



Exploring Massachusetts Parents' Mindsets About Education

FALL 2018



Research conducted by: Edge Research

With support from:



Objectives



CONTEXT:

- ☆ Learning Heroes found nine in ten K-8 parents nationally reported their child as at/above grade level in both reading and math.
- ☆ Parents need an accurate picture of their child's achievement and progress to be able to most effectively support their learning and growth.



GOALS:

- ☆ Establish a shared understanding of MA parents' mindsets regarding their children's education benchmarked against K-8 parents nationally.
- ☆ Bring together key MA parent/education stakeholders, leveraging research findings and accompanying insights.



VISION

Parents are their children's learning heroes, with their children excelling in school and leading a life of opportunity.

MISSION

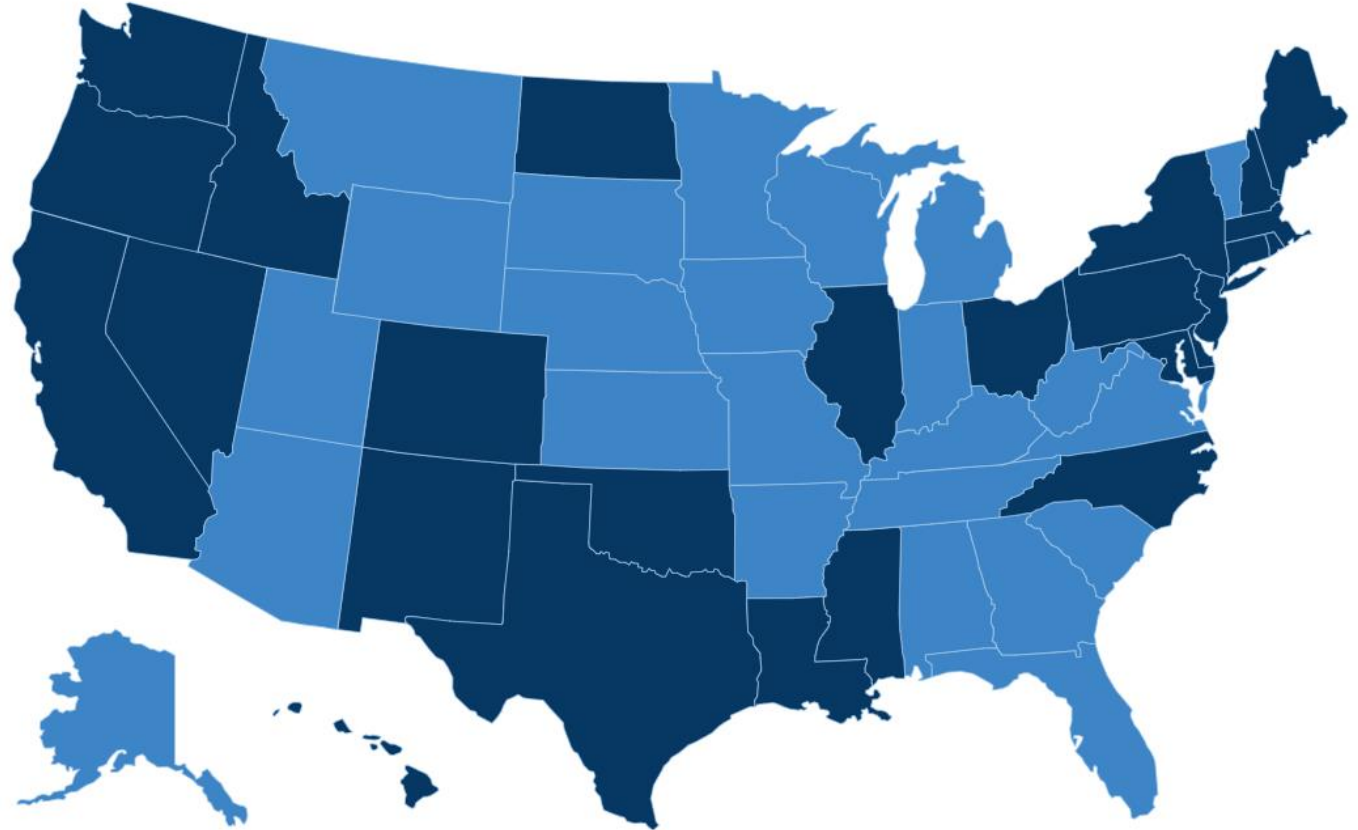
Inspire and equip parents to be effective advocates of their children's educational success.



Unprecedented Research: Revealing Parent Mindsets

Learning Heroes has conducted unprecedented research in 25 states:

- ☆ 100+ focus groups
- ☆ Dozens of In Depth Interviews (IDIs)
- ☆ 8 national quantitative surveys
- ☆ Dozens of ethnography sessions
- ☆ Dozens of tests of our tools
- ☆ Focus on low income parents/guardians and parents/guardians of color



*Dark blue states represent locations where qualitative research was conducted.

Strategic Objectives

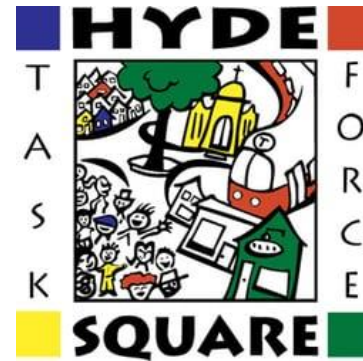
- ☆ Parents gain an accurate picture of how their children are doing academically and developmentally
- ☆ Parents understand what it means for their children to be prepared for success in and out of high school
- ☆ Parents know what actions they can take to support their children's academic and developmental success



National Partners



Massachusetts Partners



Urban League of
Springfield

*Empowering Communities.
Changing Lives.*



Revealing the Research



Methodology



STATEWIDE SURVEY OF K-8 MASSACHUSETTS PARENTS

Statewide sample of 564 parents with children in public school, grades K-8, including:

- ★ **91 African American parents;**
- ★ **114 Hispanic parents;**
- ★ **118 parents in Suffolk Co.;**
- ★ **516 online respondents;**
- ★ **48 phone respondents**

- ★ Fielded July 2-24, 2018
- ★ Offered in both English and Spanish
- ★ Throughout this report, **GREEN/RED** indicates statistically higher/lower differences between audiences
- ★ **▲▼** indicate statistically significant differences from a national survey of K-8 parents sponsored by Learning Heroes and conducted in the spring of 2017

Insights

**Massachusetts
parents are highly
engaged in their
child's education
and academics are
a priority but not a
concern.**

+

**Massachusetts
parents have a more
realistic view of
their child's
academic
achievement than
parents
nationally;
however a stark
"disconnect"
remains.**

=



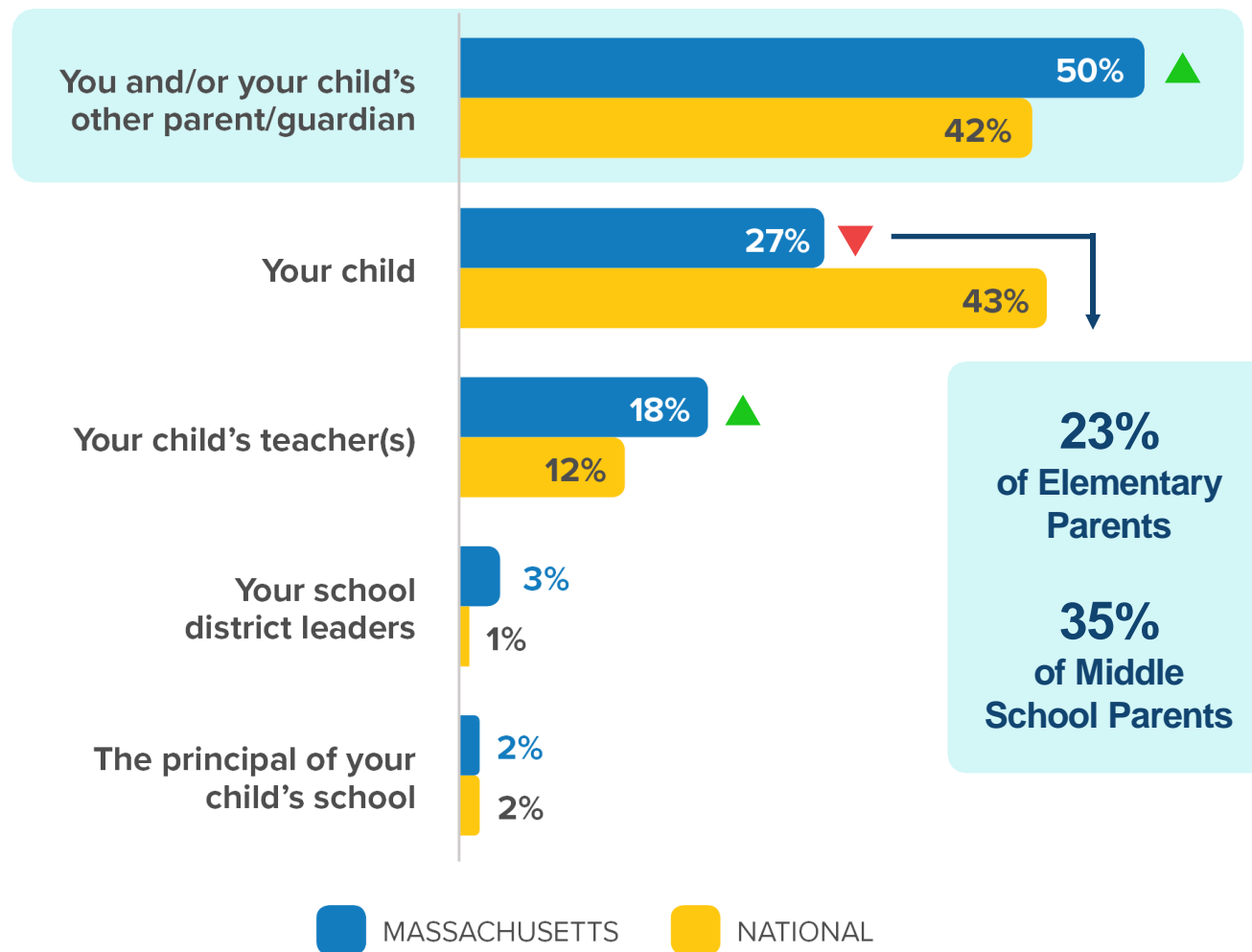
**The landscape is
ripe to help parents
have a more
accurate picture of
their child's
academic
achievement.**

