

Parents as Curators of Their Children's Education: Supporting Parent Agency and Informed Decisions

September 9, 2025



Panelists



Panelist
Maya Martin Cadogan
Founder & Executive Director
Parents Amplifying Voices in Education
(PAVE)



Panelist
Cristina González, Ed.D
Implementation and Advocacy Manager
Abriendo Puertas/Opening Doors
(AP-OD)



Panelist
Michael McShane, Ph.D.
Director of National Research
EdChoice



Panelist
Keri Rodrigues
President
National Parents Union



Panelist
Cindi Williams
Co-Founder, Learning Heroes
CEO, Waypoint Education Partners

Seminal Finding



PERCEPTION

88%

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



PERFORMANCE

30%

Eighth grade students demonstrate proficiency or above in reading and math.**

**B-Flation: How “Good Grades” Can Sideline Parents, Gallup/Learning Heroes 2023*

***2024 NAEP data*

Given grade level standards are inconsistent across states, NAEP “proficiency/above” offers a national standard representing “solid academic performance for the given grade level” which is what we aspire our students to be able to do.

Parents are Problem Solvers

But parents can only act on what they know.

GRADE INFLATION



79% *Parents report their child receives all B's or above*



For Parents, Good Grades = Grade Level

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



Teachers



#1

Your/the teacher's in-class observations

#2

Results from classroom tests/quizzes from the teacher

#3

Interactions with the student

#4

Results from benchmark tests

#5

Results from student's year-end tests



#6

Report card grades

#7

Homework

#8

Parent feedback



Parents



#1

Written or verbal feedback from the teacher



#2

Report card grades

#3

Results from classroom tests/quizzes from the teacher

#4

Your child

#5

Results from your child's year-end state tests

#6

Benchmark tests

#7

Homework

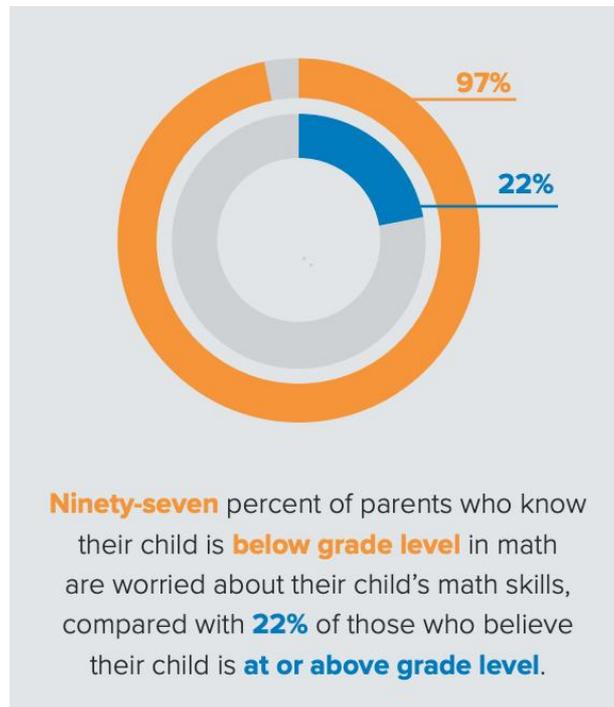
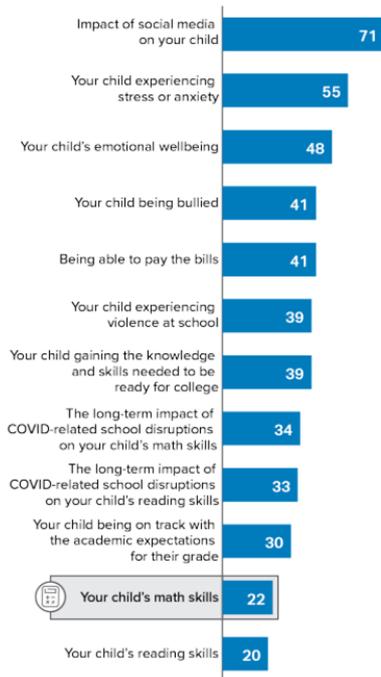
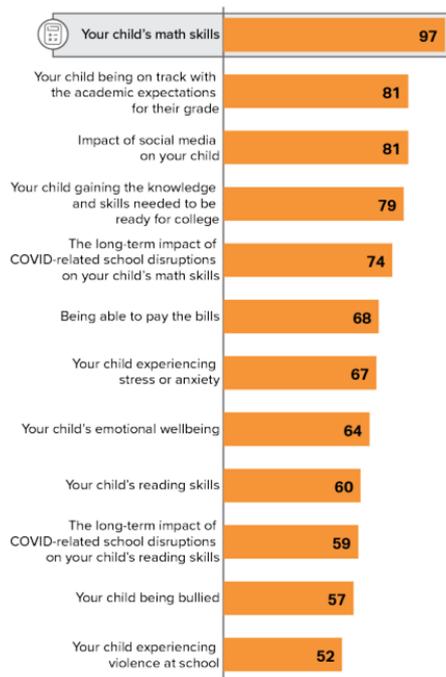
Parents' worries shift when they believe their child is below grade level.

