

Go **BEYOND** Grades

Investment to Impact

Campaign Report



Investment: Closing the Gap Between Parent & Teacher Perceptions of Achievement

Six Week Sprint
Six Markets + National
April – May 2023

- ★ Boston
- ★ Chicago
- ★ DC
- ★ Houston
- ★ New York City
- ★ Sacramento Co.

Campaign Partners



U.S. Chamber of Commerce
Foundation



UNIVISION



national summer
learning association



Clear Channel
Outdoor



Parent Teacher
Home Visits



Chicago
Urban League



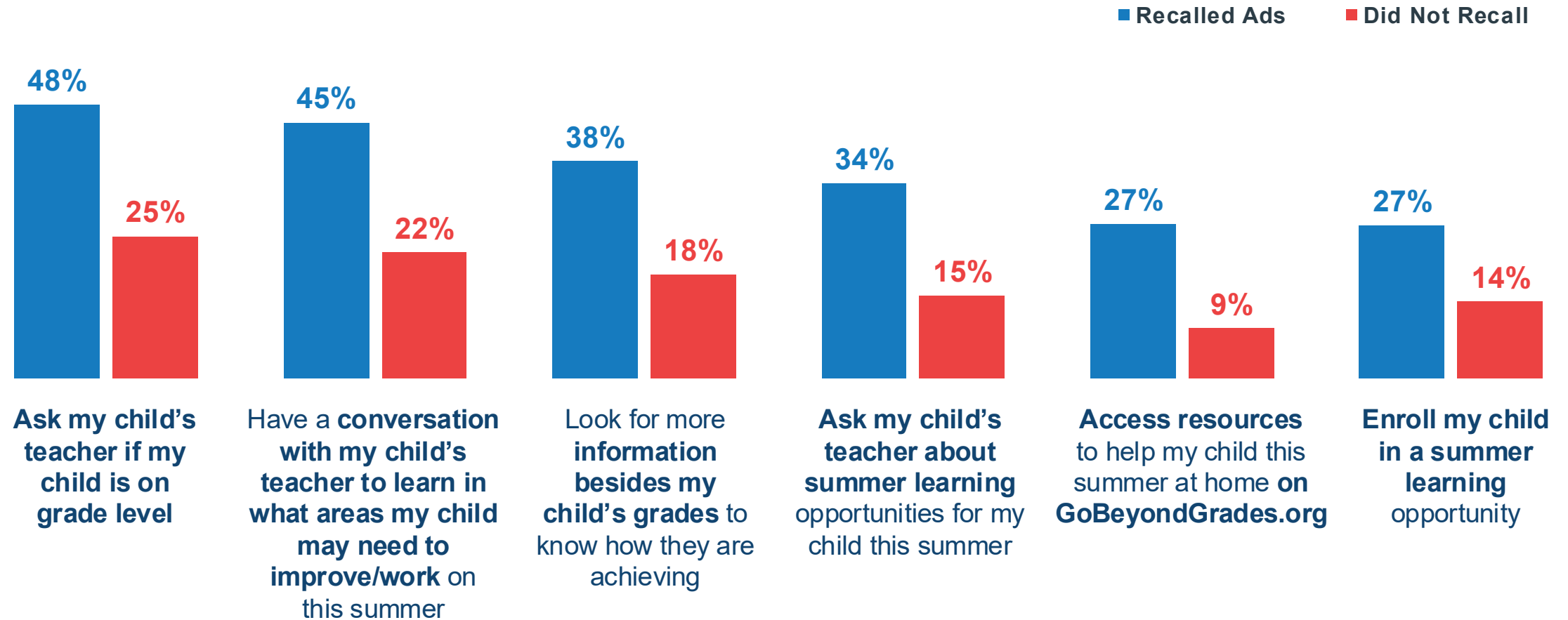
Houston Area
Urban League

InsideSchools



UNIONCAPITAL
BOSTON

Impact: Parents Who Recalled *Go Beyond Grades* Were Much More Likely to Act



Campaign Evaluation



Evaluation Methodology

Parent Survey

Edge Research conducted custom surveys among parents of students in public schools in the following cities/counties:

