

The background is a solid dark blue color. It is covered with a repeating pattern of small, light blue, stylized icons. These icons include various educational and professional symbols such as laptops, books, globes, magnifying glasses, and documents.

# **LEARNING** **HEROES**

## **THE CASE FOR AN ACCURATE PICTURE** **Trends in Parent Mindsets** **2016-2019**

WEBINAR  
DECEMBER 11, 2019 | 2:00PM EST



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**Learning Heroes**



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**Managing Director**  
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**Communications Manager**  
**Learning Heroes**

# LEARNING HEROES

## VISION

Every parent is a learning hero,  
advocating effectively on behalf of  
their children's success in school,  
driving school improvement.

## MISSION

With a complete and accurate picture of  
their children's academic and  
developmental success, parents are  
their children's most effective education  
advocate.



# Parents: A False Sense of Security



## Perception

**90%**

**of parents**, regardless of race, income, and education level, believe their child is at or above grade level in reading and math.

## Reality

**35%**

**of students** nationally perform at or above grade-level work.

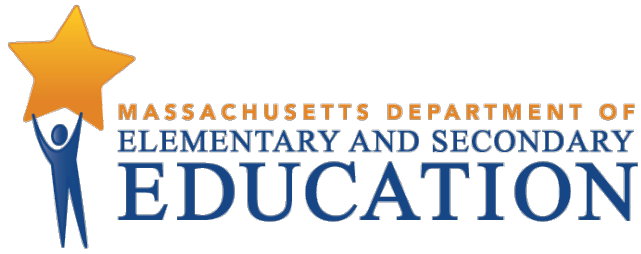
*2019 NAEP Data  
(4<sup>th</sup> grade reading)*

**39%**

**of teachers** report their students come prepared for grade-level work at the beginning of the year.

*Scholastic 2016 Principal and Teacher Survey*





# Learning Heroes Trend Research



# Methodology

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**2016 - 2019**

## **NATIONAL ONLINE PARENT SURVEYS**

- Nationwide samples of **parents and guardians** with children in public school, spanning grades K-12, including: Oversamples: African Americans, Hispanics
- Offered in both English and Spanish
- Data were weighted to be representative of public school parents in the U.S.



**2018 - 2019**

## **NATIONAL ONLINE TEACHER SURVEYS**

- Nationwide sample of K-12 public school teachers
- Quotas set so representative by key demographics

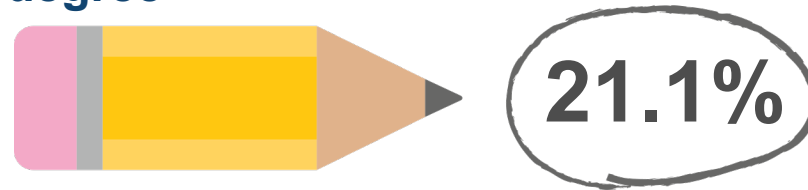
### **WITH ADDITIONAL DATA FROM:**

- 64 Learning Heroes 2018 Qualitative Sessions in 6 locations among parents, their children, teachers, principals, and guidance counselors
- Conducted in English and Spanish

# Parent Aspirations = College

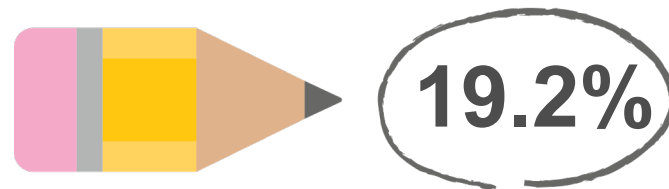


**Percent of high school parents who think it is extremely/very likely their child will get a 2–4 year degree**



**Percent of 25–64 year olds with a bachelor's degree**

*A Stronger Nation, Lumina Foundation*



**Percent of 25–64 year olds with an associate's degree**

*A Stronger Nation, Lumina Foundation*



# Increasing Confidence

Percent of K-8 parents who are confident that their child will be prepared for college