Massachusetts Parent Attitudes on Education

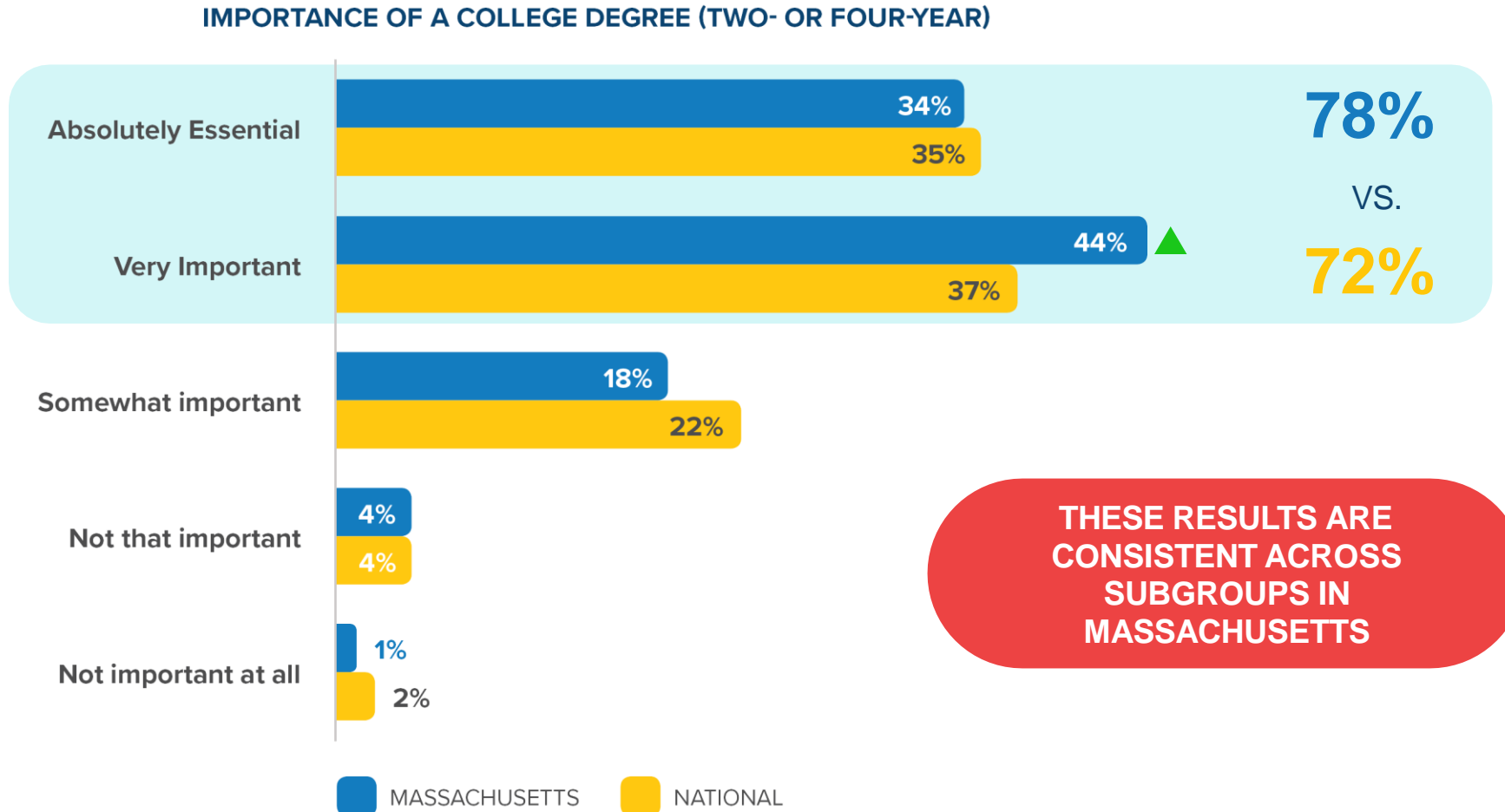


Parents Place Responsibility for their Child's Education on Themselves

WHO IS MOST RESPONSIBLE FOR YOUR CHILD'S SUCCESS IN SCHOOL?

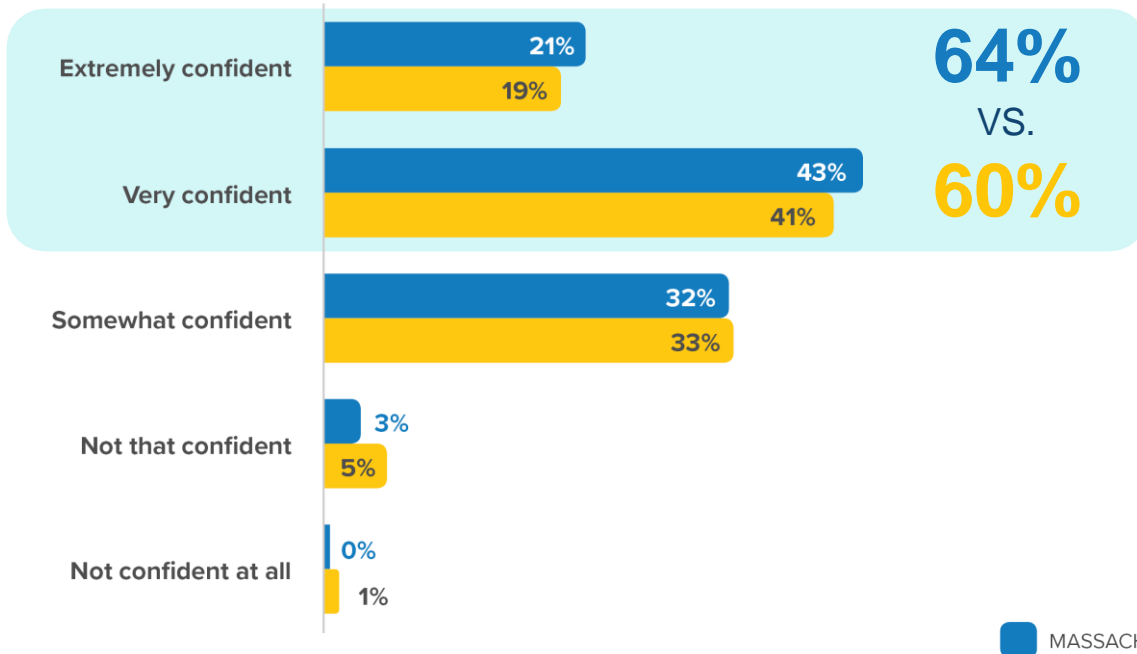


Parents Emphasize the Importance of College



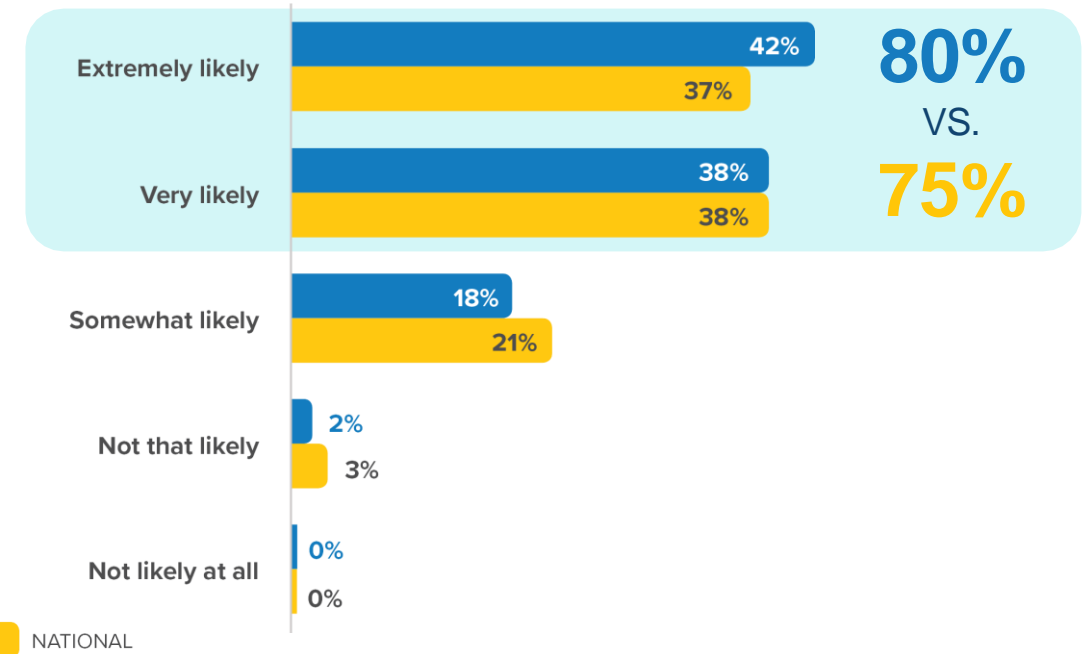
Parents Confident Their Child will be Prepared for/obtain College Degree, and Expect them to Attend College

HOW CONFIDENT ARE YOU THAT YOUR CHILD WILL BE WELL PREPARED FOR ENTRANCE INTO AND SUCCESS IN COLLEGE UPON GRADUATION FROM HIGH SCHOOL?



- **Bostonians and African Americans** are most likely to be extremely confident (36%, respectively).
- **68% of ES parents** vs. 55% of MS parents are at least very confident.
- **High income parents** are more likely to be very/extremely confident.

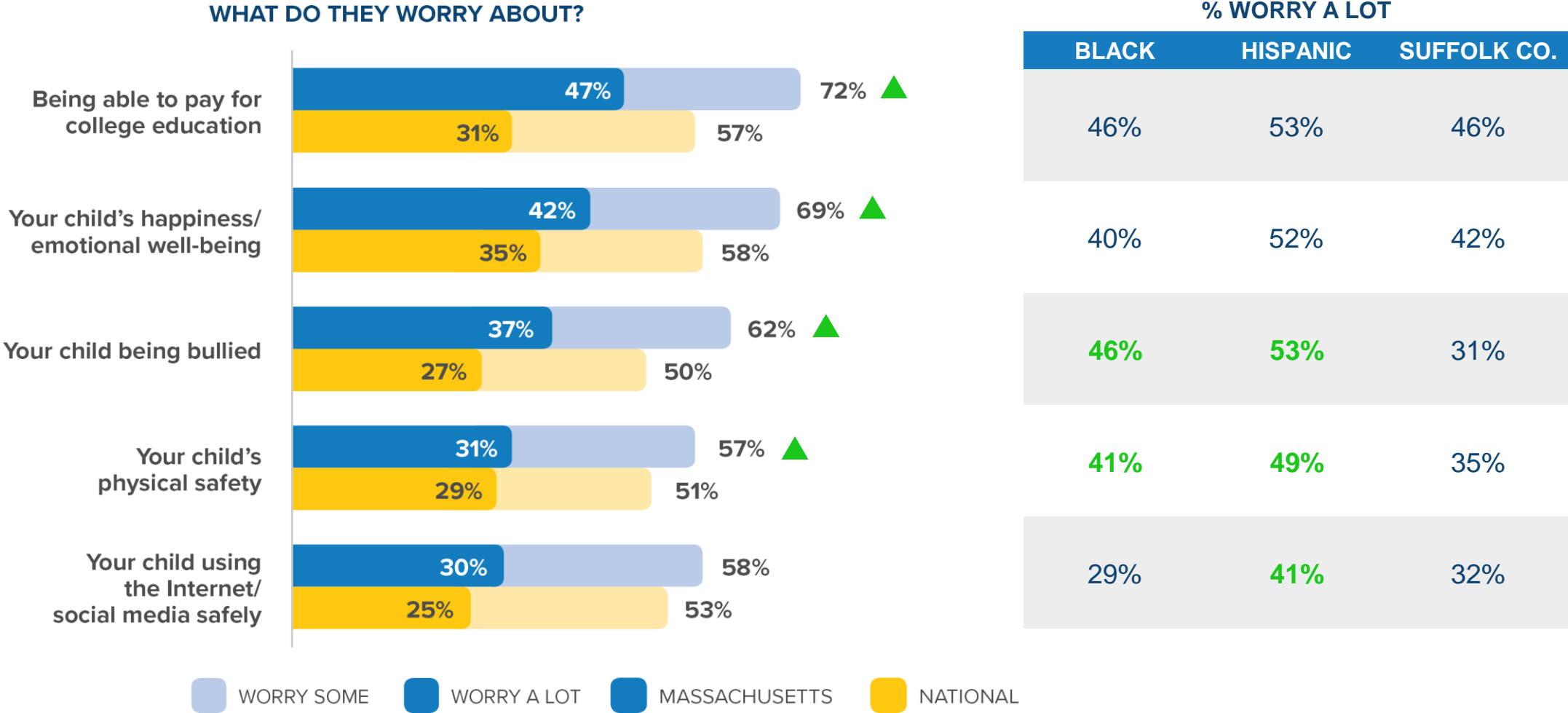
AND HOW LIKELY DO YOU THINK IT IS THAT YOUR CHILD WILL GRADUATE FROM COLLEGE AND RECEIVE A TWO-YEAR OR FOUR-YEAR COLLEGE DEGREE?



