

B-flation: New Data Reveals Parent-Teacher Disconnect on Student Learning

November 21, 2023



Moderator



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Eisenhower Institute, Gettysburg College

Advisory Board Chair, Learning Heroes

Panelists



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Panelists



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and Community
The Opportunity Trust,
St. Louis



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Director of Education
Urban League Houston



Howard Winchester
Senior Manager,
Communications
Learning Heroes

★
**LEARNING
HEROES**

B-flation

How Good Grades Can Sideline Parents

CAMPAIGN FOR GRADE LEVEL READING WEBINAR

NOVEMBER 21, 2023



Research conducted by: **GALLUP**[®]

Parent Stories



Ruben Watson PARENT

Ruben Watson



Shareeda Jones



Marisela Murray PARENT

Marisela Murray

Methodology



Data

- ☆ Data for this study were collected via the web from October 2-9, 2023.
- ☆ A total of 1,971 surveys were collected from U.S. adults who self-identified as a parent of a child in public K-12 school. This included mothers and fathers, legal guardians, foster parents, and stepparents who said they were also guardians. The survey was conducted in English.
- ☆ Parents who said their child had a diagnosed and significant cognitive disability were excluded from the study.



Responses

- ☆ Responses were collected using the Gallup Panel, a probability-based panel that selects respondents using Random Digit Dial (RDD) phone interviews that cover both mobile and landline phones, as well as some address-based sampling recruitment.
- ☆ Weighting was conducted to ensure the sample was representative and matched national parent demographics of gender, age, race, Hispanic ethnicity and education, with cross-classified targets within race.
- ☆ Demographic weighting targets were based on the most recent Current Population Survey estimates for parents of children ages 5-17 who are currently enrolled in school.
- ☆ The margin of error (MOE) of the full sample, adjusted for design effect, is ± 3.1 pct pts

Almost nine in 10 parents overall say their child is performing at or above grade level in either reading or math

READING



88%

of all parents think their child is at or above grade level

MATH

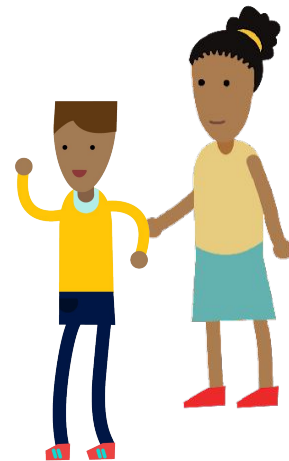


89%

of all parents think their child is at or above grade level

About six in 10 parents are confident their child will be well prepared for college

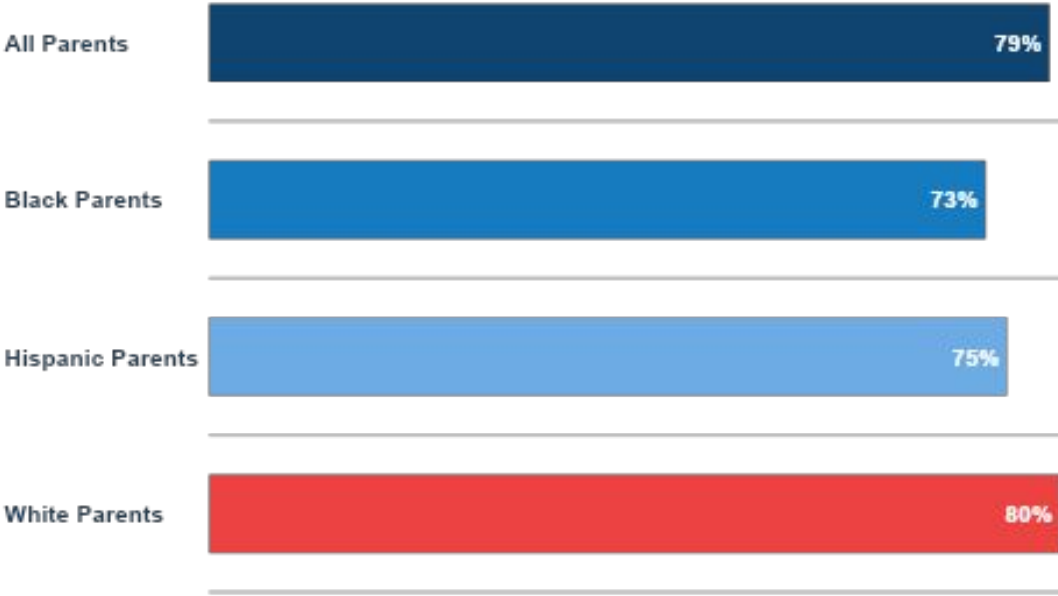
How confident are you that your child will be well prepared for entrance into and success in college upon graduation from high school?



