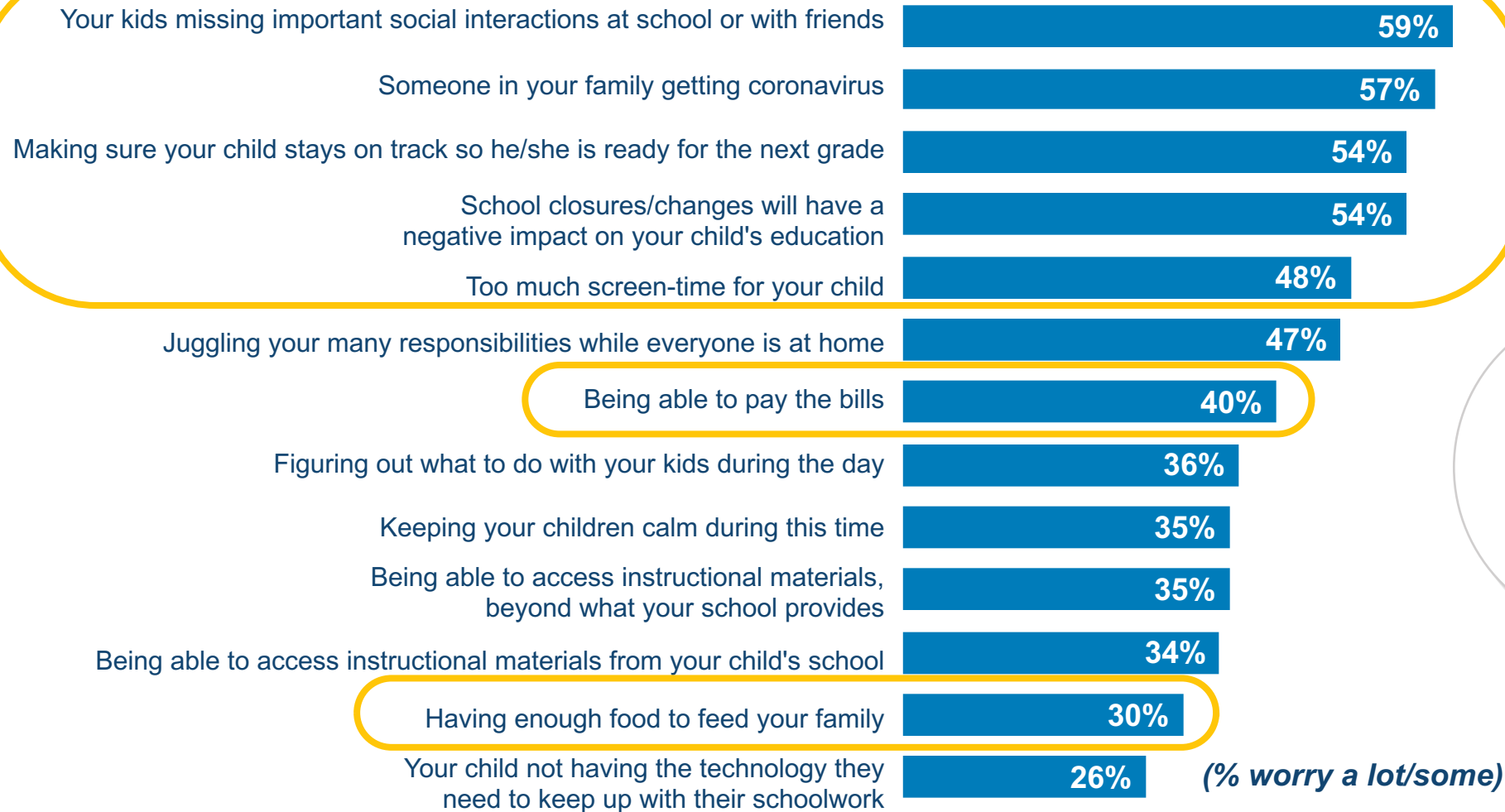
Parent/Guardian Context



Parents Rise 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%

Amidst COVID, Education a Top Priority

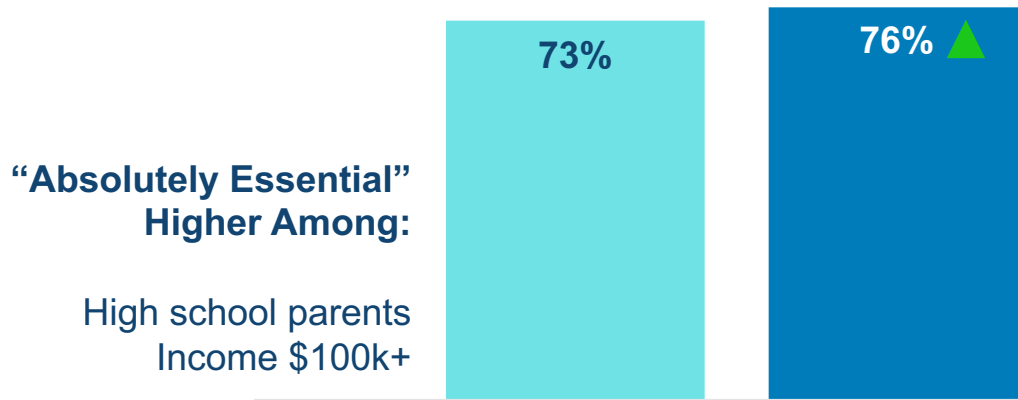


Higher Among...

