



# Go *BEYOND* Grades

Parents in Tarrant County,  
Texas Post-Campaign  
Survey Topline Results



# About the Campaign in Tarrant County, TX



- **GBG launched as a Back-to-School campaign in Spring 2024**
  - Outreach inclusive of digital ads, video views, social media impressions, website visitors, earned media, and billboards across the Ft. Worth metro area.
  - Total reach/impressions at 52M
  - It is safe to say that every parent in Tarrant County saw Go Beyond Grades messaging at least once and many saw the messaging numerous times.



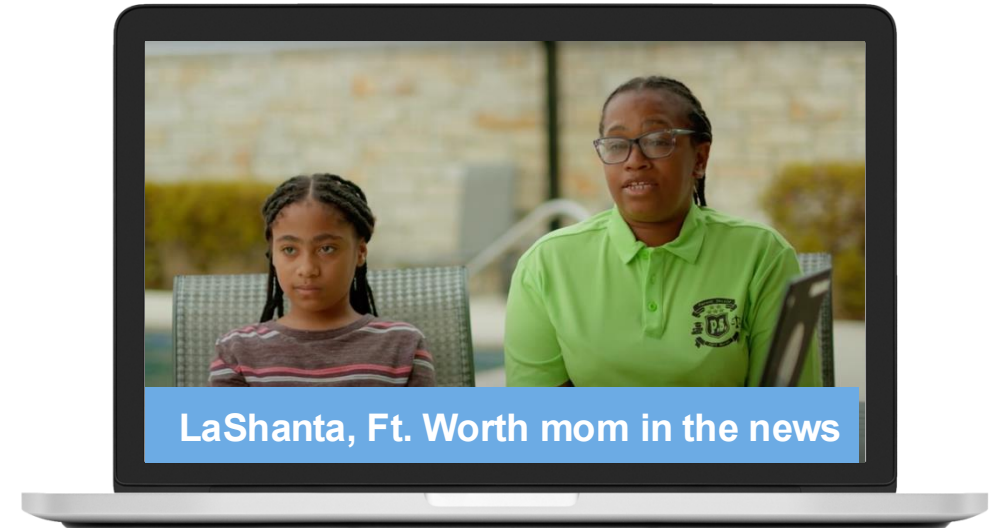
- **Sustaining GBG in Tarrant County**
  - Campaign continues under the leadership of Fort Worth Education Partnership in partnership with Learning Heroes
    - 2024 Spring / Summer campaign
    - 2024 Back-to-School
    - 2025 Spring / Summer campaign
    - 2025 Back-to-School (forthcoming)
- **Evaluation**
  - Fielded in April / May 2025
  - SKDK conducted a custom, online survey among parents of students in public schools in Tarrant County.

# Key Findings

- ☆ **The sustained, year-long, multi-channel campaign** led to a decline in the proportion of parents who believe their child is at or above grade level in both reading (-12 points) and math (-8 points).
- ☆ **In reading**, we saw the biggest shifts among parents who rated their child **above** grade level - before the campaign, 58% of parents believed their child was **above** grade level. One year later, there is a 13% drop to 45%.
- ☆ **In math**, we saw the biggest shift with parents who rated their child **at** grade level - before the campaign, 49% of parents believed their child was **at** grade level. One year later, there is a 5% drop to 44%.
- ☆ **The campaign got the attention of school district leaders.** Fort Worth ISD referenced the campaign in a video launching a district-wide campaign to address the district's low literacy levels.



# Tarrant County, TX | Go Beyond Grades Parent Awareness & Action Campaign



Parent Shield Fort Worth engaging  
GBG family workshop

# Catalyzing 80+ Partners in Tarrant County



# Campaign Reach and Engagement

**3.8M** families reached\* and **441K** engaged\*\* through digital media  
(includes digital ads, video views, social media impressions, and website visitors)