Parents who say their child is below grade level in math are more likely to prioritize those 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 below grade level in math
 ■ Among parents who say their child is at or above grade level in math



Awareness Building Campaign | Go Beyond Grades

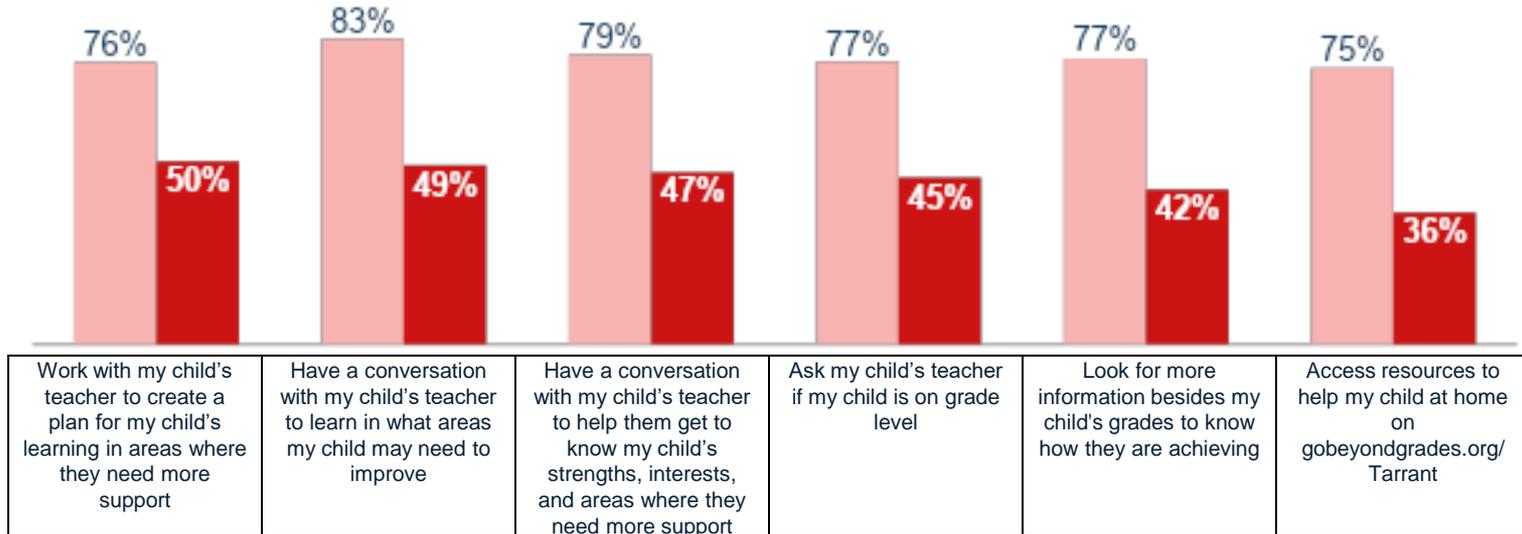


After seeing the ad, 50% of parents indicated they are very likely to work with their child's teacher

After seeing this ad, please indicate how likely you are to do each of the following.

Actions

Very/Somewhat likely Very likely



Parent Opinions on Curating Their Child's Education

From the EdChoice/Morning Consult Gen Pop/Parent Survey

Monthly Poll

Gen Pop $N \approx 2,200$

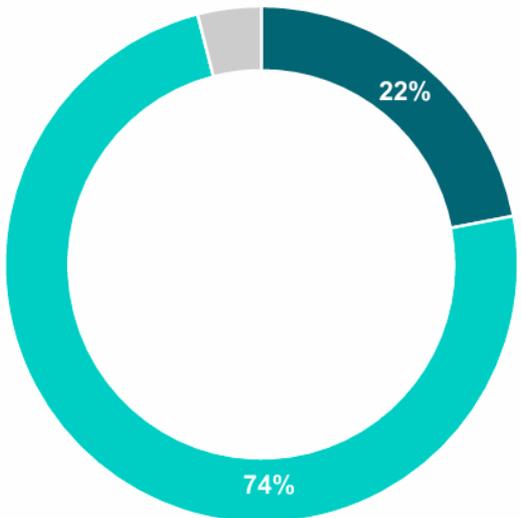
Parent $N \approx 1,300$

<https://edchoice.morningconsultintelligence.com/assets/329770.pdf>

Beside moving from grade school to middle school or middle school to high school, has your child ever switched from one type of school (or school sector) to another? The various types/sectors include public schools, public charter schools, private schools, full-time virtual schools, and home schooling.