2017  
**60%**

AA: 64%

H: 60%

W: 58%

*AA African American*

2019  
**66%**

AA: 72%

H: 73%

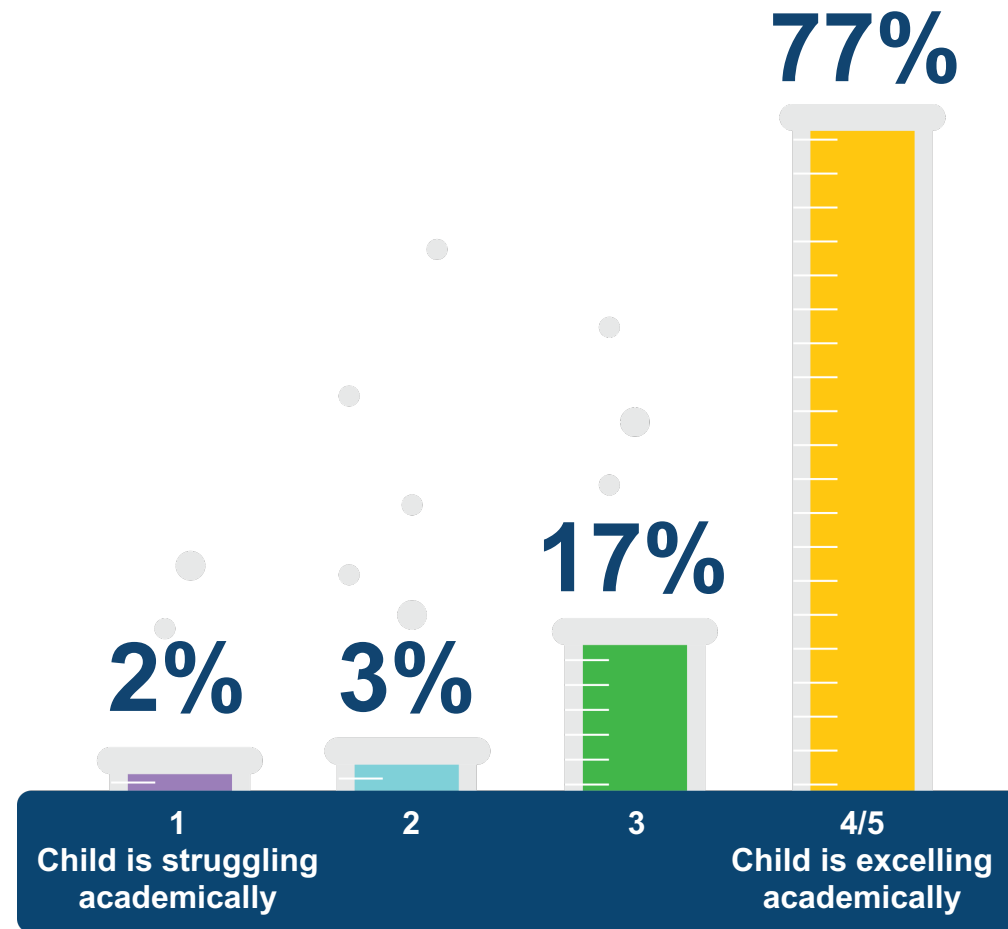
W: 63%

*H Hispanic*

*W White*

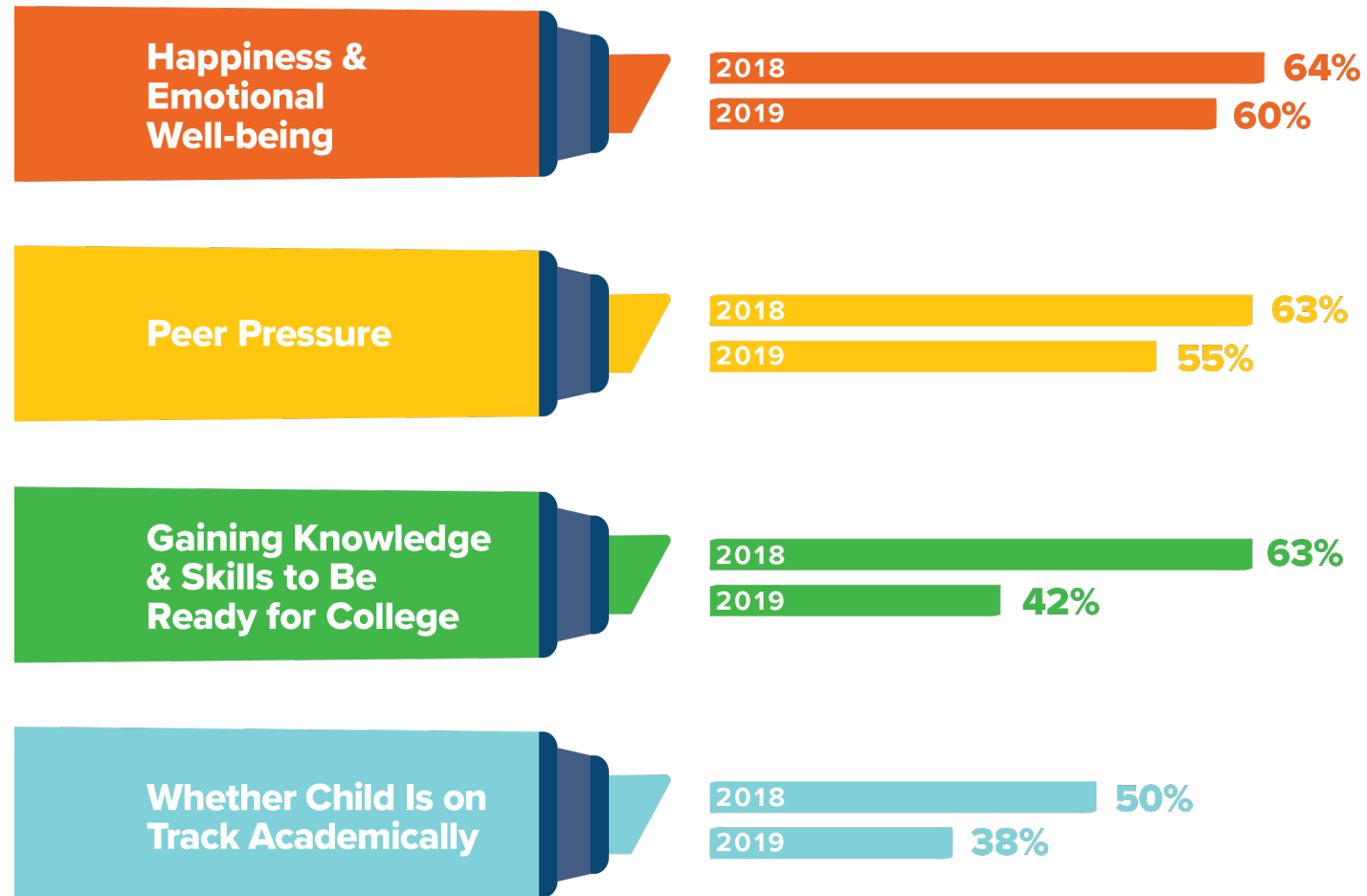
# And Excelling in High School

Percent of high school parents who rate how their child is doing academically



# What Keeps Parents Up at Night? Not Academics

Percent of K-8 parents who worry about the following



# Confidence Has Led to Less Engagement

Percent of K-8 parents who attend parent-teacher conferences



2017

2019

77%

62%

Percent of K-8 parents who communicated with the teacher outside of a parent-teacher conference