- Over half (55%) of **Boston parents** select "extremely likely."
- 58% of **high income** parents respond similarly.
- There is no significant difference across race/ethnicity.

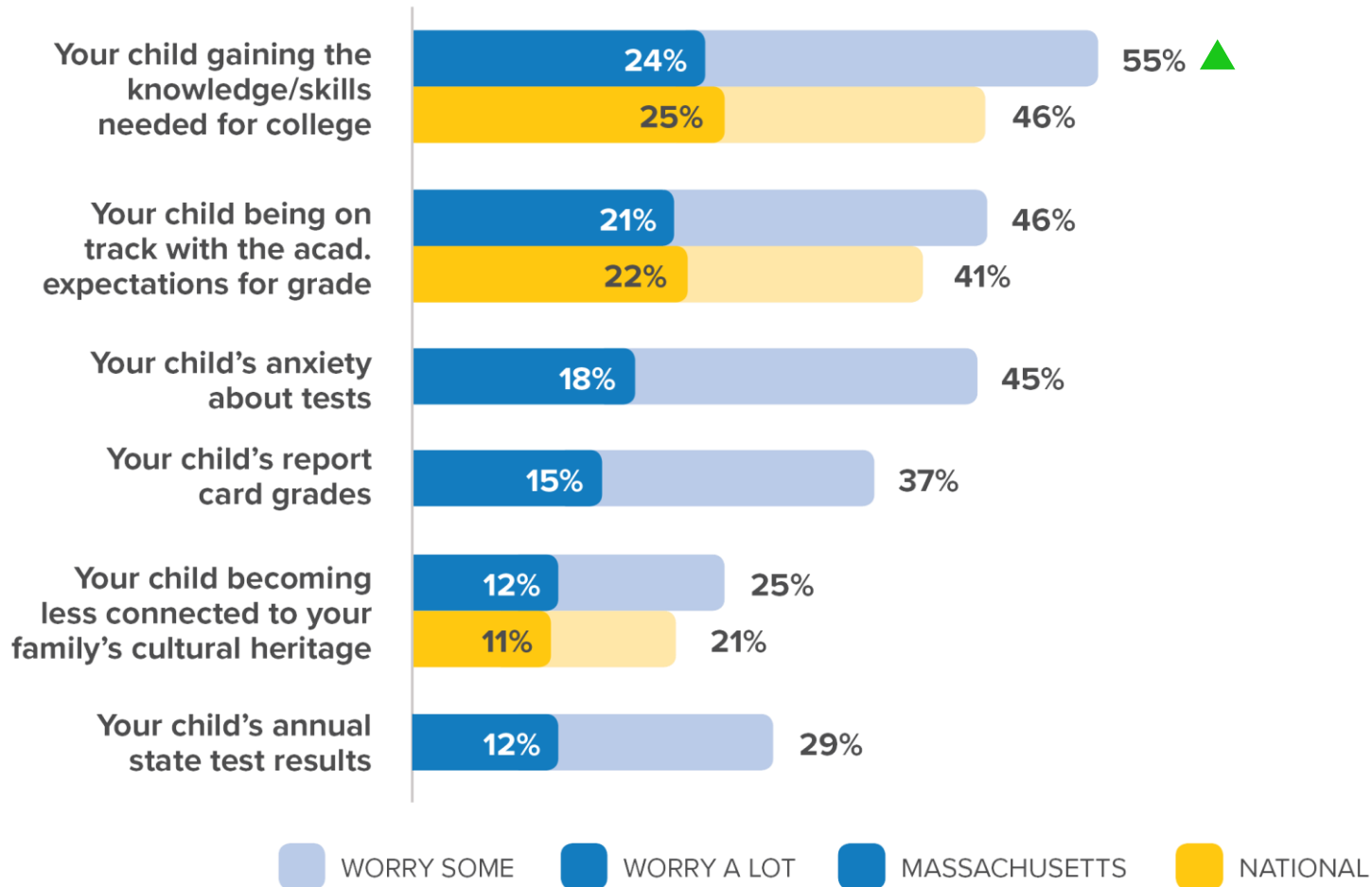
Parents Most Concerned with Paying for College and their Child's Emotional Well-being

Hispanic parents were similarly more worried about everything in the 2017 national survey.



Parents Less Concerned with Academics

WHAT DO THEY WORRY ABOUT? (CONT.)



% WORRY A LOT

BLACK	HISPANIC	SUFFOLK CO.
35%	42%	25%
23%	28%	21%
22%	30%	21%
23%	28%	21%
23%	27%	16%
14%	27%	20%

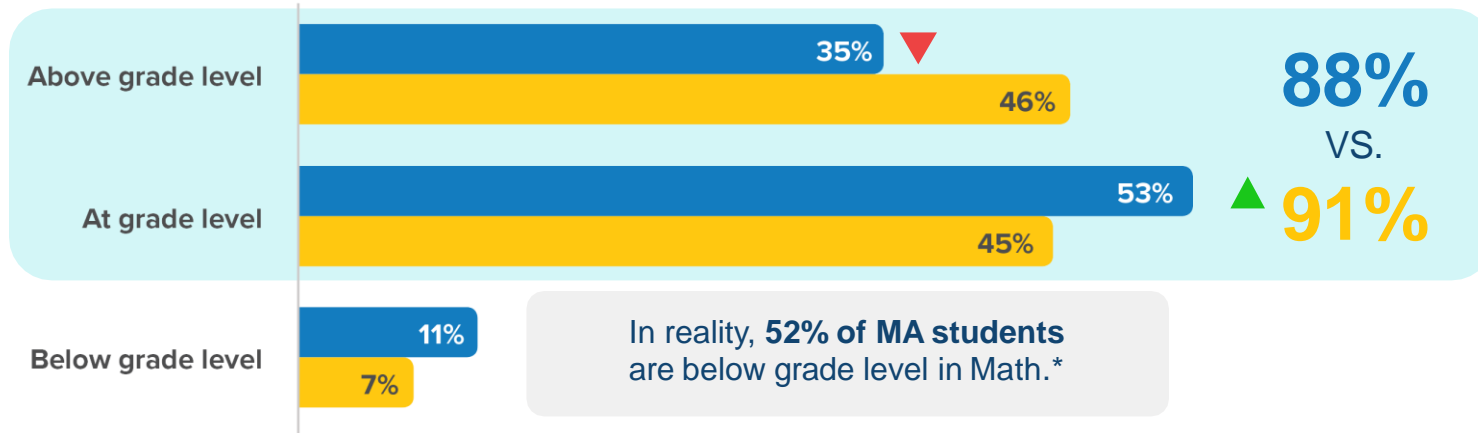
Parent Perceptions of Achievement



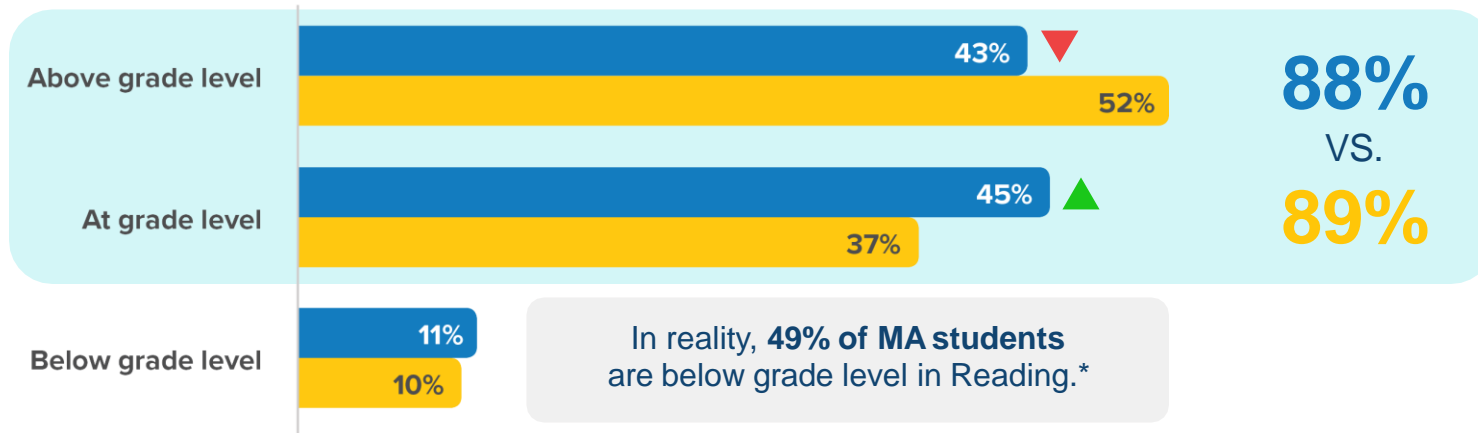
Parents do not have an Accurate Picture

But, they are more likely to see their child at grade level.

IN MATH?



IN READING?