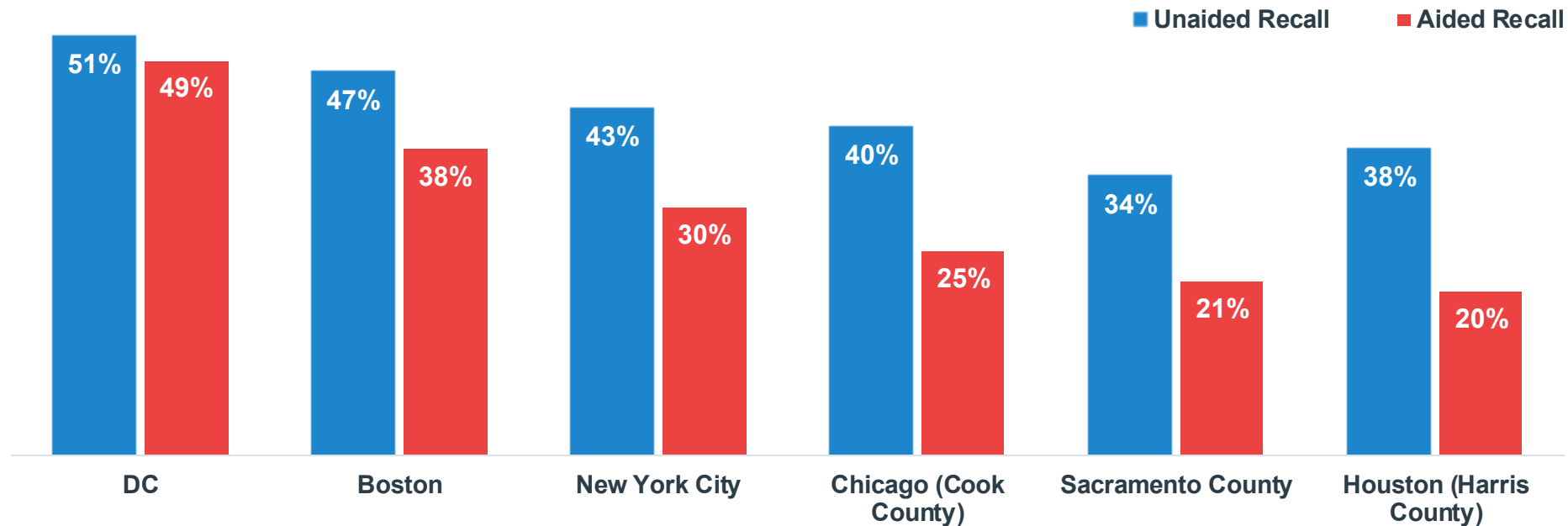
- ★ **Boston N=85**
- ★ **Chicago (Cook County): N=315**
- ★ **Houston (Harris County): N=308**
- ★ **New York City: N=305**
- ★ **Sacramento County: N=304**
- ★ **Washington, DC: N=103**

- Quotas were set by gender and race/ethnicity to ensure a representative sample of parents in each location.
- Fielded May 18-June 3, 2023
- Note: This report also contains references to data from earlier this year, collected before the campaign. Data from Houston (Harris County), Chicago (Cook County), New York City, and Sacramento County were collected via an online omnibus survey conducted by Big Village. Data from Boston and Washington, DC were collected via the same methodology as described above. These surveys were fielded in March 2023.
- Throughout, **green/red** text indicates numbers that are statistically significantly **higher** or **lower** than other groups at the 90% confidence level. ▲ ▼ indicate statistically significant changes since our pre-campaign survey.