Note: Differences between parents by racial and ethnic background do not reach statistical significance

B-flation: Almost eight in 10 parents overall (79%) report their child is receiving mostly B's or better

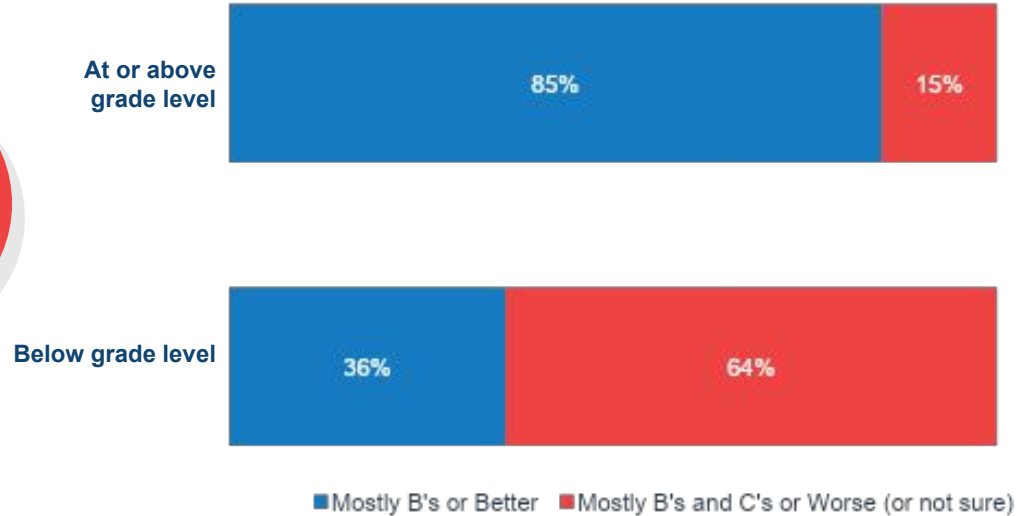
When you think about your child's report cards, what grades do they typically get?



Among parents who say their child is below grade level in reading, one-third see mostly B's or better on report card

When you think about your child's report cards, what grades do they typically get?

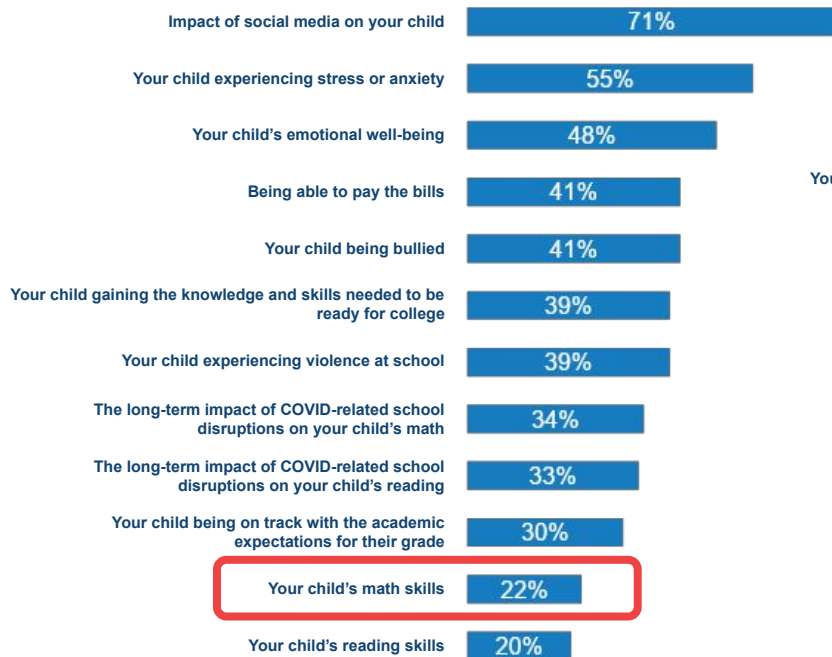
When it comes to reading, is your child achieving...