2017



2019

72%

50%

Percent of K-8 parents who help with homework



2017

2019

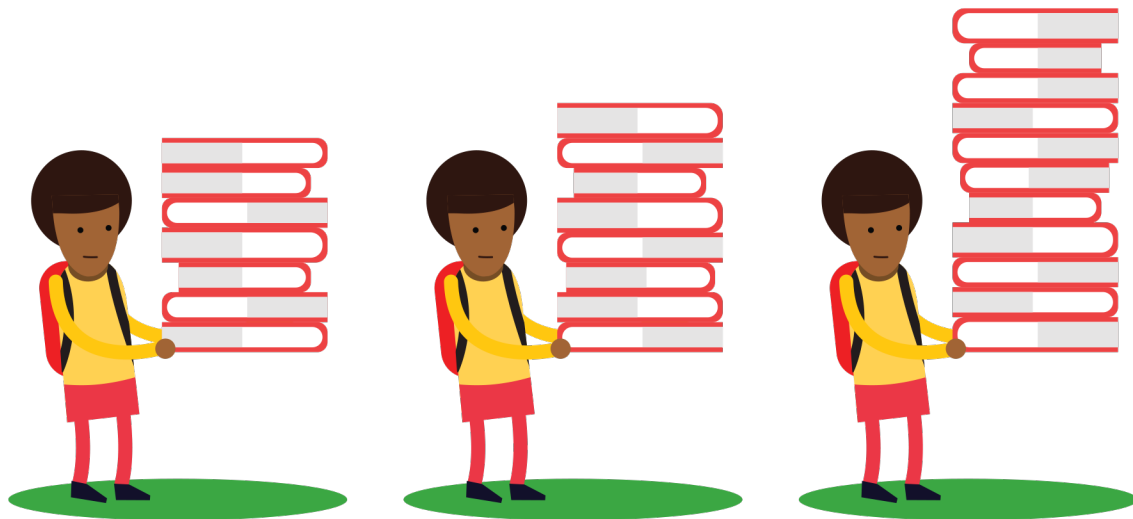
86%

74%



# Responsibility? A Total Flip

Percent of K-8 parents who place responsibility for in-school success on the...



2016	2017	2019
<b>37%</b>	<b>42%</b>	<b>59%</b>
Child	Child	Child
<b>43%</b>	<b>43%</b>	<b>30%</b>
Parent	Parent	Parent
<b>16%</b>	<b>12%</b>	<b>9%</b>
Teacher	Teacher	Teacher

# Reflections and Q & A



# Report Cards Drive Perceptions



# A Catch-22

Parents and teachers rank the most important ways to know how a child is achieving



## Teachers



**#1**

Regular communication with the teacher(s)

**#2**

Graded work and tests/quizzes from the teacher



**#3**

Report card grades

**#4**

Whether or not child struggles on homework

**#5**

Parent-Teacher conferences



## Parents



**#1**

Report card grades

**#2**

Whether or not child struggles on homework

**#3**

Graded work and tests/quizzes from the teacher

**#4**

Child's mood/body language



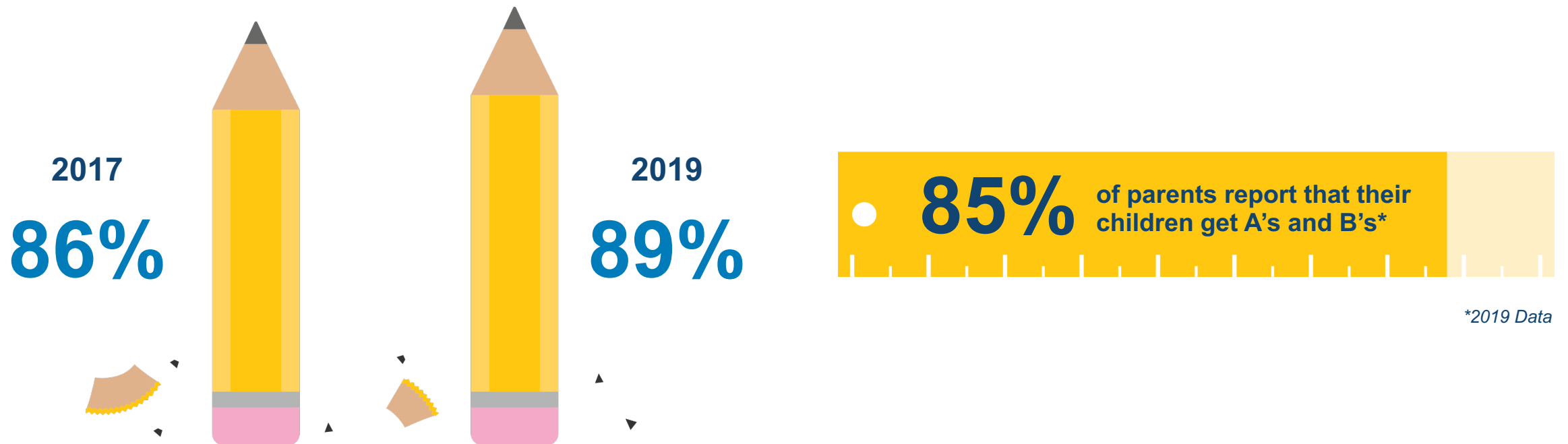
**#5**

Regular communication with the teacher(s)