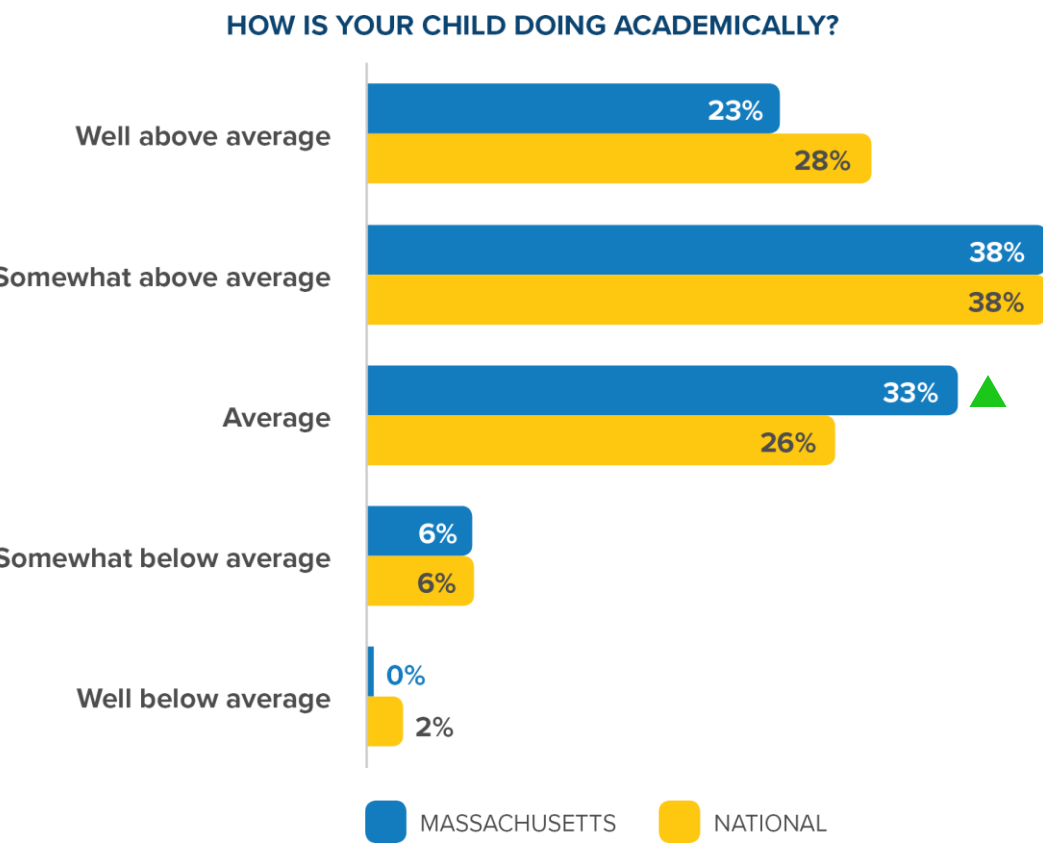
BLACK	HISPANIC	SUFFOLK CO.
31%	25%	32%
61%	60%	57%
7%	13%	10%

51%	39%	43%
41%	48%	44%
7%	12%	11%

*2018 MCAS for MA 3-8 grades

MASSACHUSETTS NATIONAL

Massachusetts Parents More Likely to Rate their Child as Average Academically than Parents Nationally

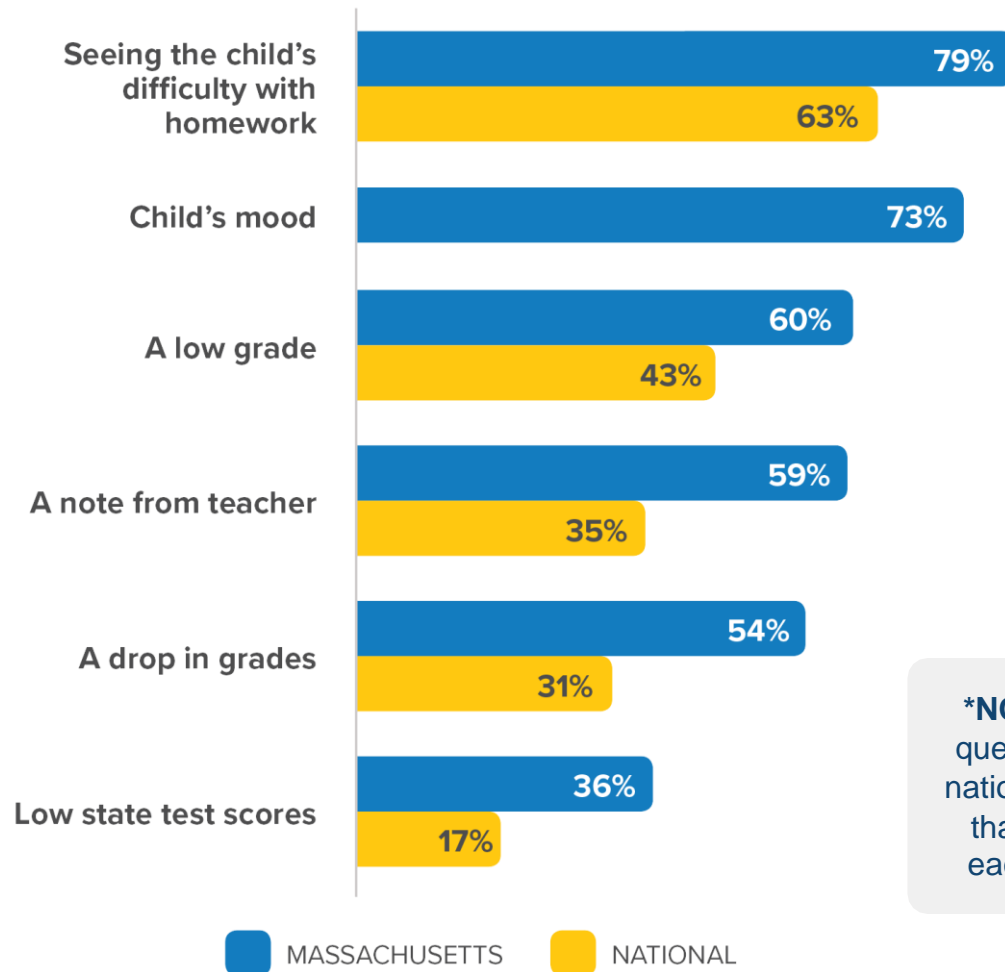


BLACK	HISPANIC	SUFFOLK CO.
25%	22%	30%
39%	38%	38%
29%	31%	29%
4%	7%	3%
3%	2%	0%

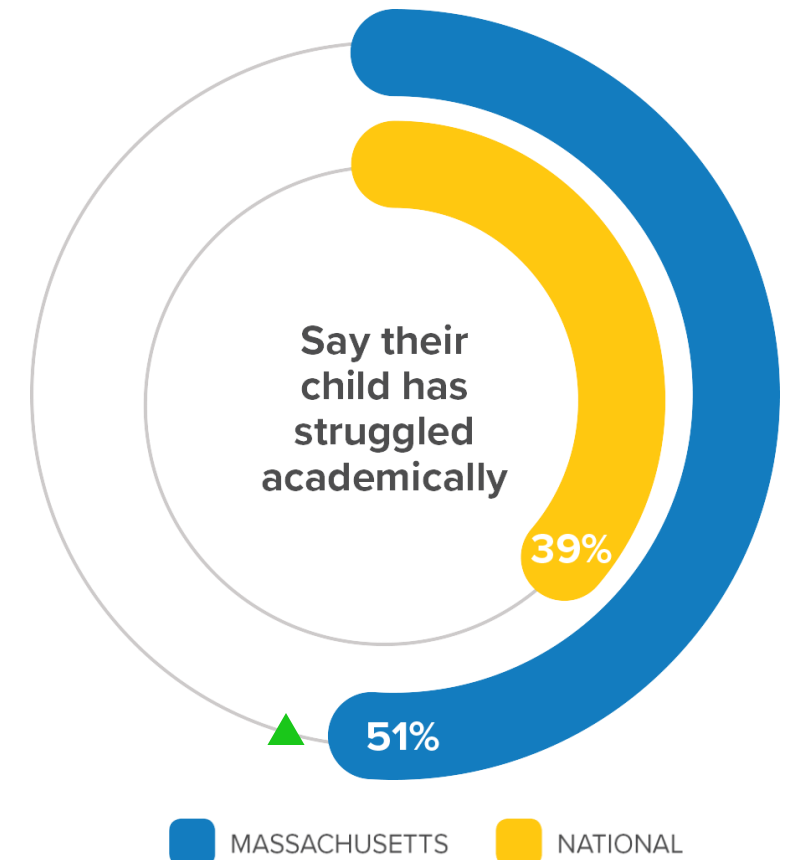
Majority Report an Academic Struggle

MA parents rely on at-home indicators to identify their child's struggles.

INDICATORS THAT CHILD WAS STRUGGLING ACADEMICALLY

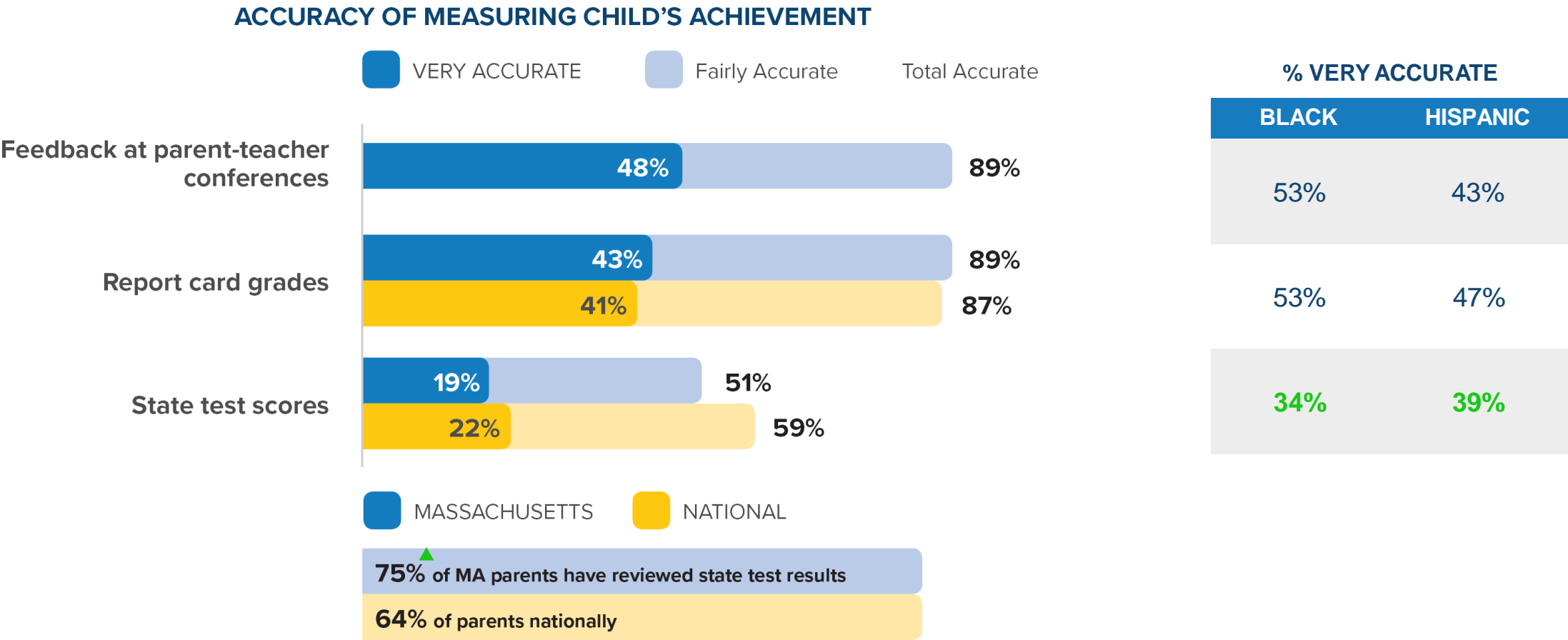


***NOTE:** Slightly different question format between national and MA (select all that apply vs. yes/no for each item, respectively).