School Parents

- Yes, my child has changed school types
- No, my child has not changed school types
- I don't know if my child has changed school types



Top % Yes

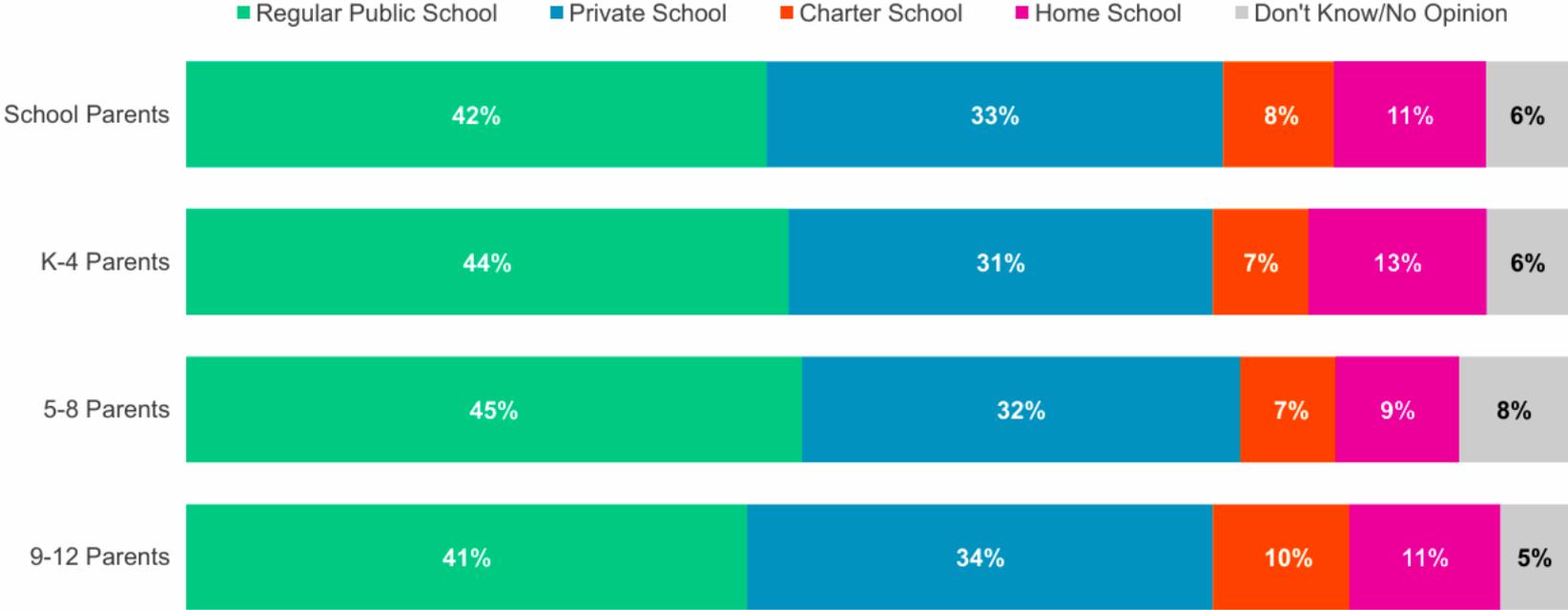
Private School	35%
Second-Generation Immigrant	29%
Special Needs	28%

Bottom % Yes

Black	18%
District School	17%
Rural	14%

If given the option, what type of school would you select in order to obtain the best education for your child?