Significant Numbers of Parents Recall Campaign

UNAIDED recall includes 'recent info, social media, news, or ads about student performance in reading and math'

AIDED recall included campaign images



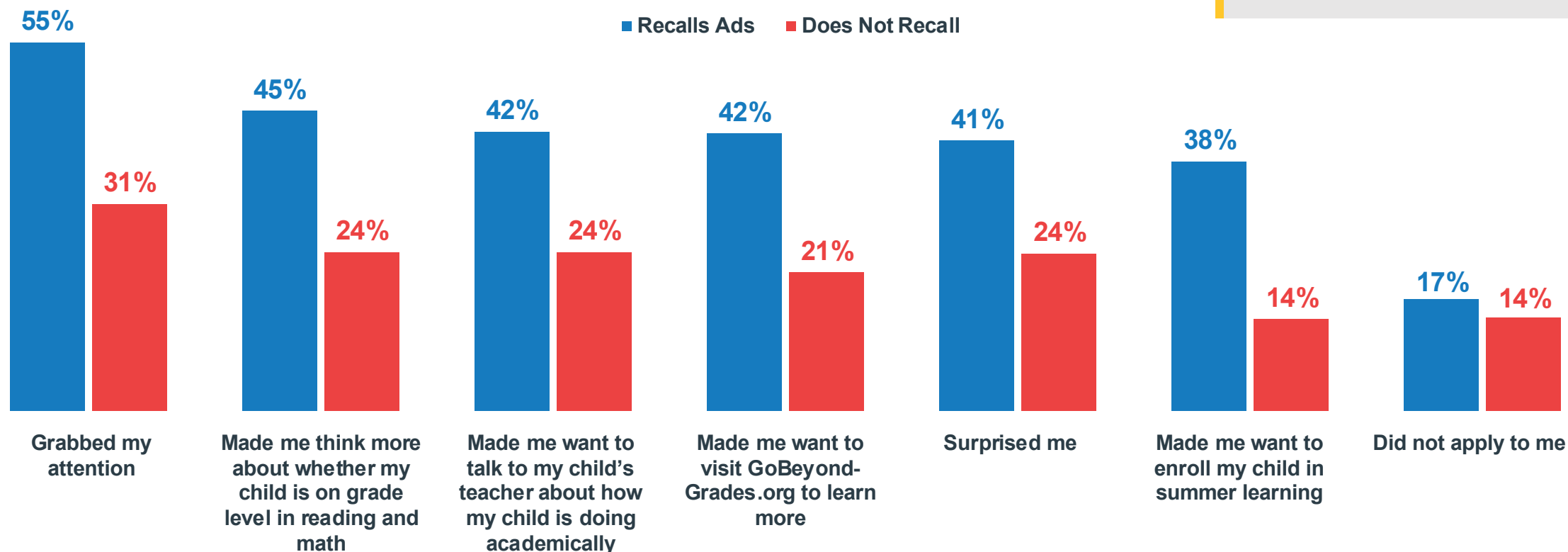
Surround Sound | Sum of The Parts is Powerful

Channels Where Parents Recall the Topic *(among those who recall)*

	DC	Boston	NYC	Chicago	Sacramento	Houston
On social media	66%	50%	48%	35%	29%	38%
News stories on TV	28%	23%	30%	32%	23%	25%
From progs at child's school	30%	20%	25%	28%	16%	28%
An edu or community org.	30%	13%	24%	22%	22%	18%
Articles in the newspaper	30%	18%	24%	20%	16%	22%
At a school board meeting	23%	23%	20%	24%	18%	19%
From another parent	19%	13%	18%	20%	22%	17%
Online ads	21%	10%	18%	11%	20%	11%
TV ads	25%	18%	10%	12%	15%	14%
News stories on the radio	19%	13%	16%	11%	9%	12%
On a handout	8%	10%	10%	13%	13%	12%
Ads in the newspaper	21%	25%	11%	6%	4%	9%
Billboards	11%	35%	6%	11%	5%	4%
Postcards or mail	8%		8%	11%	7%	8%
Ads on the radio	21%	10%	2%	9%	6%	6%
Buses/on bus shelters	13%	3%	6%	6%	4%	3%