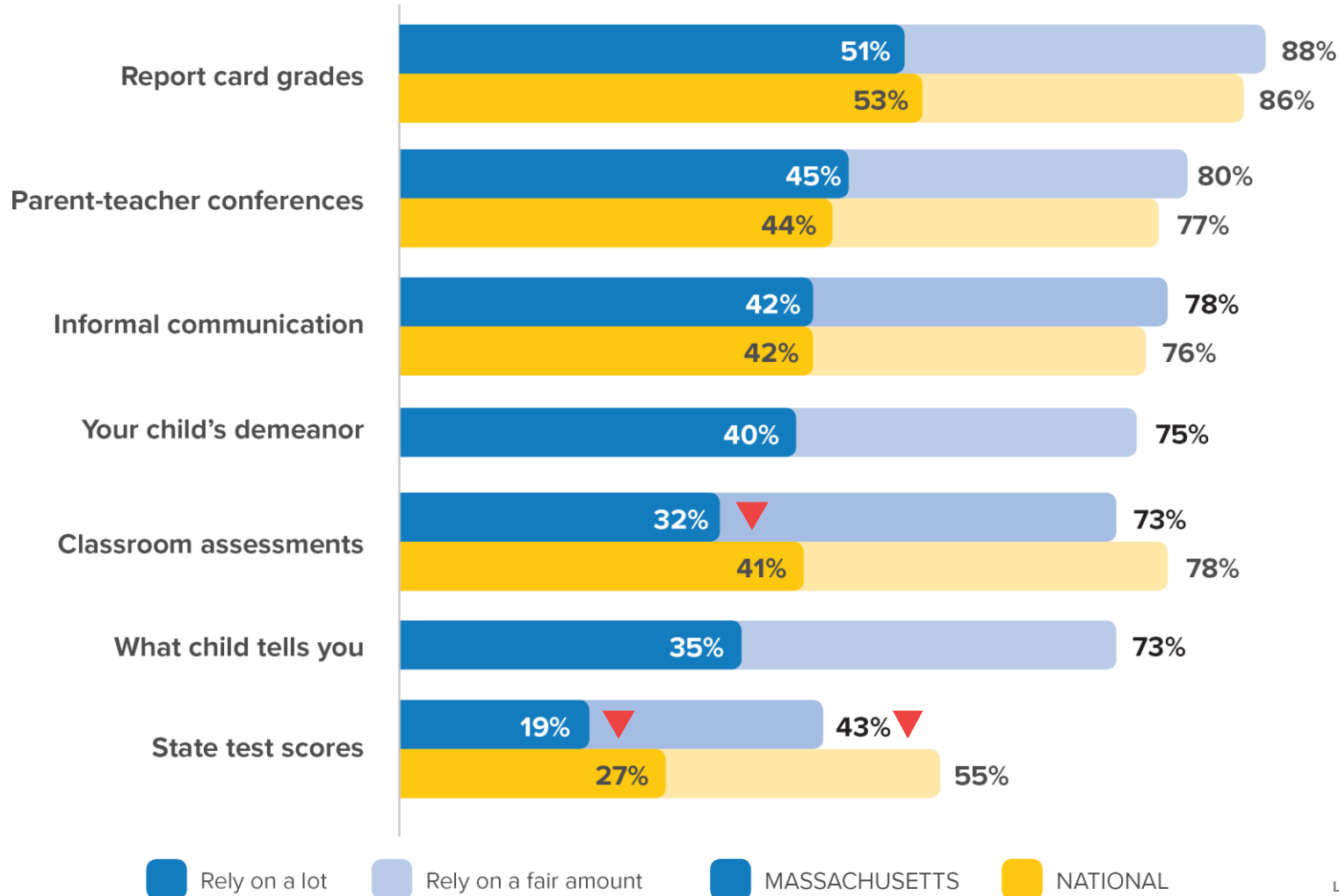
Parents Say Teacher Feedback and Report Card Grades Most Accurate Indicators of Achievement

African American and Hispanic parents are much more likely to trust the accuracy of state tests, although these fall below the other indicators.



Parents Less Likely to Rely Upon State Test Scores

HOW MUCH DO PARENTS RELY ON THESE INDICATORS?

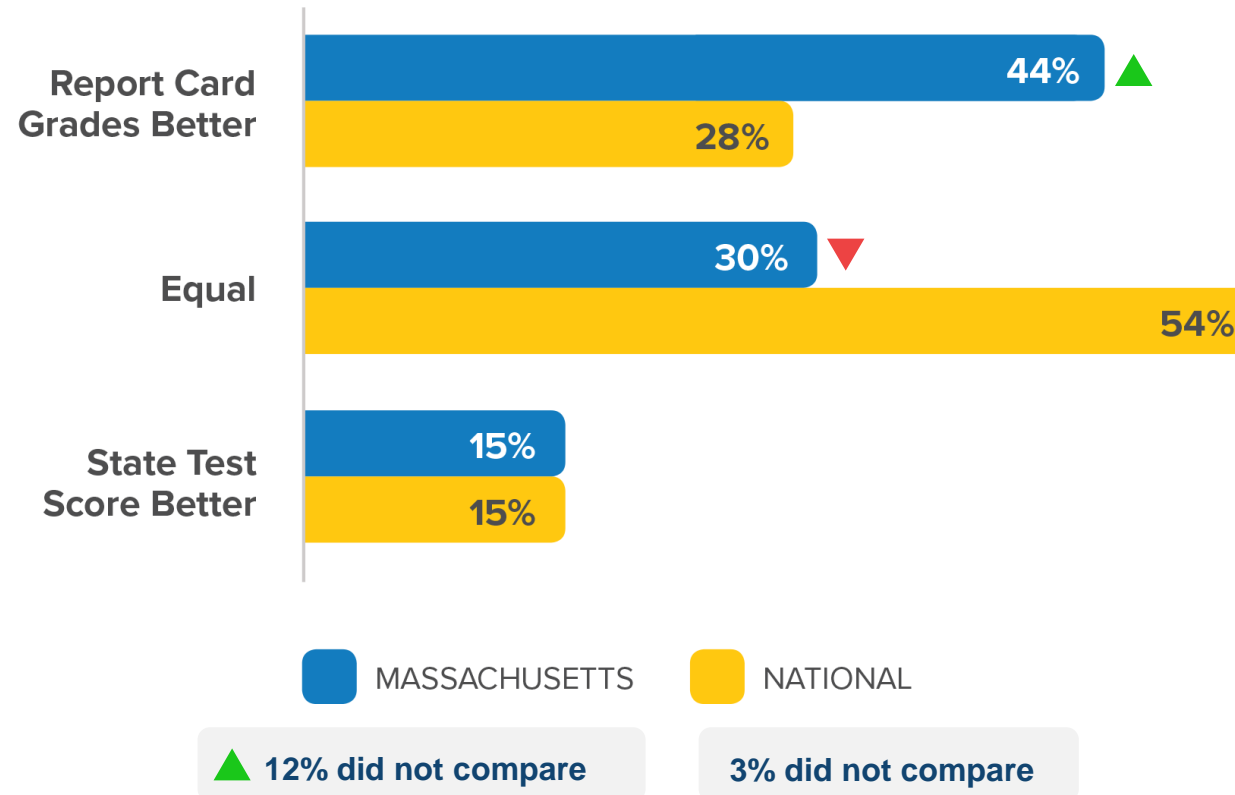


% RELY ON A LOT

BLACK	HISPANIC	SUFFOLK CO.
66%	56%	59%
59%	46%	45%
54%	43%	44%
46%	41%	47%
53%	42%	45%
43%	36%	40%
33%	35%	28%

Parents Report a Disconnect Between State Test Scores and Grades

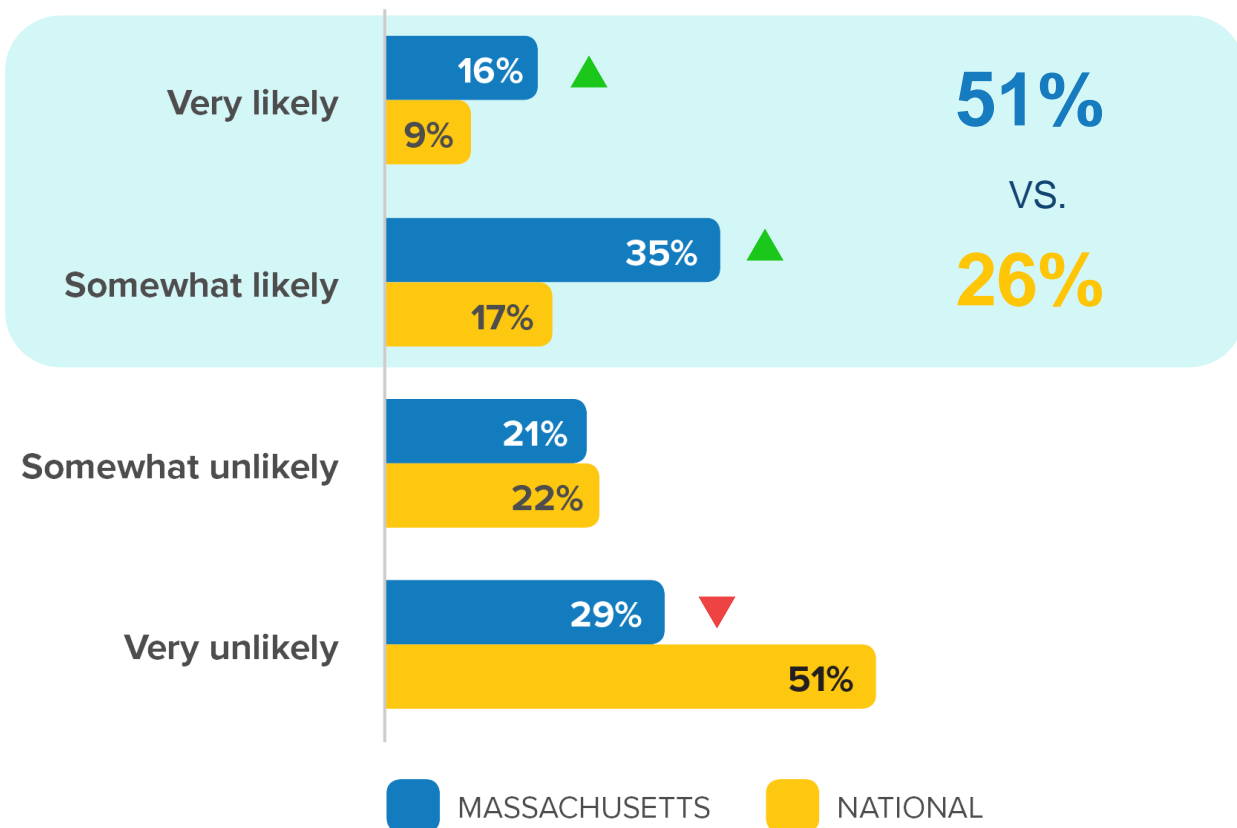
PERFORMANCE ON REPORT CARDS VERSUS STATE TEST



MA Parents More Likely to Question their Child's Achievement when Presented with Data

A third of parents who thought their child was at/above grade level before now say it's likely their child is below.