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?

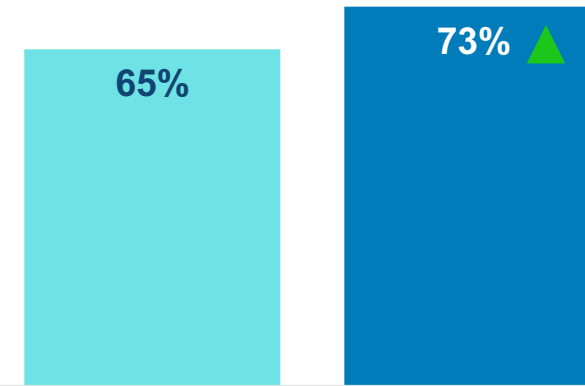


Absolutely essential/very

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?



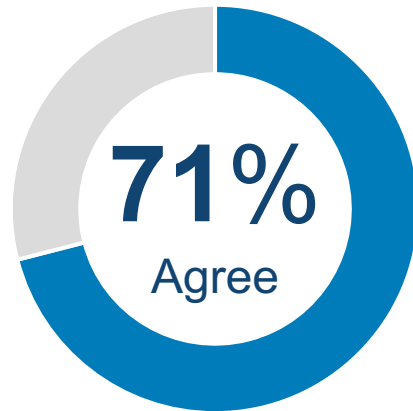
Extremely/very

2019 2020

	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 in some way

However...

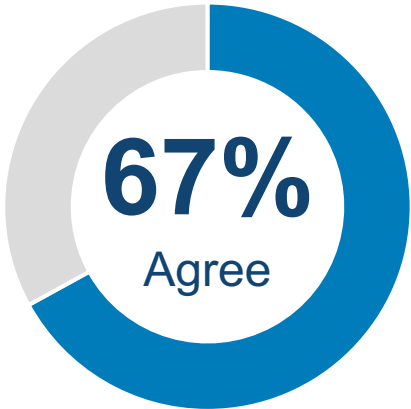
33%

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.

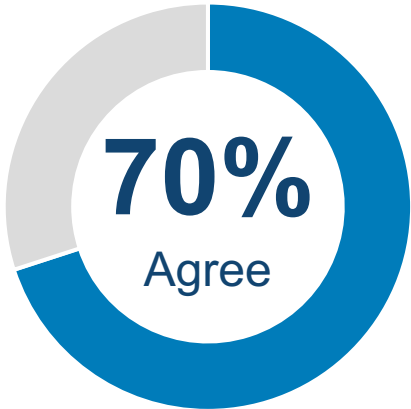


African Americans: 65%
Hispanics: 72%
Whites: 66%

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.