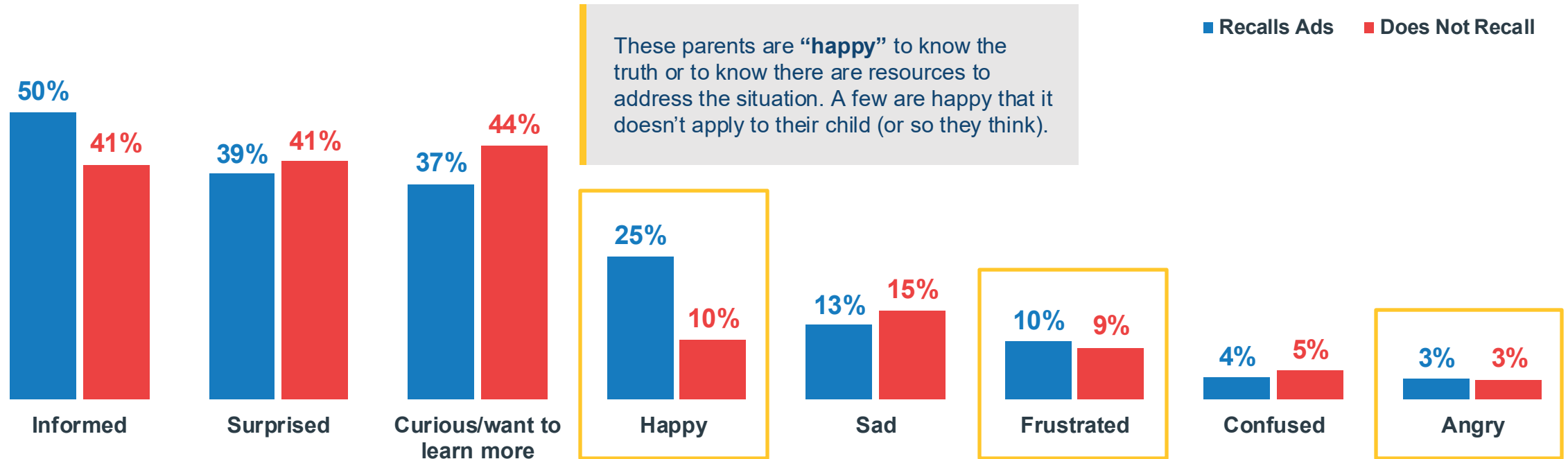
Ads Motivated Action

Describes the Ads % Perfectly



This pattern holds true across race/ethnic groups (Black, Hispanic, and White parents)