HOW LIKELY THAT YOUR CHILD IS BELOW GRADE LEVEL
GIVEN THAT..?



Recent state test scores show that, by 8th grade, **52%** of students in Massachusetts were achieving BELOW grade level in math and **49%** were achieving BELOW grade level in reading.

35%

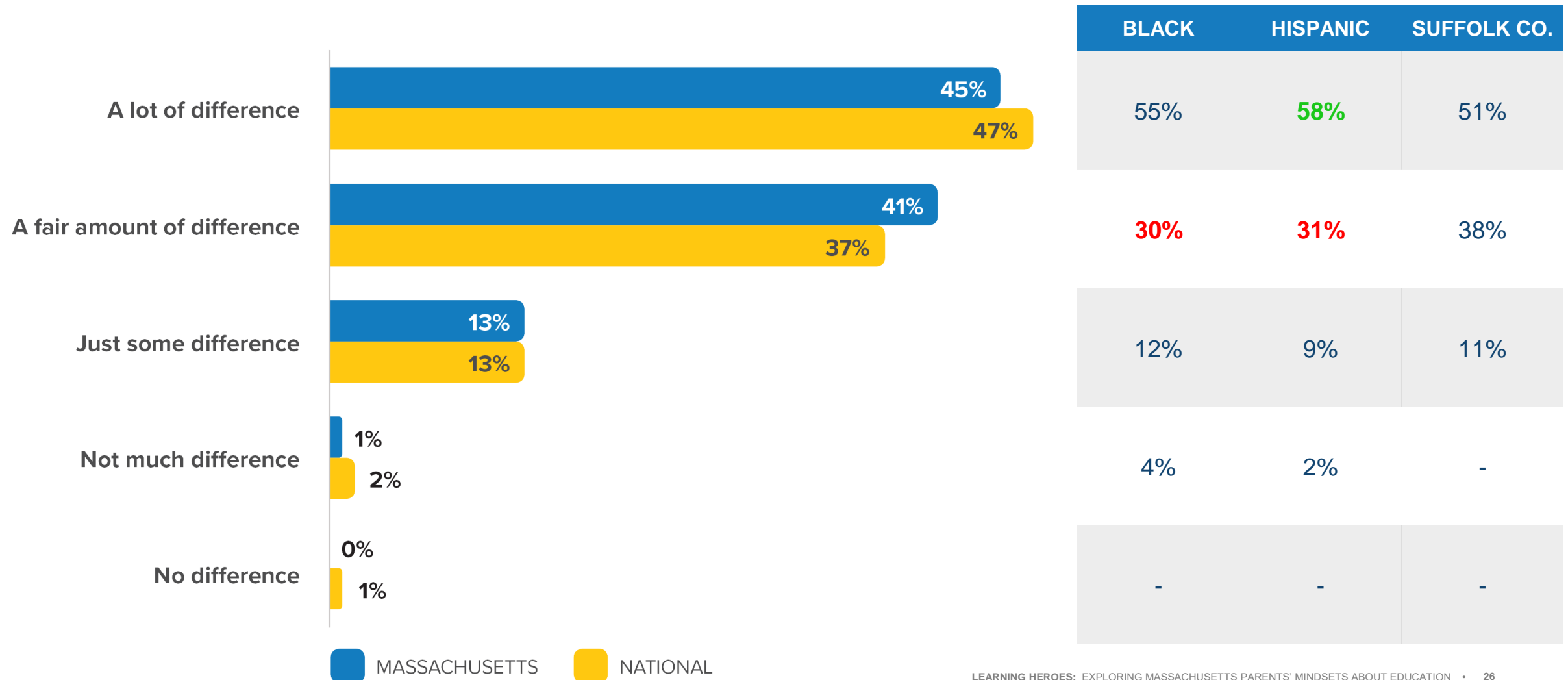
of those who said their child was at/above grade level in both subjects now say it is very/somewhat likely that they are below in at least one.

Parent Actions



MA Parents, like Parents Nationally, Believe they can Make a Difference in their Child's Education

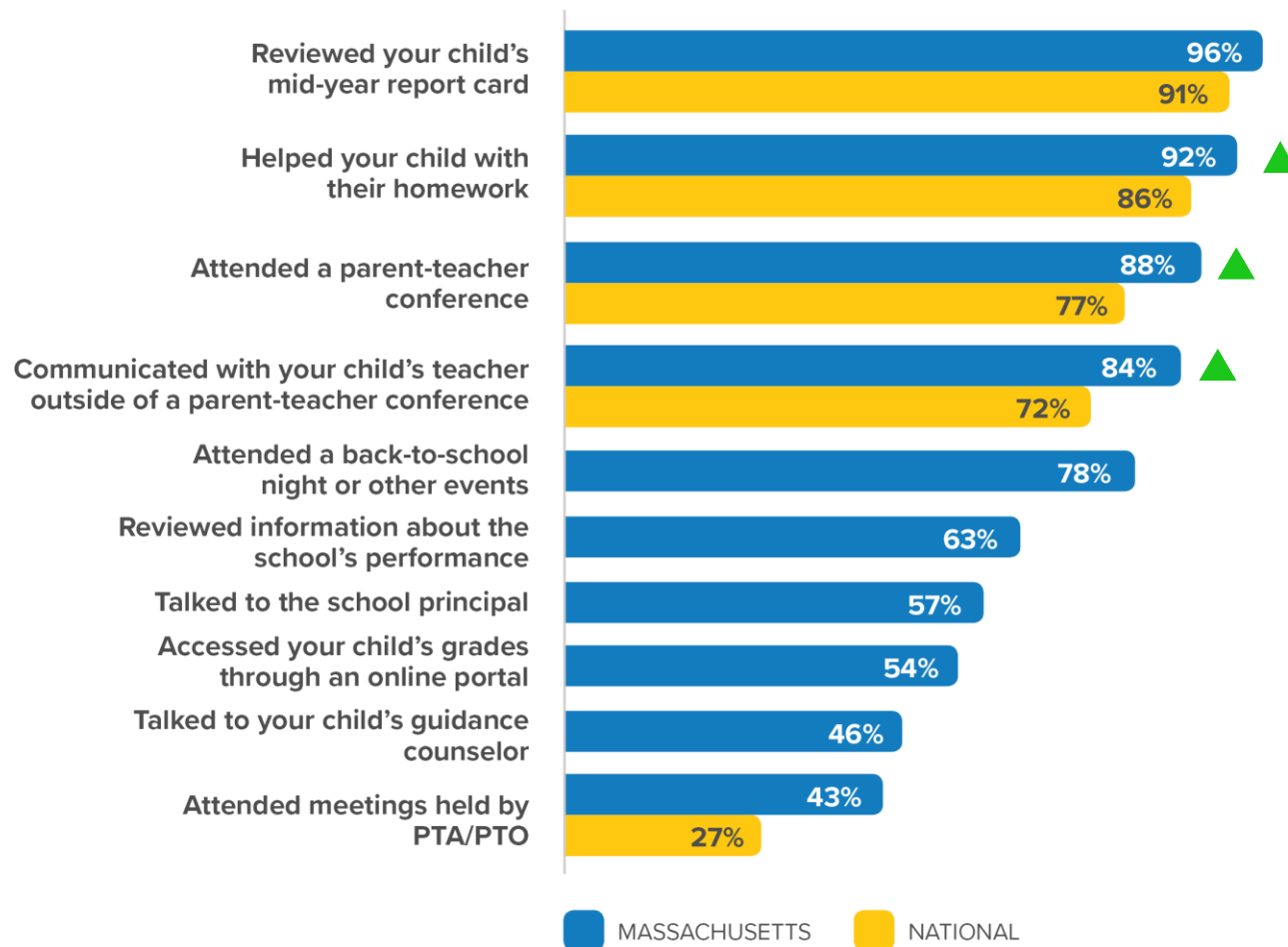
HOW MUCH OF A DIFFERENCE CAN YOU MAKE?