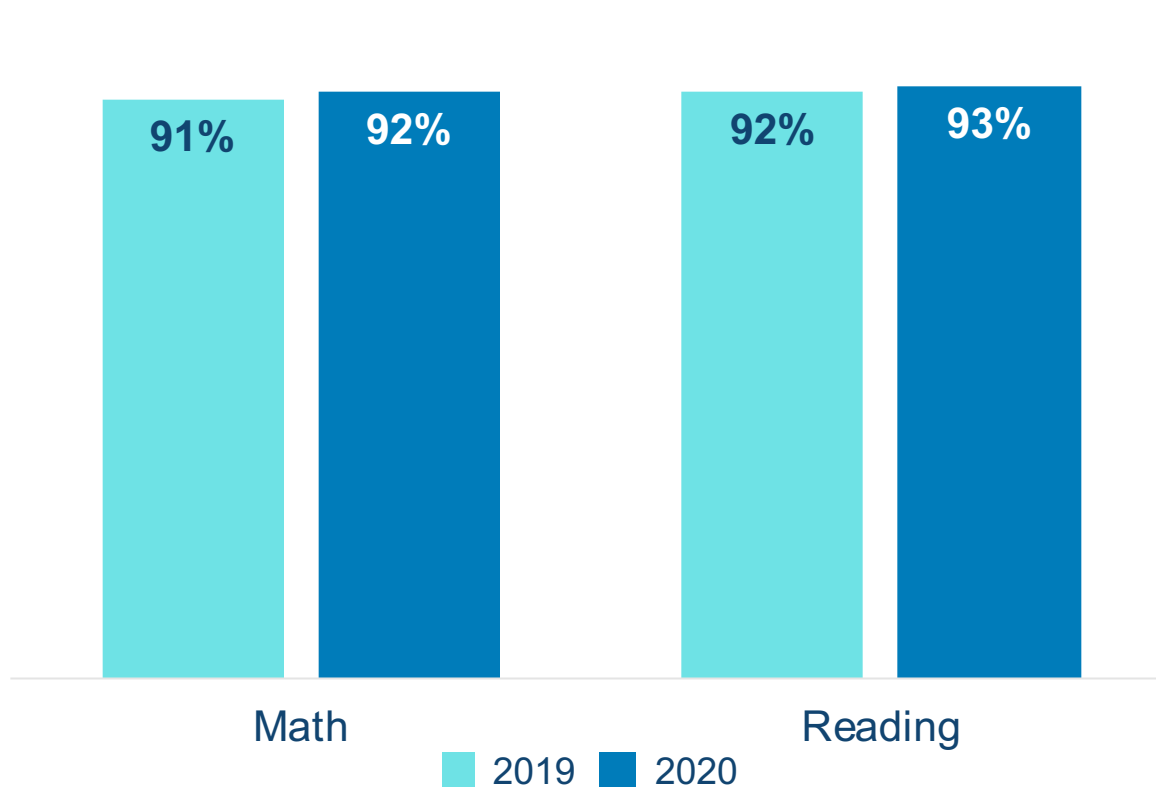


African Americans: 75%
Hispanics: 75%
Whites: 68%

Higher Among...
HH Income \$37k or less: 75%

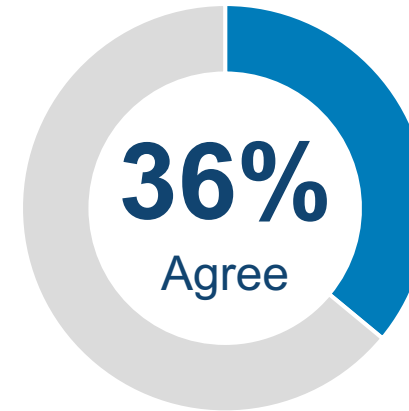
Even with More Engagement, 92% of ALL Parents Think Their Children are at/above Grade Level

Believe Child is At/Above Grade Level



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

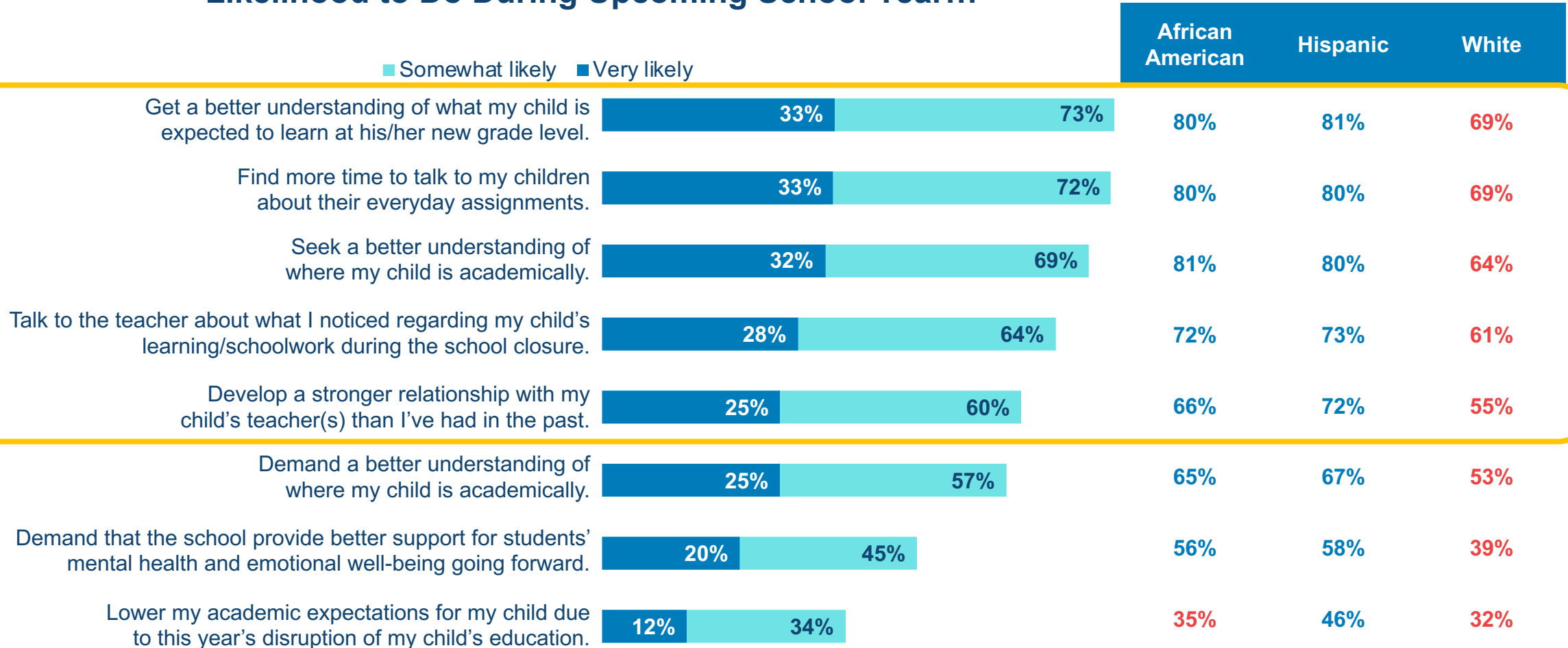
83% Of parents indicate their child is getting “mostly Bs” or better