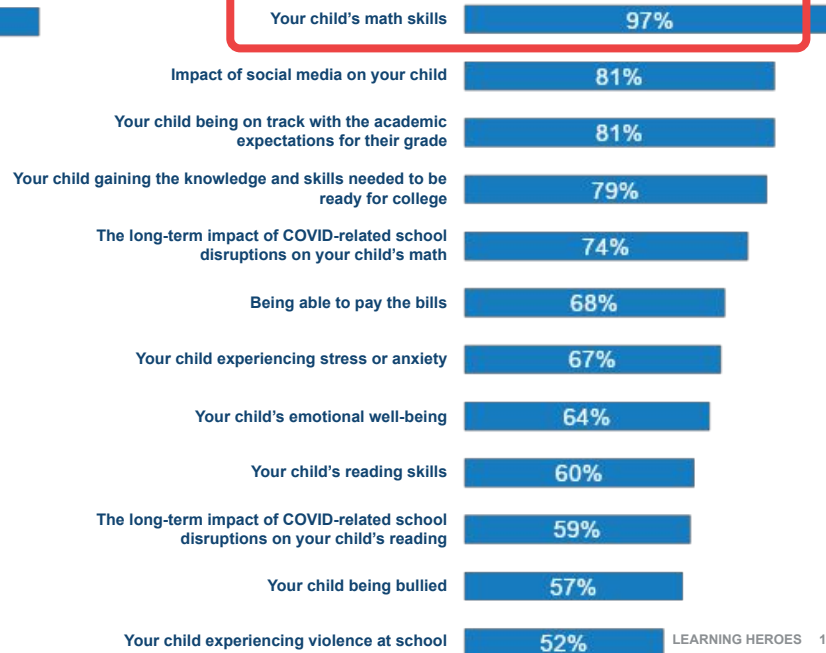
Parents who say their child is below grade level in math are more likely to prioritize academic skills in their list of worries

As a parent, to what extent are you worried about each of the following?

% Somewhat or extremely worried among parents who say their child is **at or above grade level** in math