MA Parents Report Greater Engagement

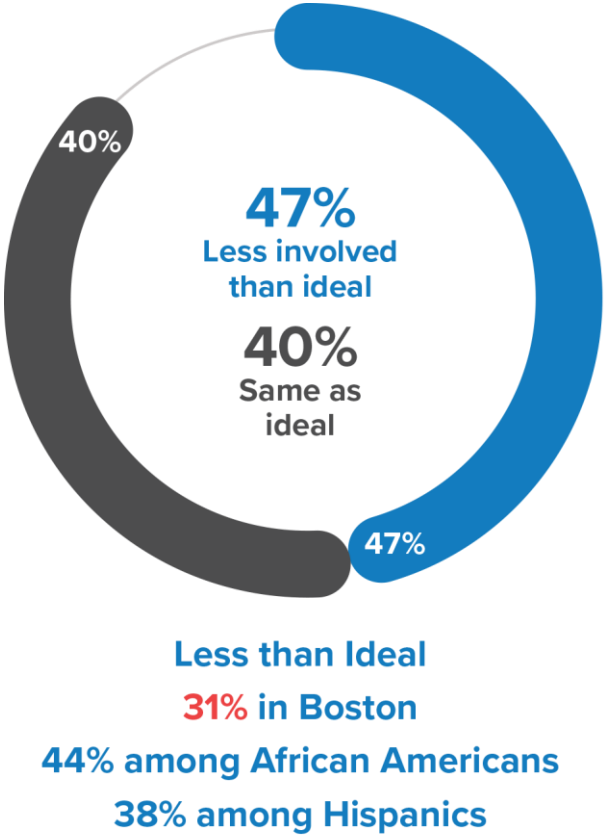
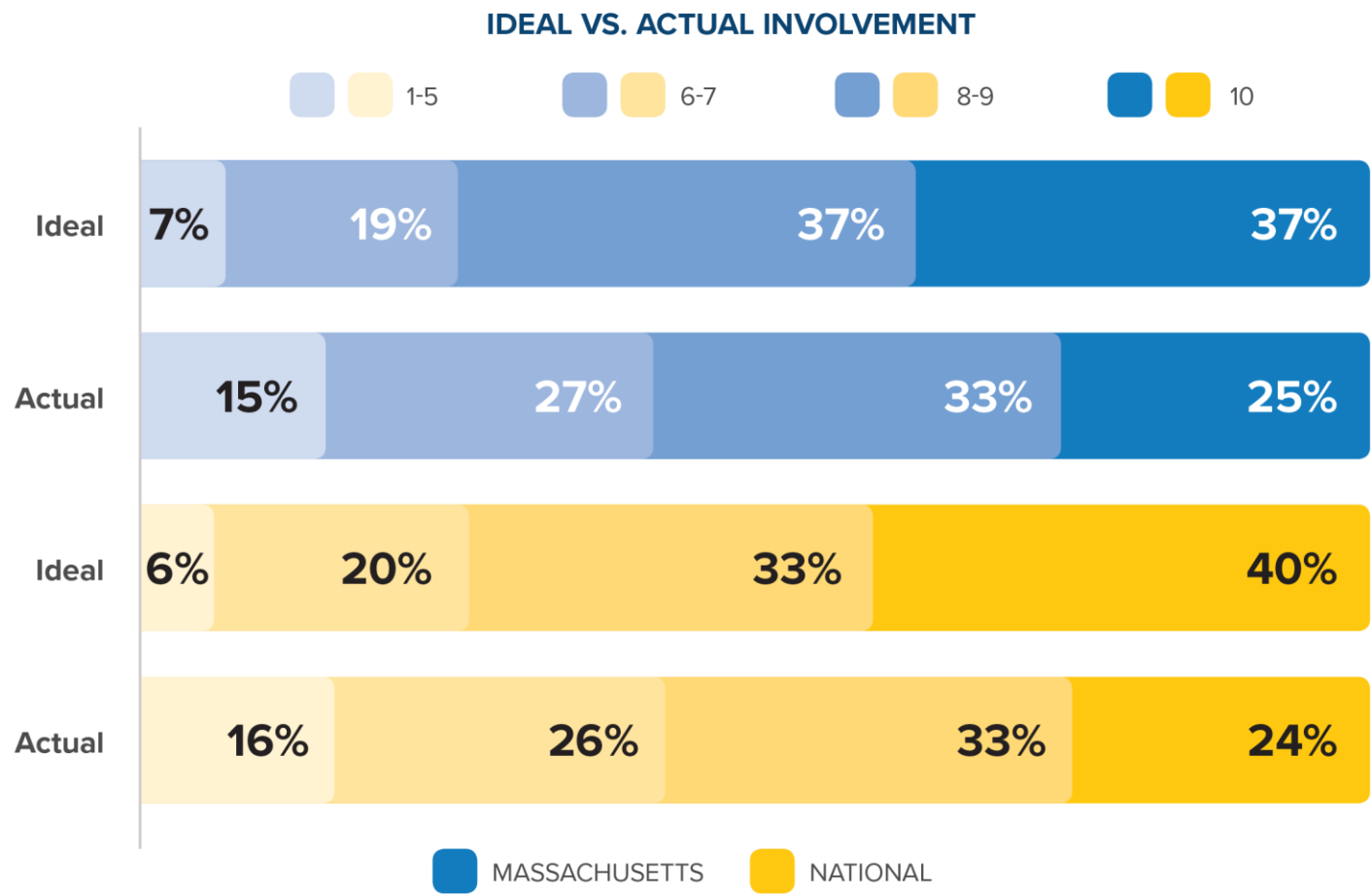
They are more likely to have helped with homework, attended a parent-teacher conference, communicated with their child's teacher, and attended a PTA/PTO meeting.

WHICH HAVE YOU DONE THIS SCHOOL YEAR



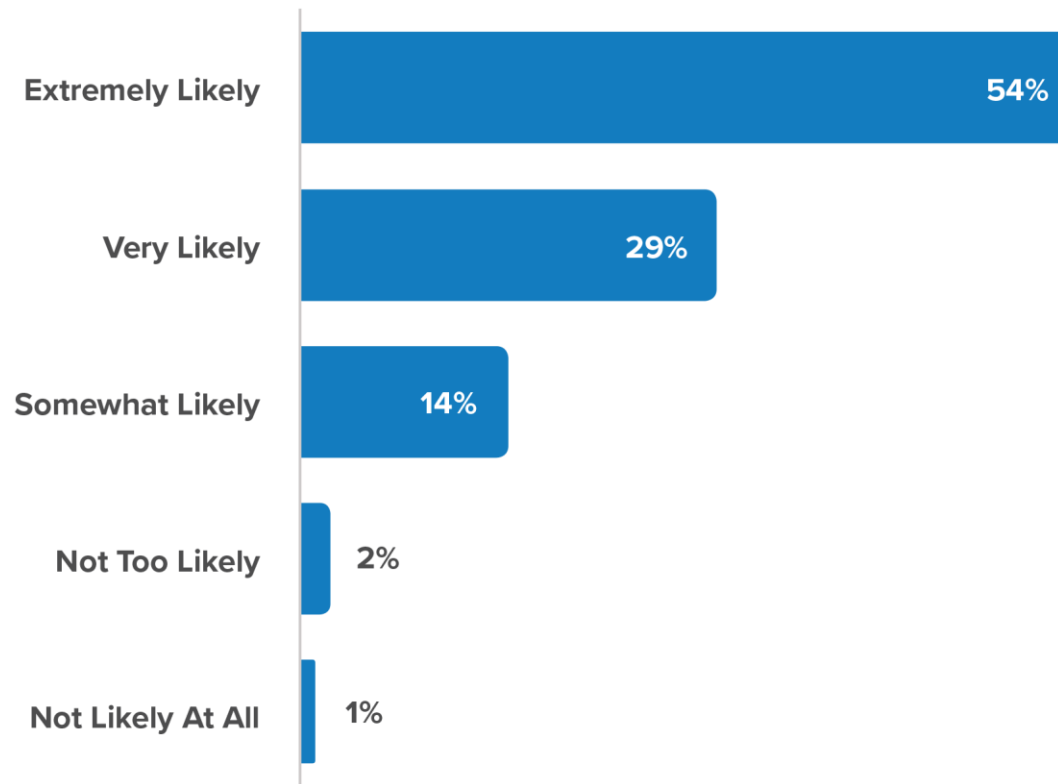
BLACK	HISPANIC	SUFFOLK CO.
97%	95%	97%
96%	95%	94%
90%	89%	93%
83%	81%	91%
71%	81%	85%
78%	76%	71%
71%	65%	72%
48%	57%	46%
59%	56%	49%
60%	51%	57%

Nearly Half of MA Parents Less Involved in their Child's Education than they would like to be



MA Parents Willing to Support Learning at Home

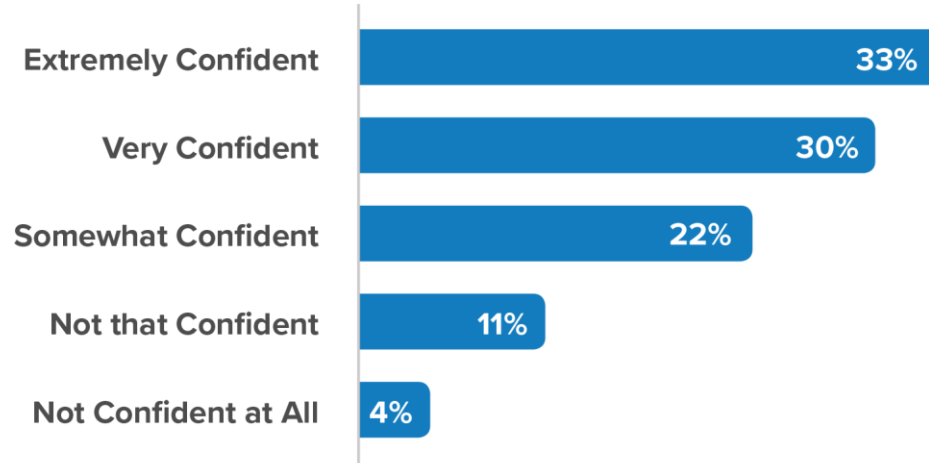
LIKELY TO DO 15-20 MINUTE TASK REGULARLY IF TEACHER ASKS?



BLACK	HISPANIC	SUFFOLK CO.
52%	58%	63%
38%	27%	24%
7%	13%	10%
3%	1%	1%
—	1%	2%

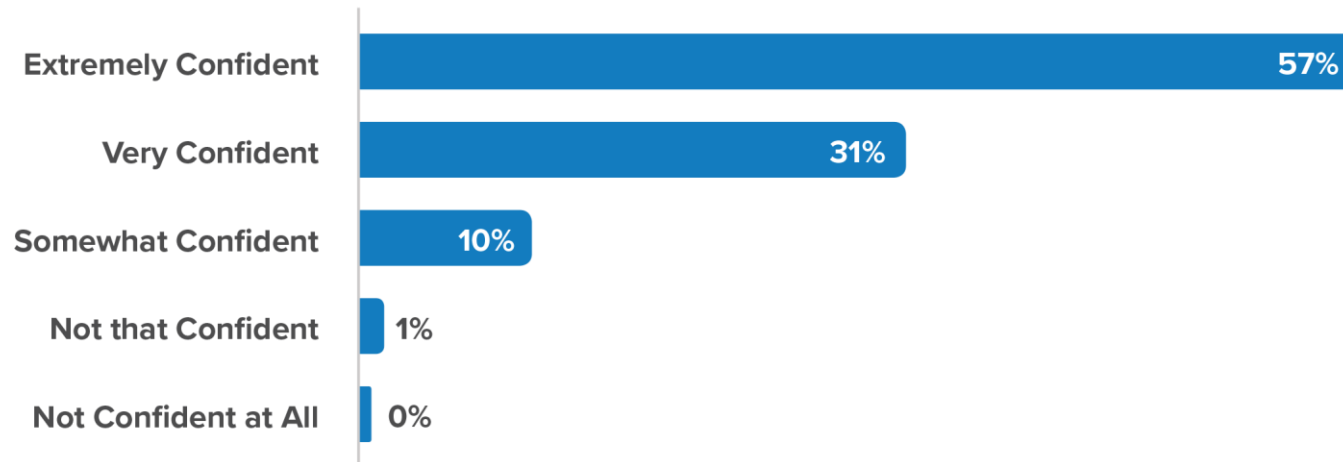
MA Parents Less Confident About Helping with Math

HELPING WITH WORK IN MATH?