Parents are Activated to Show Up Differently Next Year

Likelihood to Do During Upcoming School Year...

(% very/somewhat likely)

■ Somewhat likely ■ Very likely



Remote Schooling



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 it to be.

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

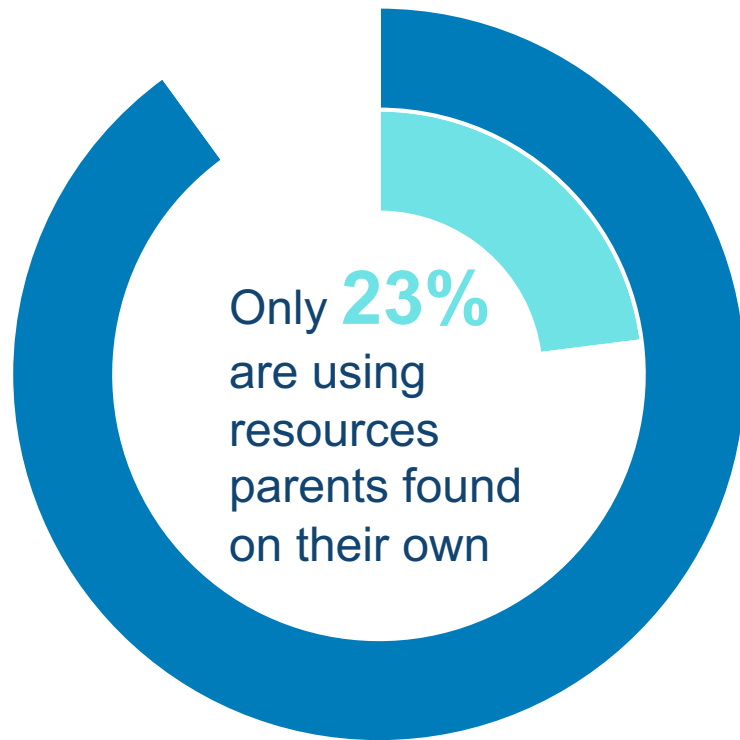
Higher Among...

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%**

Parents Rely on School-provided Materials for Remote Learning – Less Than a Quarter Seek Third-party Resources