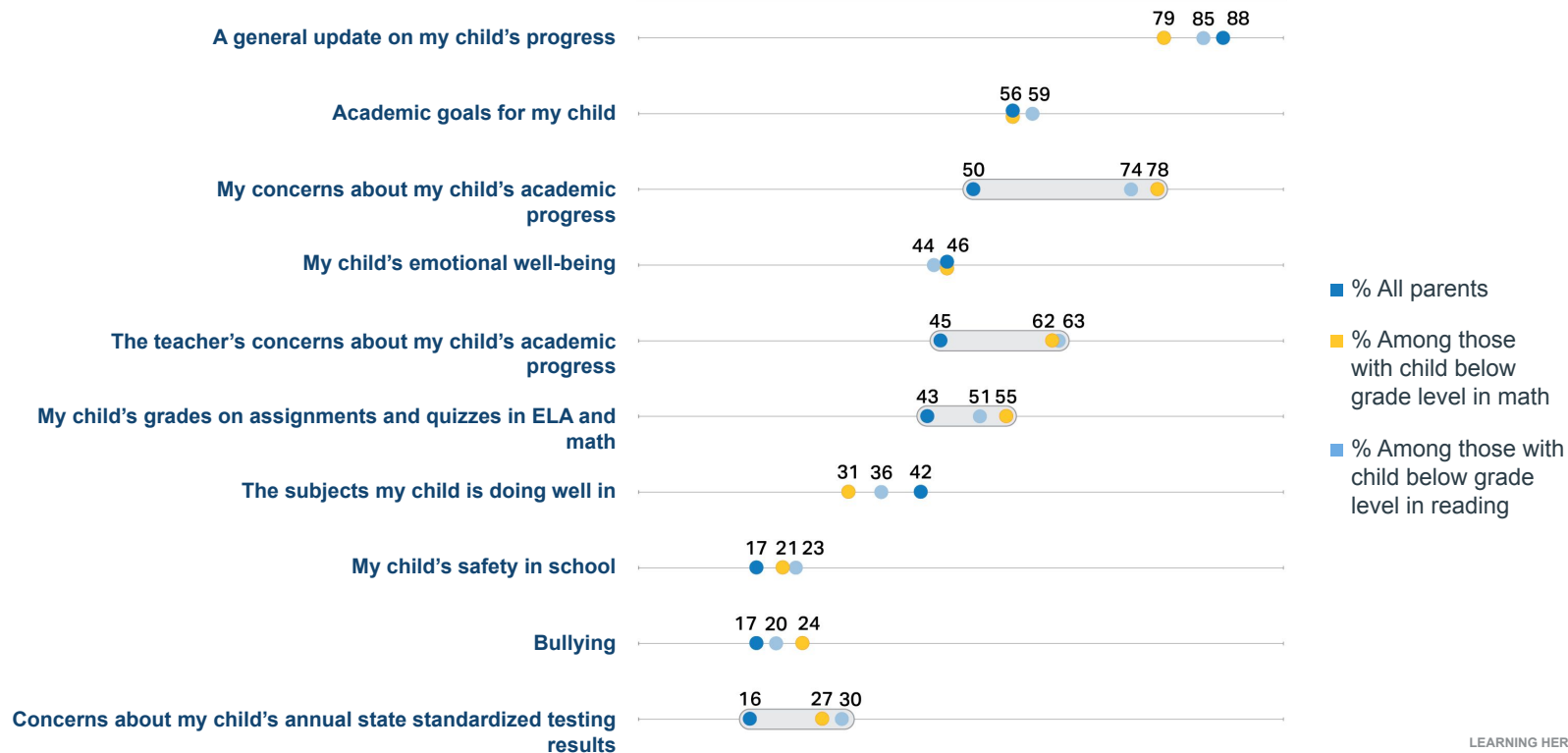


% Somewhat or extremely worried among parents who say their child is **below grade level** in math



Parents who say their child is below grade level in reading or math are more likely to discuss academic topics with teacher

Which of the following have you discussed?

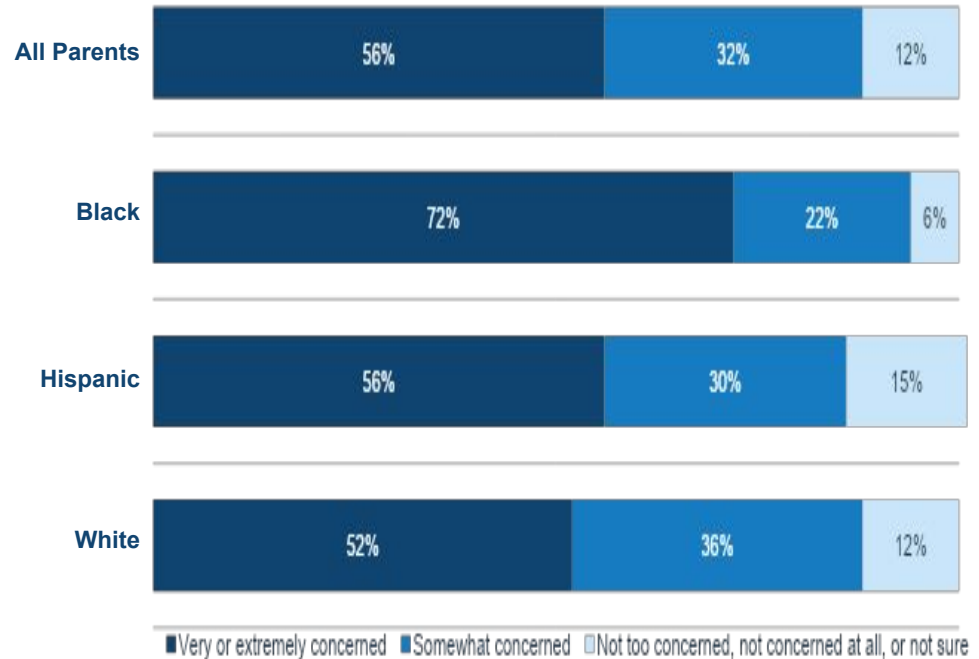


Parents concerns increase with more information

Imagine that:

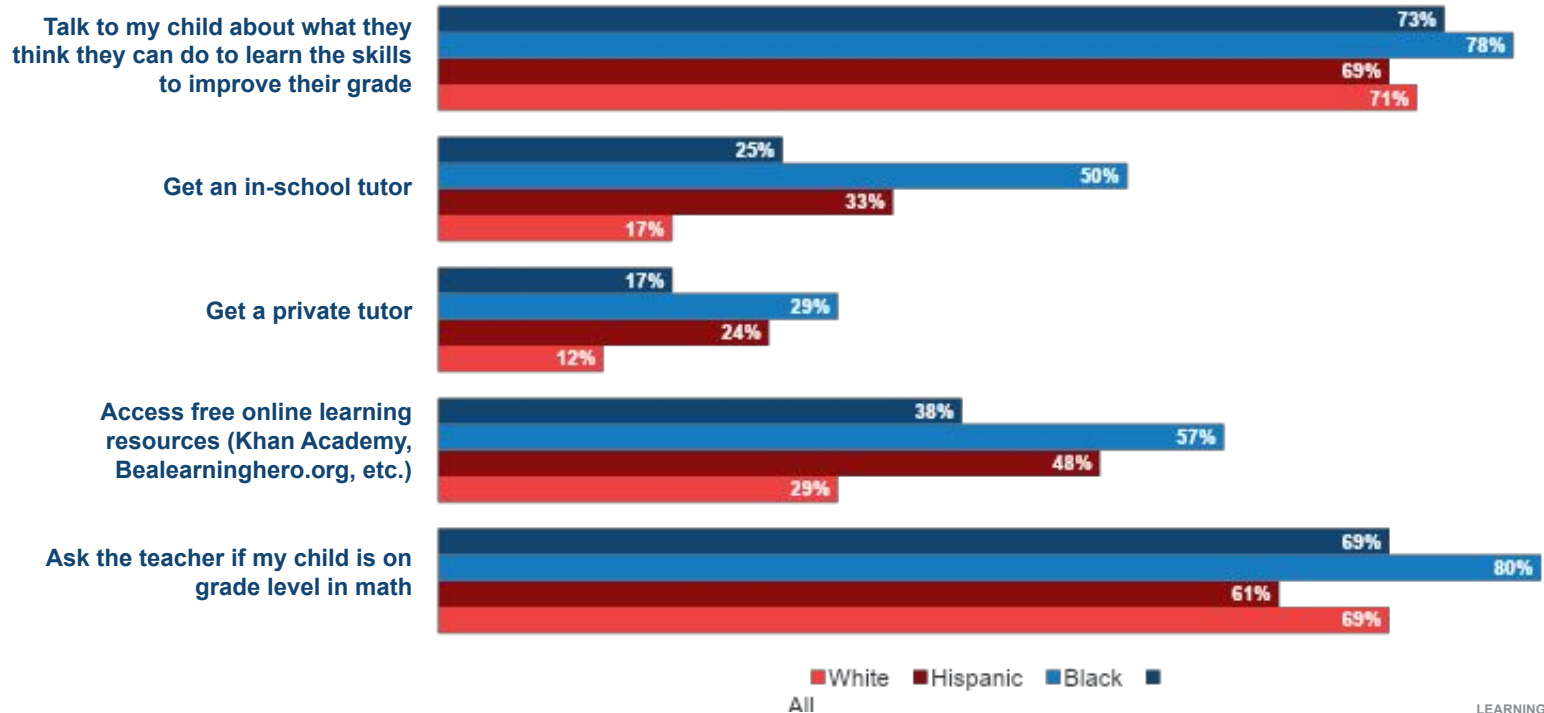
- You child received a B on their report card in math
- Your child's year-end state test results indicate that they are below grade level in math
- Your child's results on other standardized tests (district-wide tests) indicate your child is below grade level in math

How concerned would you be?