# Grades are the “It”

Percent of parents who *rely* on report card grades to know whether or not their child is achieving at his or her grade level



\*2019 Data

# Grades are the “It”

Percent of parents who believe report cards are an *accurate reflection* of academic achievement



**88%**  
Elementary  
School

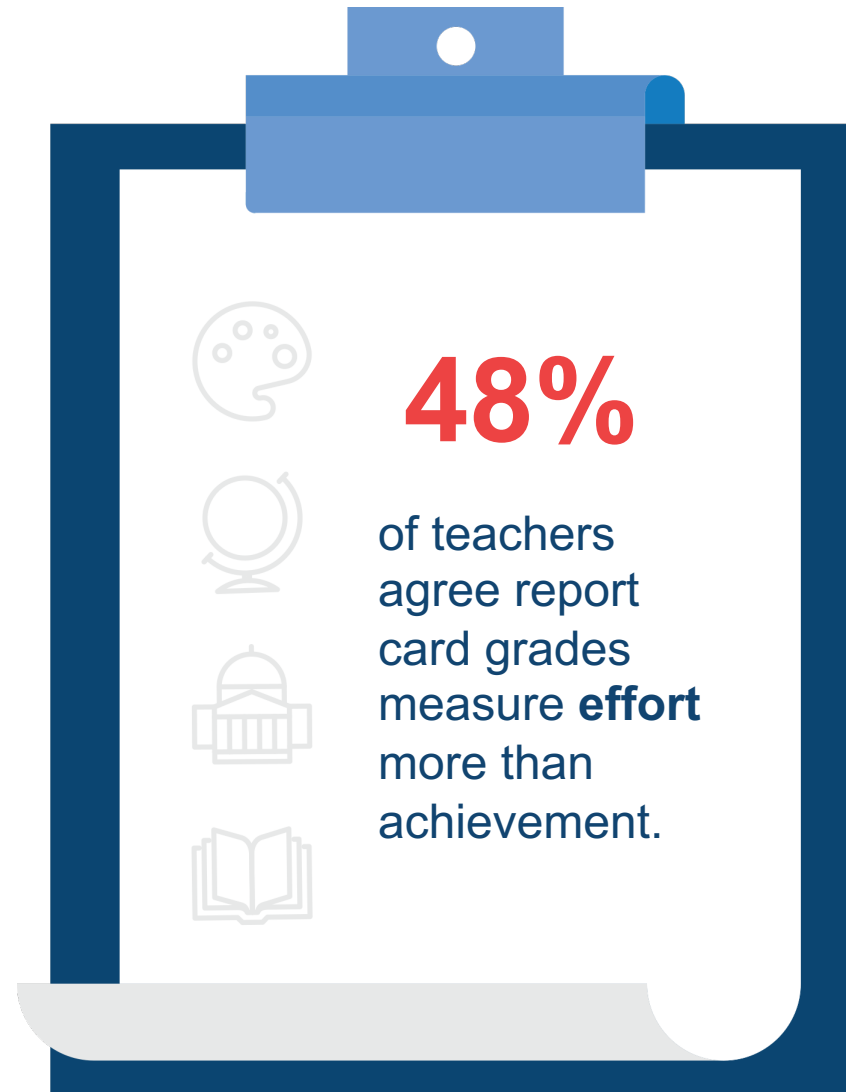


**89%**  
Middle  
School

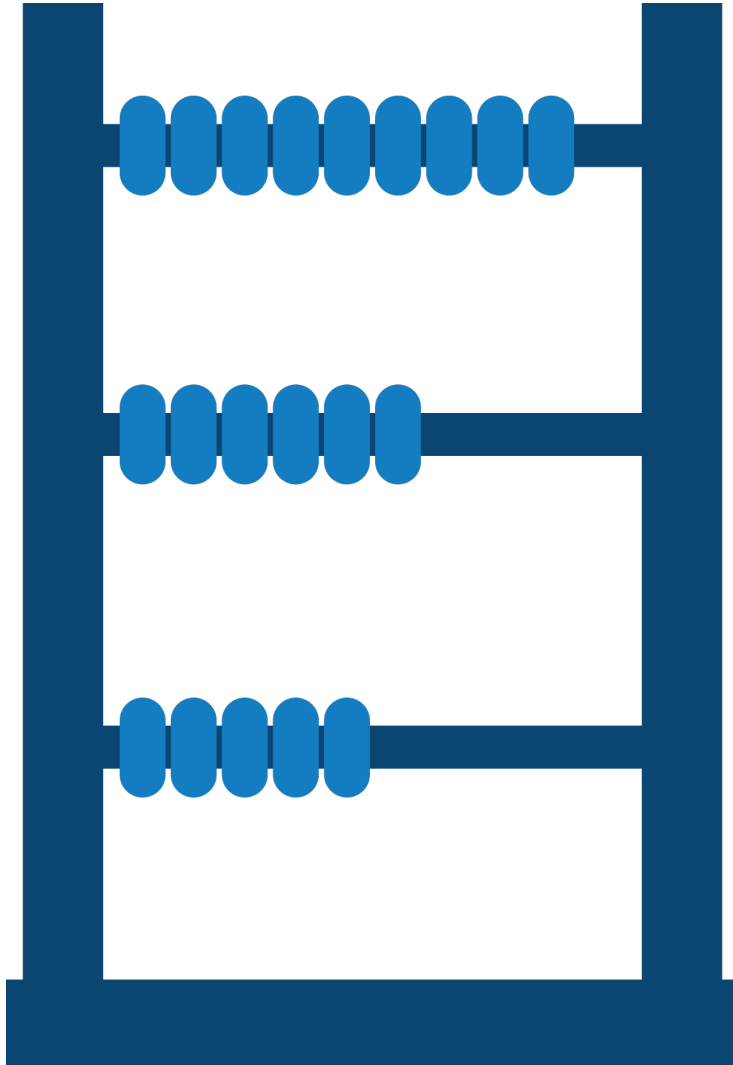


**92%**  
High  
School

# Teachers: Report Cards are More Than Grade-Level Achievement



# With Multiple Measures, Parents' Mindsets Shift



**88%**

of parents think their child is at or above grade level in math.

**61%**

of parents think their child is at or above grade level in math when told...

- Their child received a B in math
- Their child did not meet expectations on the state test

**52%**

of parents think their child is at or above grade level in math when told...

- Their child received a B in math
- Their child did not meet expectations on the state test
- Their child's school received an overall performance rating of C



# When it Comes to Supporting Their Children, Parents Need Help

Percent of K-12 parents who say these resources would be very/extremely helpful



**77%**

A simple explanation of what your child is expected to learn this year

**70%**

A simple way to determine whether your child is ready for the current grade or the next grade

**69%**

A simple tool that helps you, the teacher, and your child reflect on grade level progress to help you create an action plan for the year

# Reflections and Q & A



# Social Media Toolkit

## ▼ Parents who attend parent-teacher conferences



**77%**  
2017

**62%**  
2019

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FIND OUT MORE AT  
[BEALEARNINGHERO.ORG/RESEARCH](https://bealearninghero.org/research)

## PARENT PERCEPTION



**90%**

of parents, regardless of race, income, and education level, believe their child is at or above grade level in reading and math.

## THE REALITY

**37%**

of students nationally perform at or above grade-level work.

2017 NAEP Data

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# Thank You to Our Funders and Partners for Five Years of Learning



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one8  
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**PTA**  
*everychild.onevoice.*



**UNIDOS** US  
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# Thank you!

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