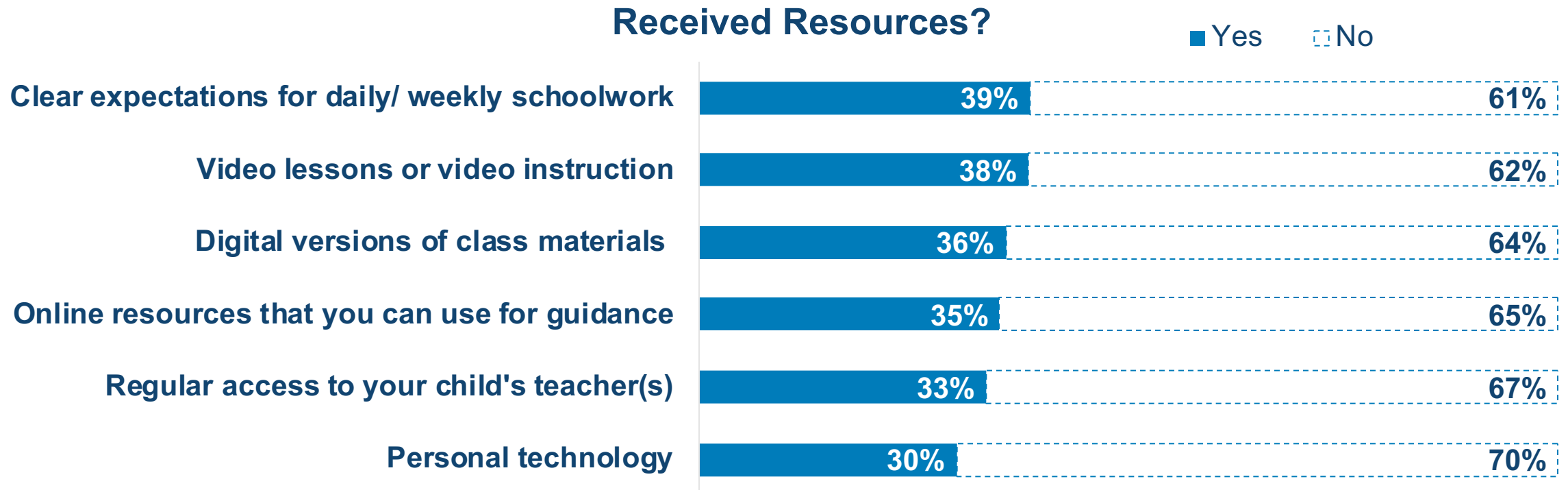
Using Other Resources

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%**

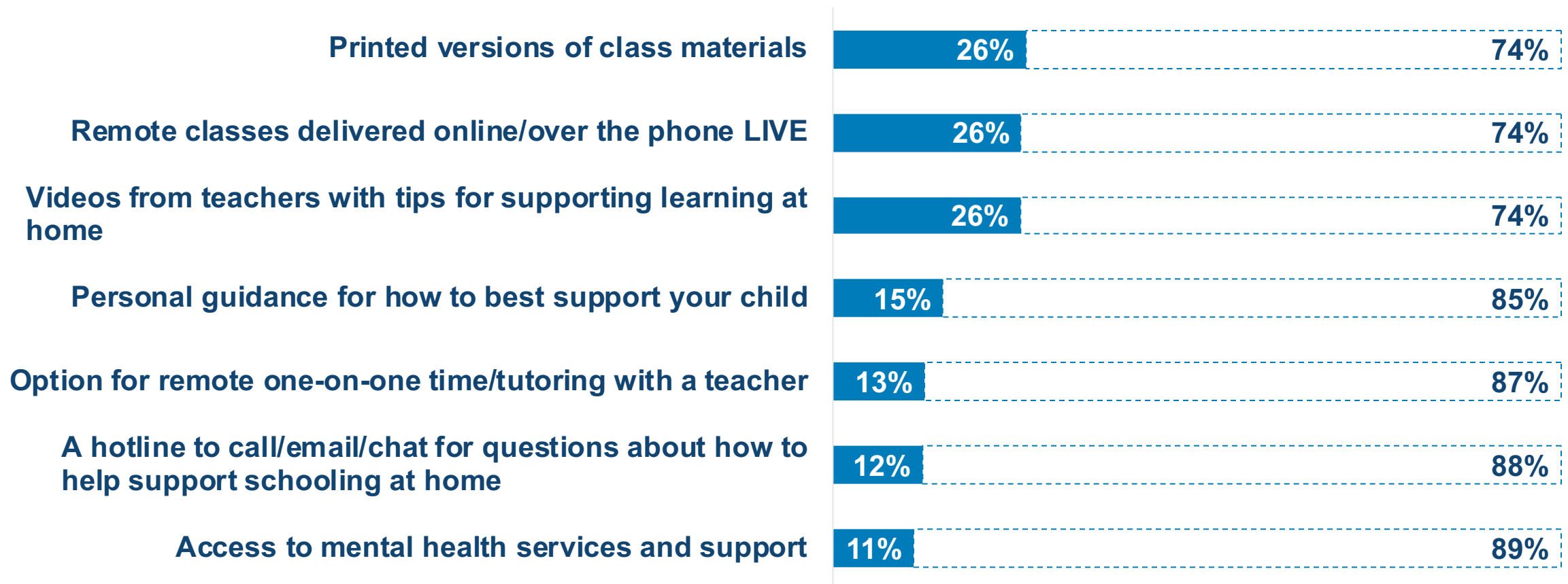
Most Parents Haven't Received Resources from Schools