... and they're more likely to take action

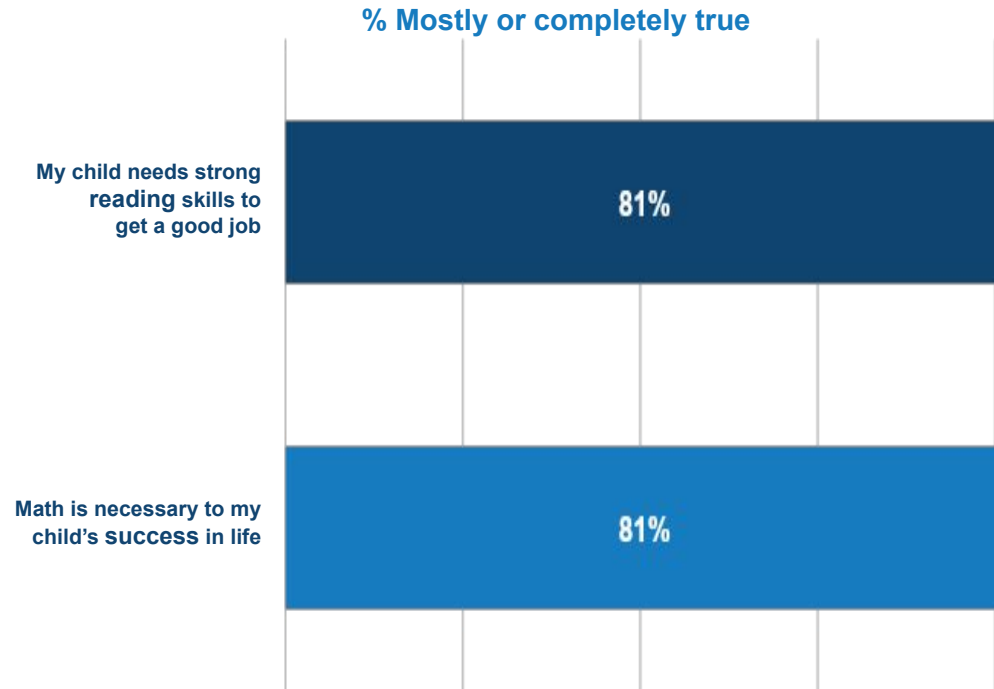
% Definitely Would Take The Action



1

Start with reading and math: Parents see them as key to a child's future success

About eight in 10 parents see strong reading skills as necessary for a good job and/or math as necessary to success in life

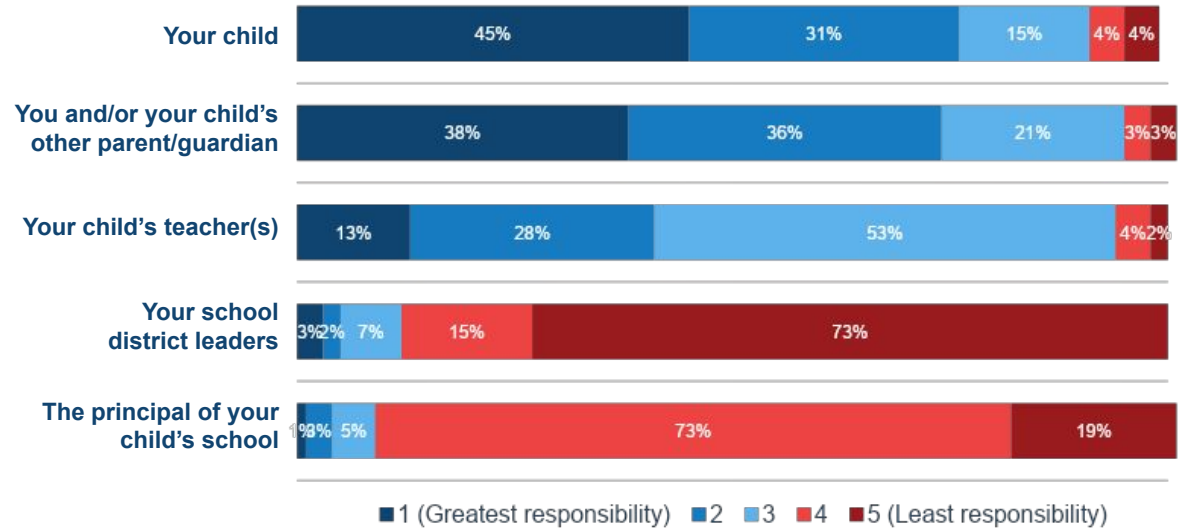


2

Lean into strong parent-teacher relationships

Most parents hold themselves responsible – or second most responsible – for their child’s success in school

Please rank the individuals listed below from the one with the greatest responsibility for your child’s success in school to the one with the least responsibility for your child’s success in school.