BLACK	HISPANIC	SUFFOLK CO.
40%	37%	39%
33%	32%	33%
20%	14%	19%
5%	13%	6%
3%	4%	4%

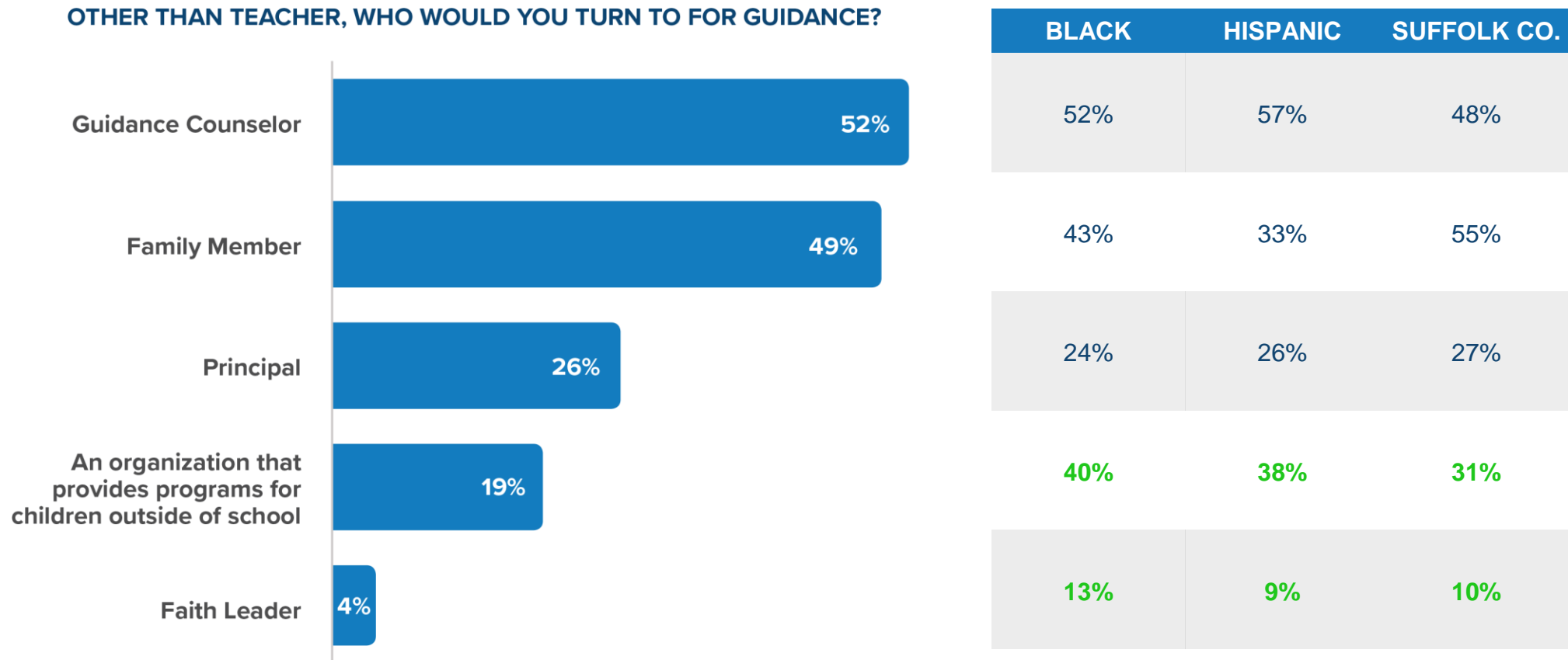
IN READING?



59%	54%	61%
27%	27%	27%
10%	14%	10%
2%	3%	2%
2%	2%	1%

Besides Teacher, MA Parents Most Likely to Turn to Guidance Counselor

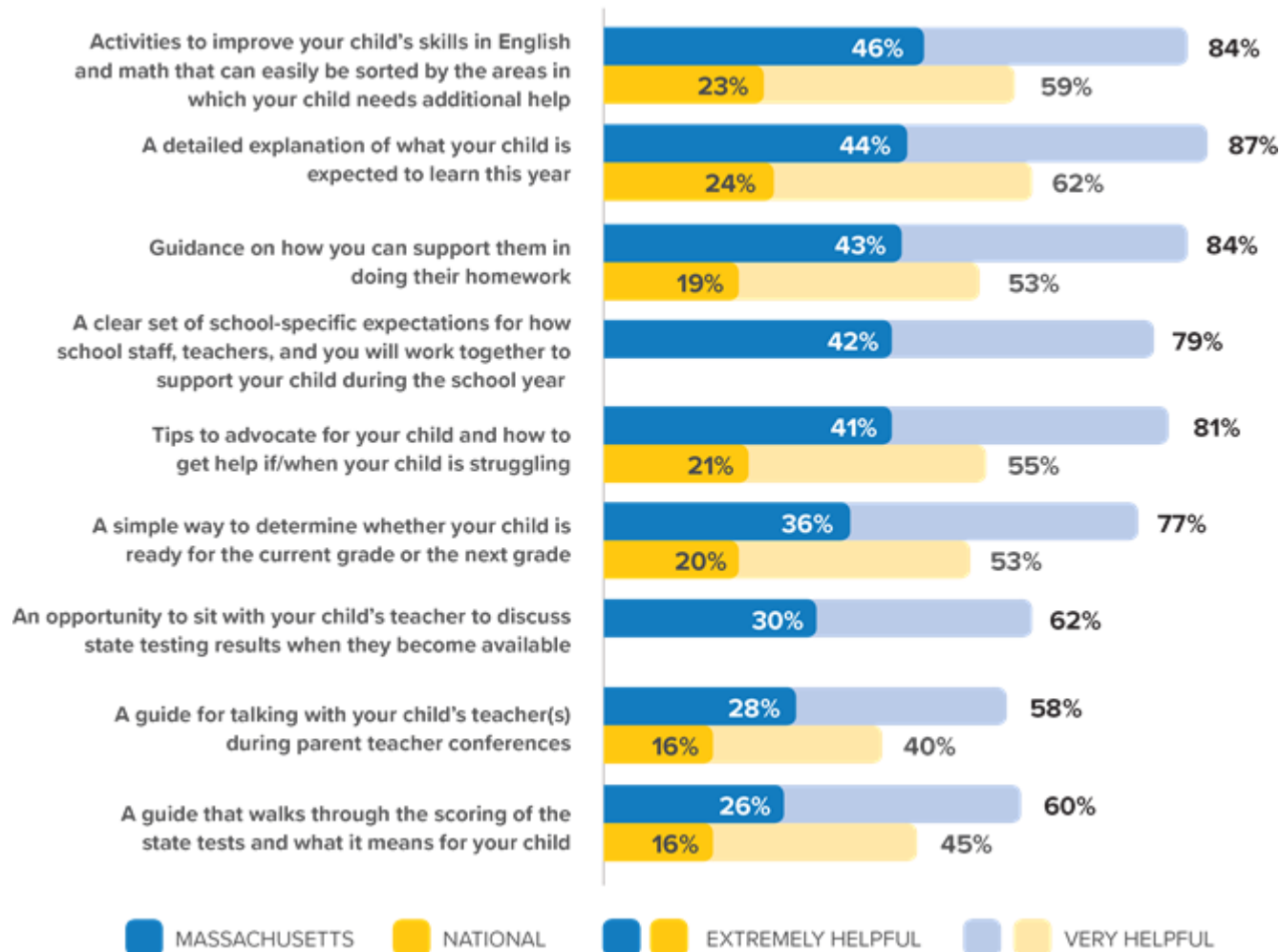
In Boston and among African Americans and Hispanics, parents are more likely to look to outside organizations like the YMCA or Boys' and Girls' Clubs.



MA Parents Hungry for Resources to Help their Child

Activities to help their child improve and an explanation of grade level expectations are top of the list.

HOW HELPFUL WOULD EACH BE?



BLACK	HISPANIC	SUFFOLK CO.
57%	58%	52%
52%	58%	47%
53%	50%	52%
50%	48%	51%
57%	55%	42%
49%	42%	41%
45%	43%	41%
40%	37%	35%
47%	44%	30%

*All items are statistically significantly higher in MA.

Summary of Boston Area (Suffolk Co.) Findings

TOP 3 CONCERNS ABOUT RAISING CHILD

- 72%** Paying for college
- 63%** Your child facing peer pressure
- 63%** Your child's happiness and emotional well-being

PERCEPTIONS OF ACHIEVEMENT

- 87%** Believe their child is at or above grade level in Reading
- 89%** Believe their child is at or above grade level in Math
- 57%** Have thought that their child was struggling to learn and keep up academically

TOP 3 HELPFUL MATERIALS TO SUPPORT CHILD'S SUCCESS

- 84%** Guidance to support them on HW
- 82%** Explanation of what child should learn this year
- 77%** Simple way to tell if child is ready for next grade

TOP 3 INFORMATION SOURCES FOR ACHIEVEMENT

- 88%** Report card grades
- 82%** Informal communication from teacher
- 79%** Parent/teacher conferences

BOSTON AREA PARENT DIFFERENCES FROM PARENTS STATEWIDE

- More likely to worry about/rely on state test results, but still lower tier as indicators of achievement.
- More parents (69%) say they are at least as involved in their child's education as they would like (53% statewide).
- Report more barriers around language (33%) and not feeling welcomed by teacher (26%) than statewide (12% and 11%, respectively).

One8 Foundation Mini-Grants

The One8 Foundation is offering mini-grants designed to increase awareness of the Learning Heroes research and initiate conversations about action-oriented responses. Organizations serving all types of K-12 education stakeholders are eligible.



DISSEMINATION GRANTS

should be used to increase awareness of the Learning Heroes research and stimulate discussion among different groups of stakeholders who interact with the K-12 education system. Grant funds of up to \$2,000 should be used to disseminate and discuss the Learning Heroes research and gather input on ideas for actionable solutions.



COLLABORATION GRANTS

will be used to support entities who want to partner to outline a plan for potential action in response to some of the data surfaced in the research. Grantees will use grant funds of up to \$20,000 to develop a comprehensive plan for creating either a set of shared services, new intervention, or campaign that engages stakeholder networks in responding to the data.

Timeline and Process

- Funding for both grant opportunities will be offered in **two rounds**.
- Grantees receiving funds in the first round will conduct their dissemination or collaboration planning work between January and April and will attend a convening in May to share reactions and promising action ideas.
- Grantees applying in the second round will follow a similar process starting with an April 1 application deadline.
- Following both rounds, One8 will make available implementation funding for groups who want to pilot ideas developed during the mini-grant phase.

	ROUND 1	ROUND 2
Learning Heroes online webinar	November 15, 2018 at 4PM	NA
Mini-grant application deadline	December 14, 2018	April 1, 2019
Grantees announced	January 2, 2019	April 15, 2019
Dissemination and Collaboration work underway	January – April 2019	April – July 2019
All grantees convene	May 2019	September 2019
Pilot implementation grant application	Summer 2019	Fall 2019
Pilot implementations underway	2019–20 School Year	January 2020



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