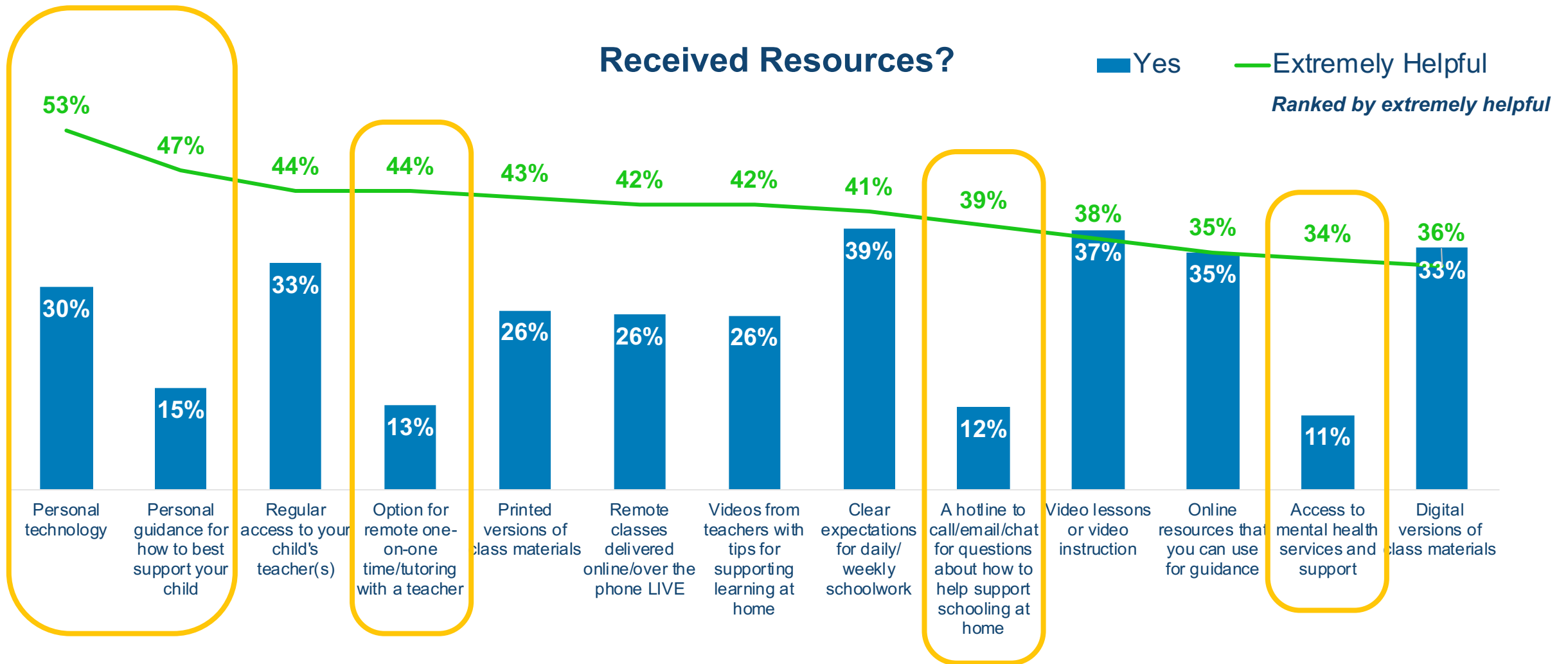
Even Fewer Received Personalized Resources

Received Resources?