**2.2M** earned media impressions and **46M** OOH (billboard) impressions

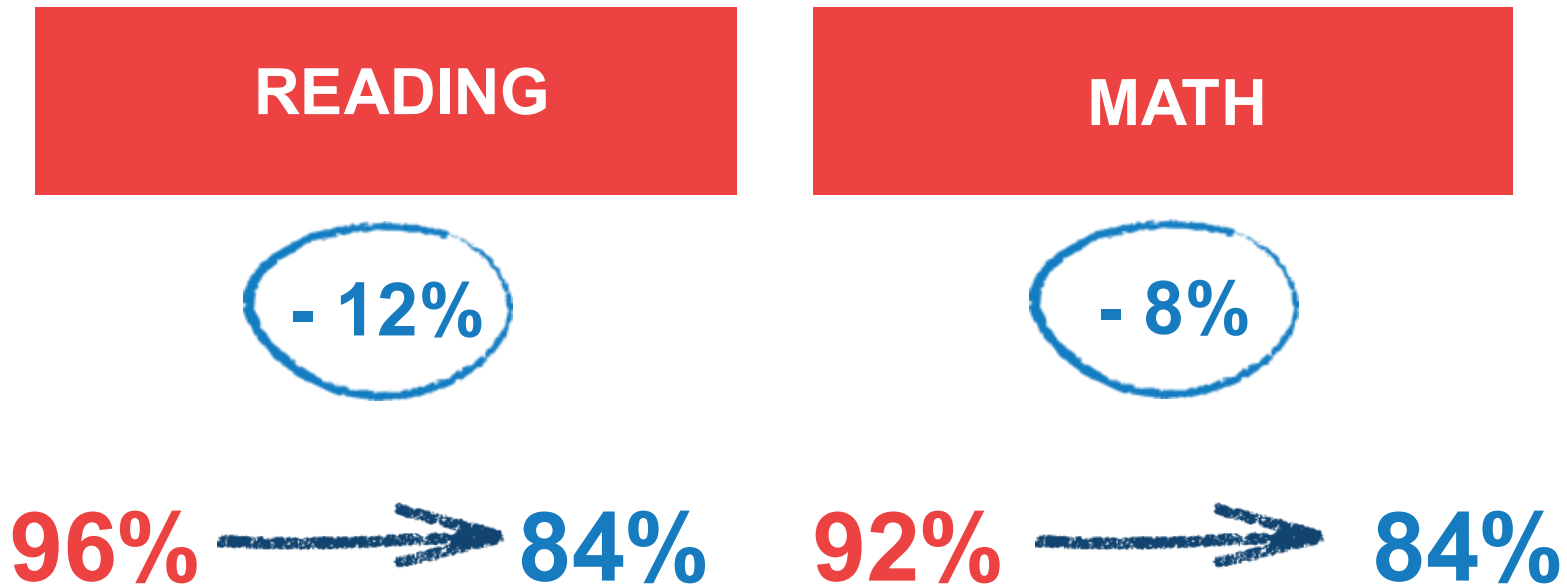
**430K** video views featuring Tarrant County partners,  
families, and education advocates