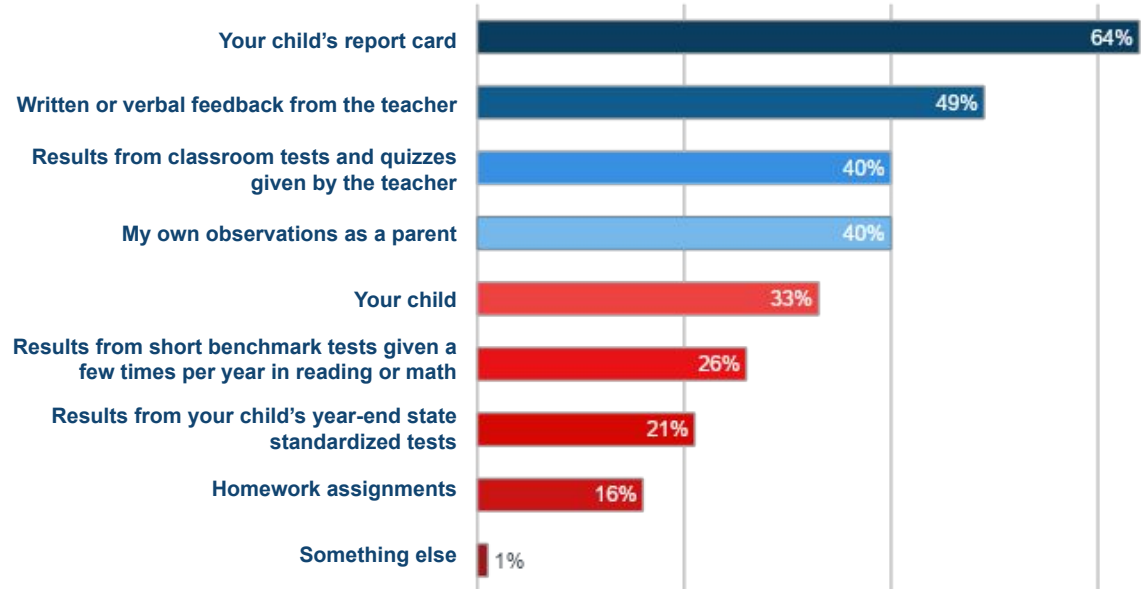


3

Connect parents with multiple measures of achievement

Parents most often rely on report cards to know whether a child is performing at grade level

Please select the three most helpful sources of information that let you know whether your child is performing at grade level



Go *BEYOND* Grades



Approach:

Go Big

Go Bigger

Be Local

92% of Houston parents think
their kids do math at grade level.

(**34%** of kids actually do.)

Find summer programs at GoBeyondGrades.org/HOU



004084

Approach:

Go Big

Go Bigger

Be Local



Approach:

Go Big

Go Bigger

Be Local



84% of DC parents think their kids do math at grade level.

10% of kids actually do.)

Find summer programs at
GoBeyondGrades.org/DC

Brought to you by Learning Heroes, DC PAVE, National Summer Learning Association, Uniholon, and Clear Channel Outdoor



Engaged partners drive action

92% of Houston parents think their kids do math at grade level.

34% of kids actually do.)

82% of parents report their kids get mostly A's or B's*

But grades alone don't tell the whole story. Talk with your child's teacher about summer learning. Explore programs and more.

A

ASK THE TEACHER

Ask the teacher if your child is on grade level in reading and math

B

BE IN THE KNOW

Be in the know about your child's learning and what's expected in each grade

C

CONNECT TO LEARNING

Connect to summer learning opportunities like tutoring, camps, activities, jobs and more



Go to GoBeyondGrades.org/HOU to find summer learning programs near you.




Go **BEYOND** Grades

#GoBeyondGrades is a campaign in six cities including Houston, Boston, Washington, D.C., Sacramento County, Chicago, and New York City.