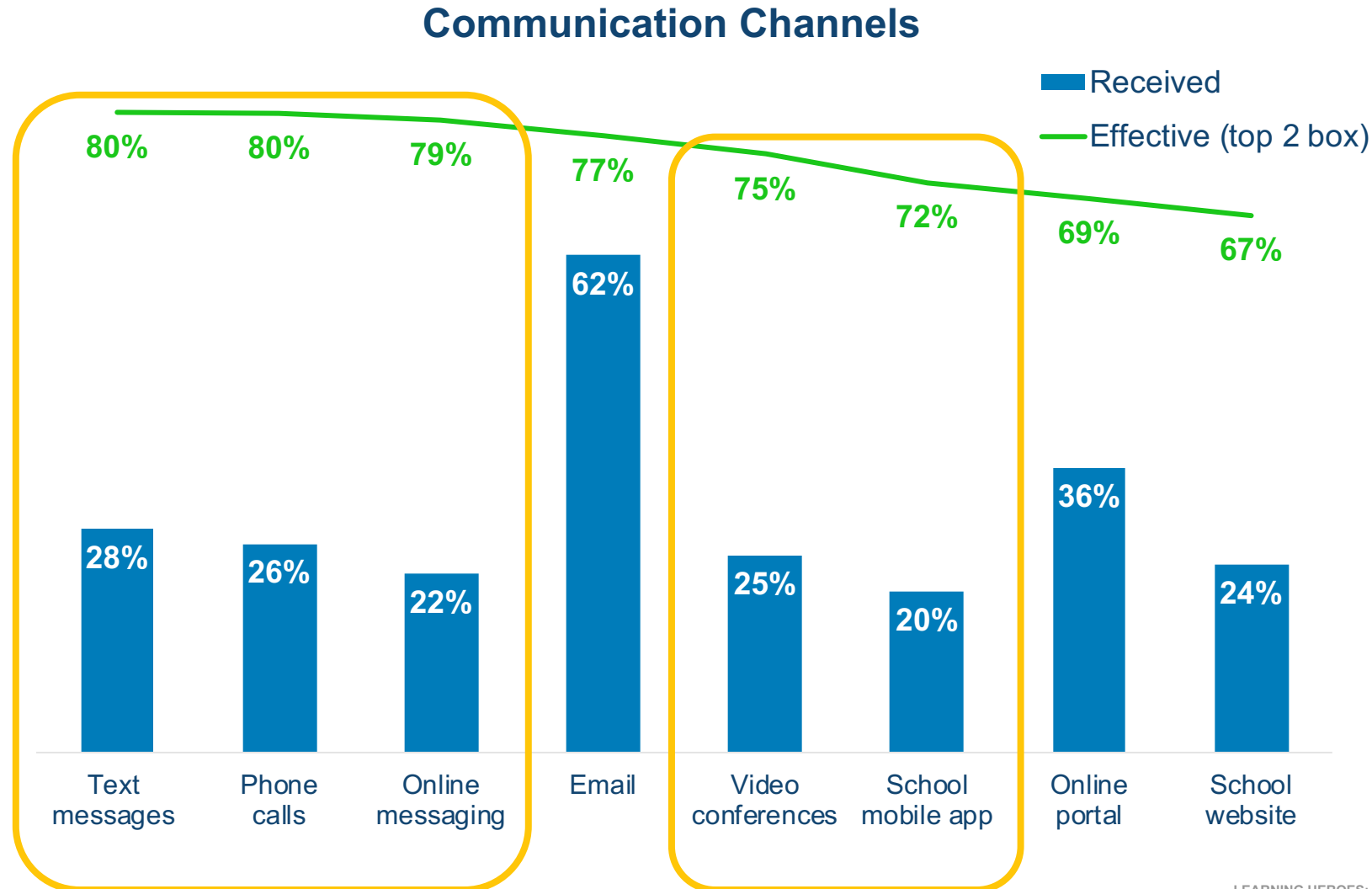
■ Yes □ No



Personalized Resources Reflect Biggest Gaps Between Use and Helpfulness



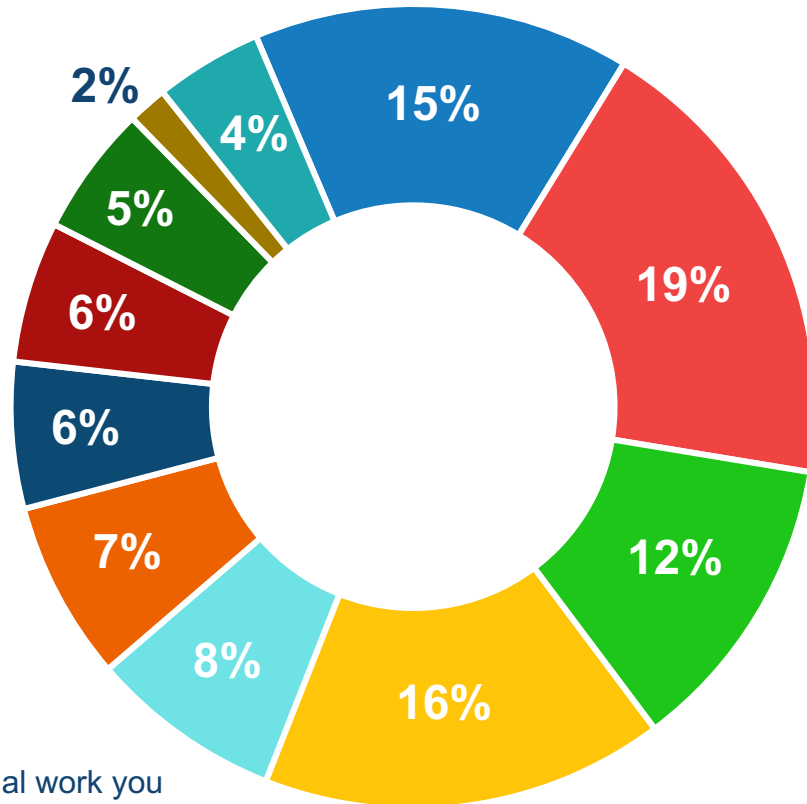
Parents Find Texts and Phone Calls Most Effective, But Few Say Teachers are Using Those Modes of Contact



Parents Report 56% of Their Child's "Awake Time" Involves a Screen

Percent of Child's Awake Time Spent on Each Activity

- Offline work assigned by teachers
- Online work assigned by teachers
- Virtual school with teachers
- Online/screen time without engaging with others
- Engaging with friends or family online
- Going outside to play or exercise
- Hobbies or activities without screens
- Reading books or magazines
- Chores/helping around the house
- Other
- Instructional work you found independently of school



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

Despite Significant Time Commitments – About One in Five Say Their Child Spends Less Than One Hour Per Day on Schoolwork

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%**

Despite Significant Time Commitments – About One in Five Say Their Child Spends Less Than One Hour Per Day on Schoolwork

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**

Parent Actions This Summer and Next School Year

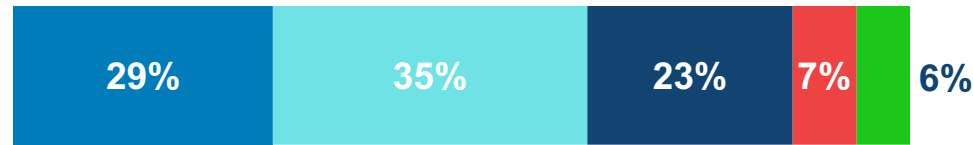


Most Parents Want the *Option* of Summer School Over Definitive Adjustments to the 20-21 School Calendar