# Campaign Performance

# Year One Impact | Tarrant County 2025 Post-Campaign Survey

Parents Who Believe Their Child is  
At/Above Grade Level

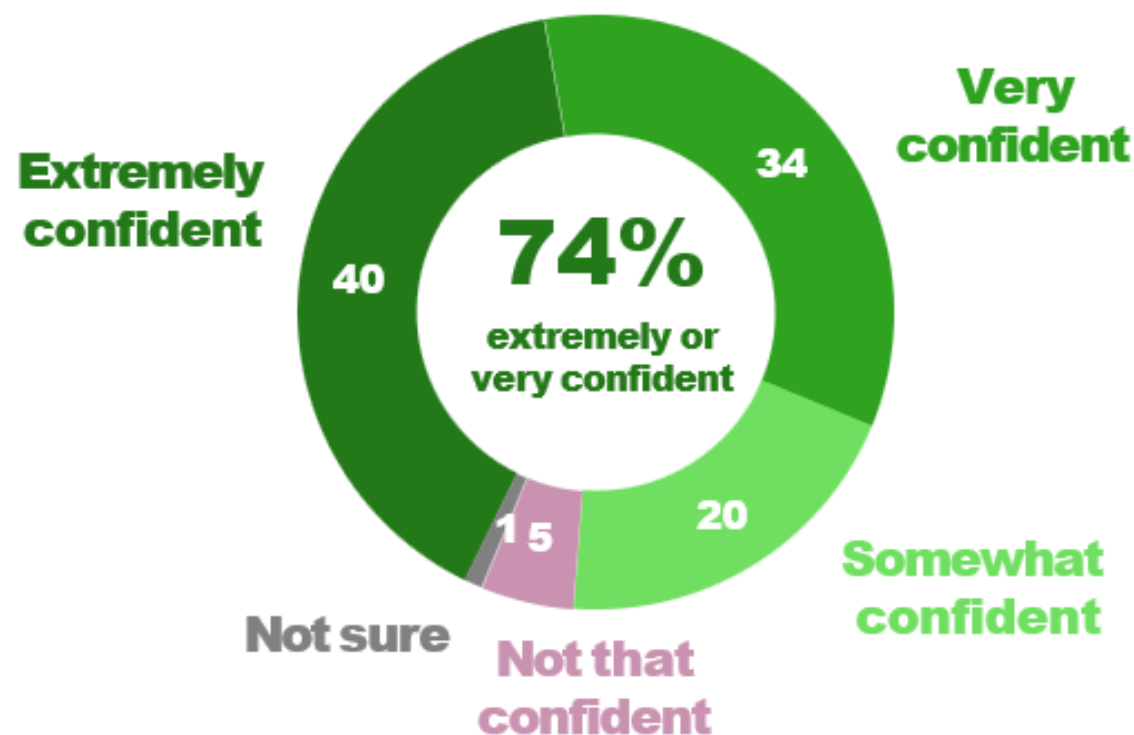


Fielded in April / May 2025

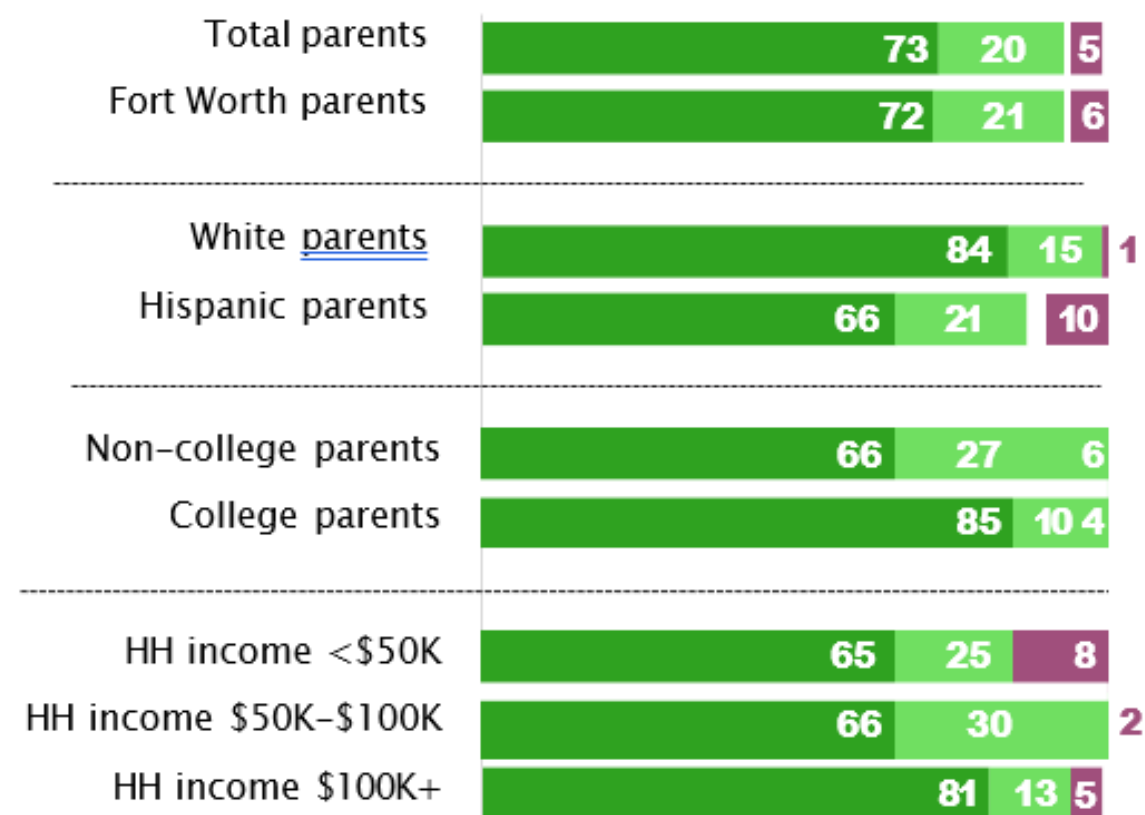
SKDK conducted a custom, online survey among parents of students in public schools in Tarrant County.



**Parents are confident they understand how well their child is achieving academically – though Hispanic parents, lower-income, and non-college parents are more likely to only be somewhat confident.**



● Confident ● Somewhat confident ● Not confident



Q. [AMONG PARENTS] How confident are you that you have a clear understanding of how well your child is achieving academically?

## Most parents report their children getting A's and B's, though non-college-educated and middle-income household parents are more likely to report mostly B's and C's.

<i>What grades do your child/children typically get?</i>	Total parents	Fort Worth parents	White parents	Hispanic parents	Non-college parents	College parents	HH income <\$50K parents	HH income \$50K-\$100K	HH income \$100K+
All A's	17	20	17	17	16	19	17	13	19
Mostly A's and B's	55	53	53	55	52	61	50	54	58
Mostly B's	8	7	5	11	10	4	12	12	4
Mostly B's and C's	13	12	12	12	15	9	10	17	13
Mostly C's	3	4	8	1	3	3	2	3	4
Mostly C's and D's	1	1	0	1	1	0	2	0	0
Mostly D's and below	1	0	3	0	1	1	2	0	1

Q. [AMONG PARENTS] When you think about your child's/children's report cards, what grades do they typically get? If your school uses a different grading system, use your best approximation of how your child/children fit into this traditional grade scale.



## Contact

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