*CAHARRAN survey conducted by Dig Village, March 2022

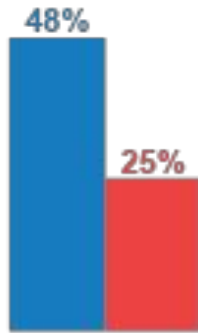


 Houston Urban League family workshops held at HISD

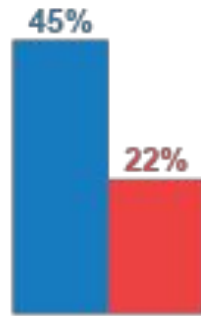
Impact: Parents Who Recalled *Go Beyond Grades* Were Much More Likely to Act

Actions Already Taken

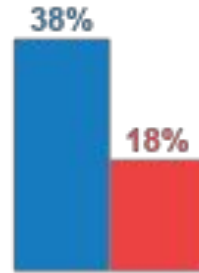
■ Recalled Ads ■ Did Not Recall



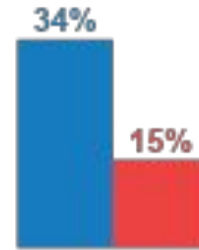
Ask my child's teacher if my child is on grade level



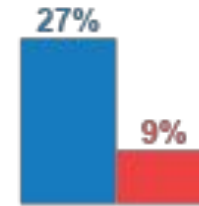
Have a conversation with my child's teacher to learn in what areas my child may need to improve/work on this summer



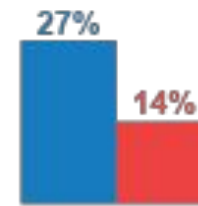
Look for more information besides my child's grades to know how they are achieving



Ask my child's teacher about summer learning opportunities for my child this summer



Access resources to help my child this summer at home on [GoBeyondGrades.org](https://www.gobeyondgrades.org)



Enroll my child in a summer learning opportunity

LEARNING HEROES

Contact

David Park

Senior Vice President

Strategy and Communications

dpark@learningheroes.org



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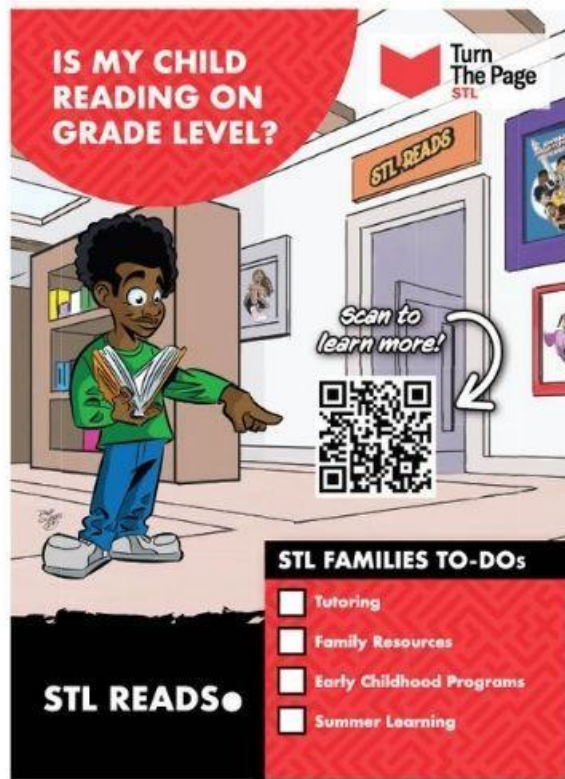
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- Stickers (Little Free Libraries)
- Posters (businesses, clinics)
- Handouts (families)
- Bookmarks (book giveaways)

RELATIONSHIPS ARE STILL KEY!

Have trusted business owners, clergy, and neighbors, like the St. Louis Neighborhood Reading Captains discuss the resources with families.



Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

PEER EXCHANGE LEARNING CONVERSATION

What Happens (or Doesn't Happen) in One Generation Affects the Next: 2Gen Strategies for Alleviating Poverty (Part 3: Income Supports and Economic Opportunity)

Tuesday, November 28, 1–2:30 p.m. ET/10–11:30 a.m. PT

LEARNING LOSS RECOVERY CHALLENGE

Collaborating for Kids: Climate Change, Environmental Justice and Advocacy

Tuesday, November 28, 3:00–4:30 pm ET/12–1:30 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE

Making Kids A Major Public Priority: Changing the Narrative

Tuesday, December 5, 3:00–4:30 pm ET/12–1:30 p.m. PT

Join us!

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