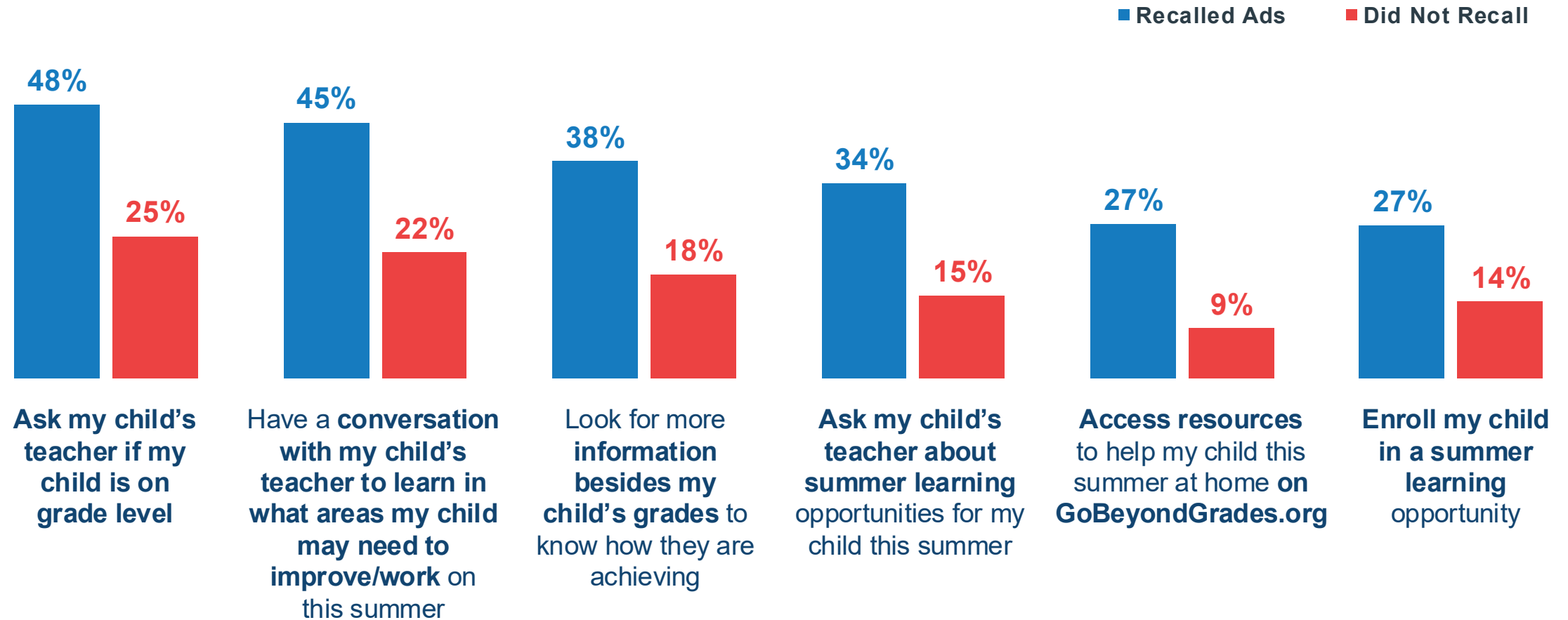
Feelings | Informed, Surprised & Curious



After ads shown to all respondents

Gray boxes reflect responses from open-ended questions.

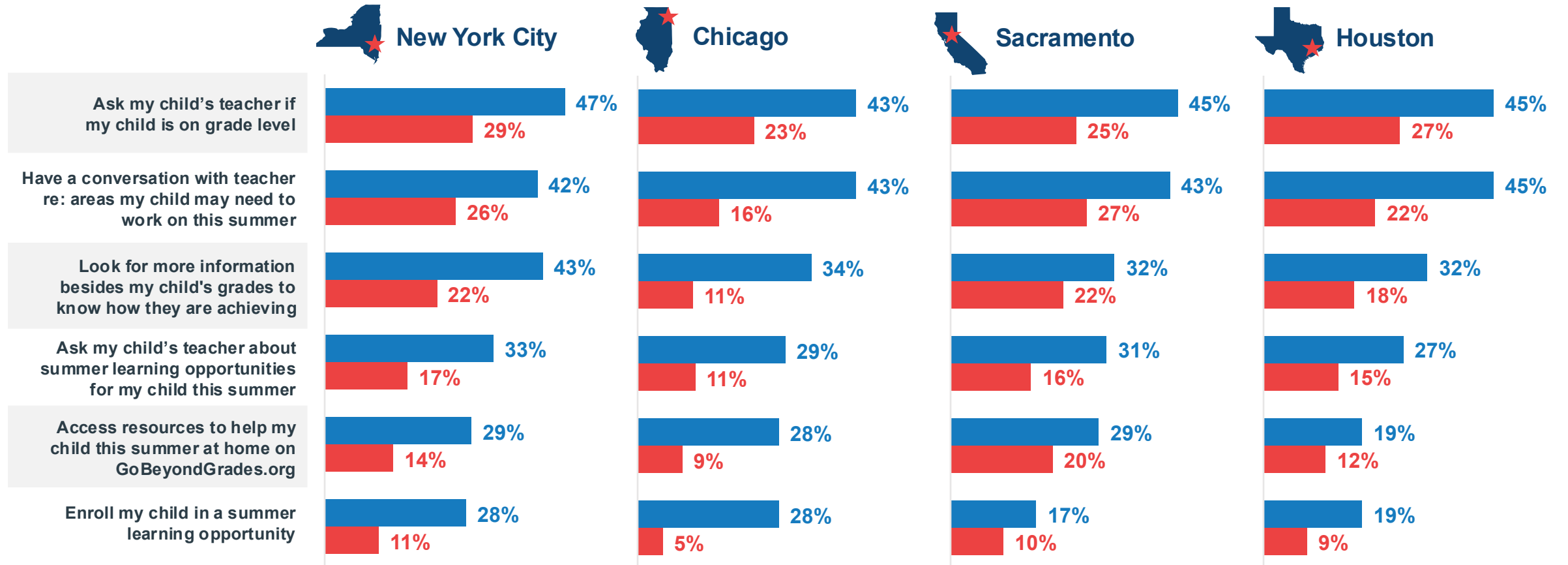
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Actions Consistent Across Cities