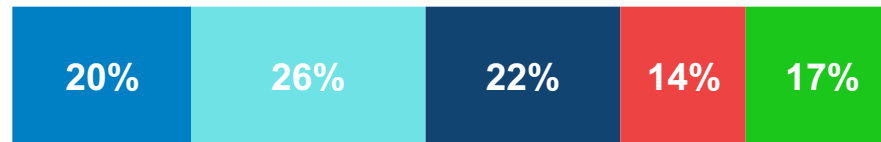
To what extent do you favor/oppose the following options that schools/districts could offer

Darker shading = stronger intensity

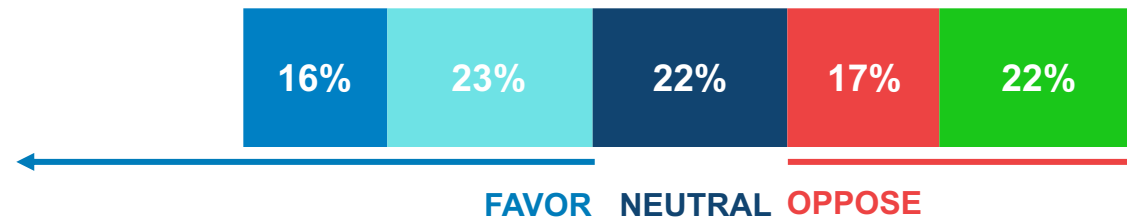
Making academic summer school courses avail so students can catch up before next year



Starting the 2020-21 school year early...



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



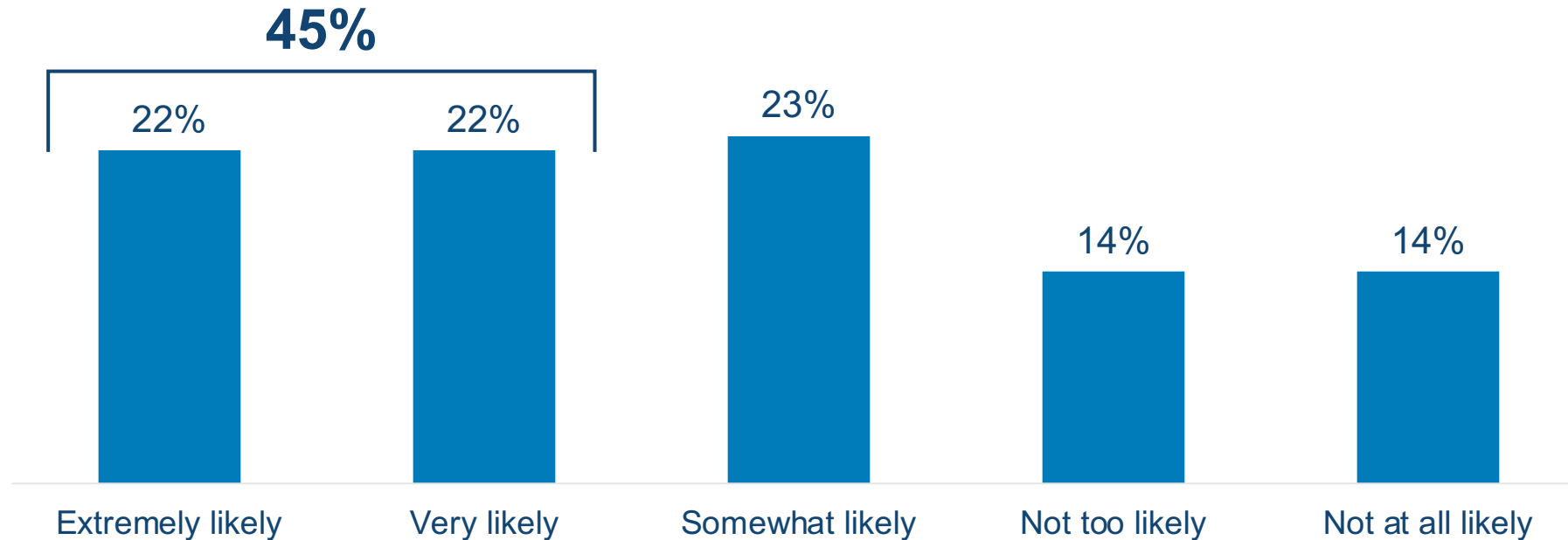
Higher Support Among...

African Americans
Hispanics

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

However, Almost Half Say They Would Send Their Child to “Catch Up”

If school offers academic courses this summer to help your child catch up, how likely would you be to send your child?



Higher Among...

African Americans: **55%**

Hispanics: **58%**

Leaving home to go to work: **53%**



Thank you!

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