Actions Already Taken

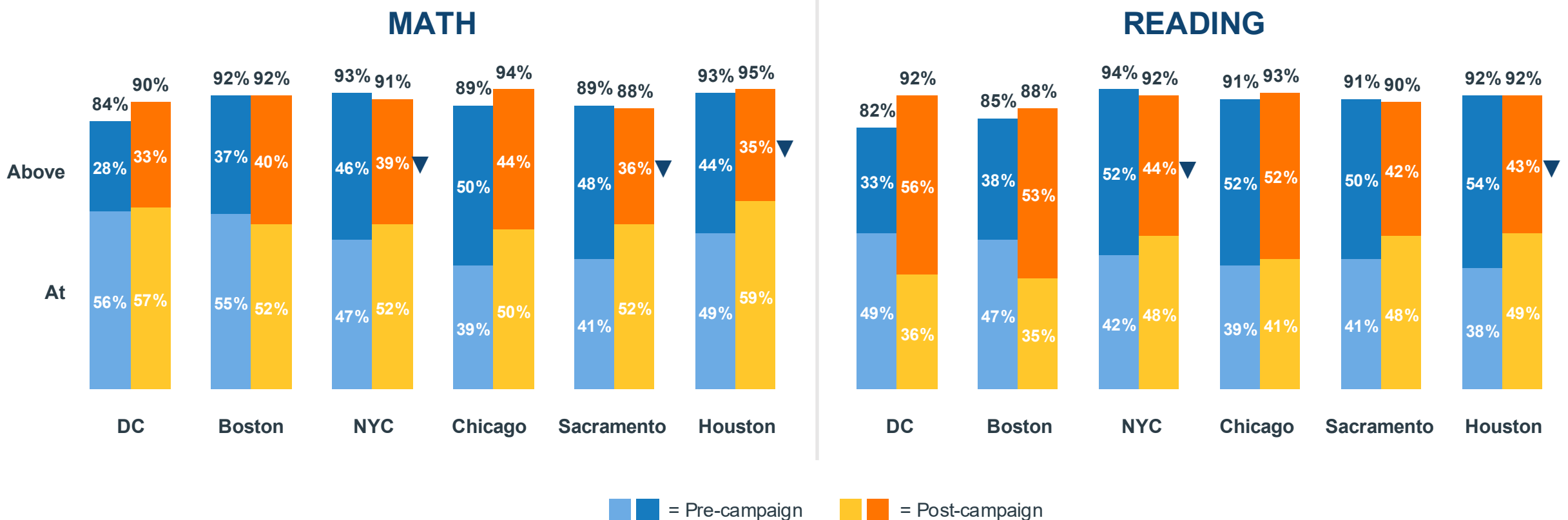
■ Recalls Ads ■ Does Not Recall



*Sample sizes in DC and Boston were too small to analyze with statistical reliability at this level of granularity.

Some See a Significant *Decrease* in Performing “Above Grade Level”

Believe Child is At/Above Grade Level



*Within geographic areas defined in post-campaign wave.

Go **BEYOND** Grades

Thank you!

GoBeyondGrades.org



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