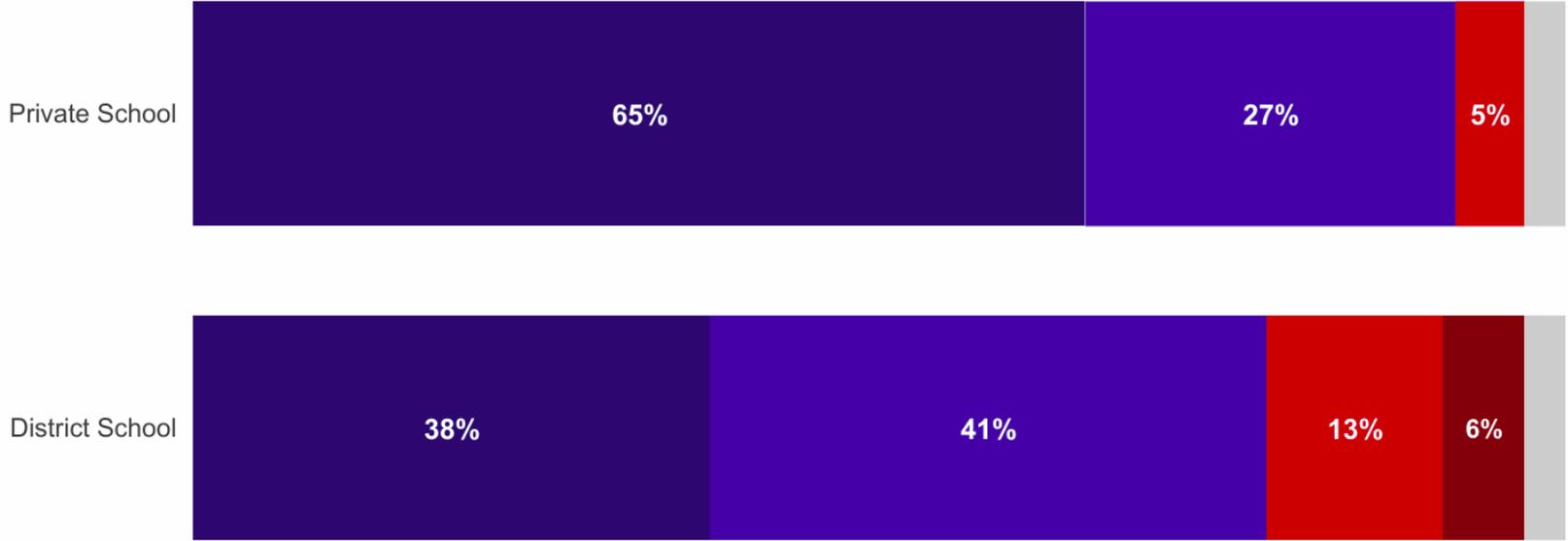
School Parents



To what extent are you satisfied or dissatisfied with your child's experiences with the following types of schools?

School Parents

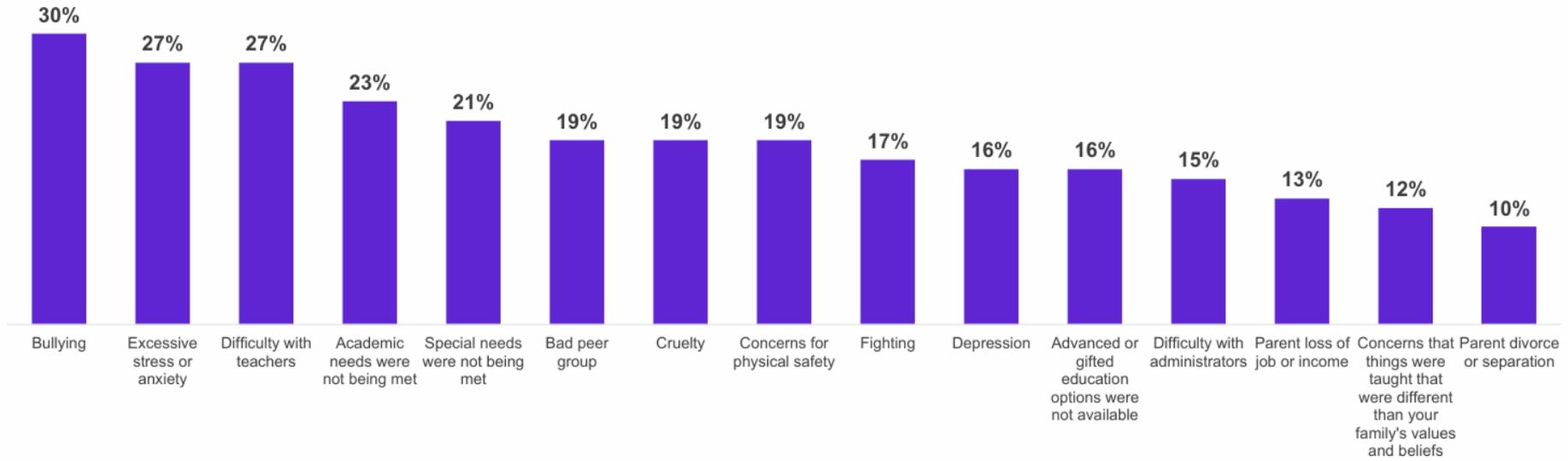
■ Very Satisfied ■ Somewhat Satisfied ■ Somewhat Dissatisfied ■ Very Dissatisfied ■ Don't Know/No Opinion



*Children may encounter different circumstances both inside and outside of school that make it hard for them to achieve academic and personal success. Has your child ever experienced any of these difficulties at their **former school**? Please select all that apply?*

School Parents

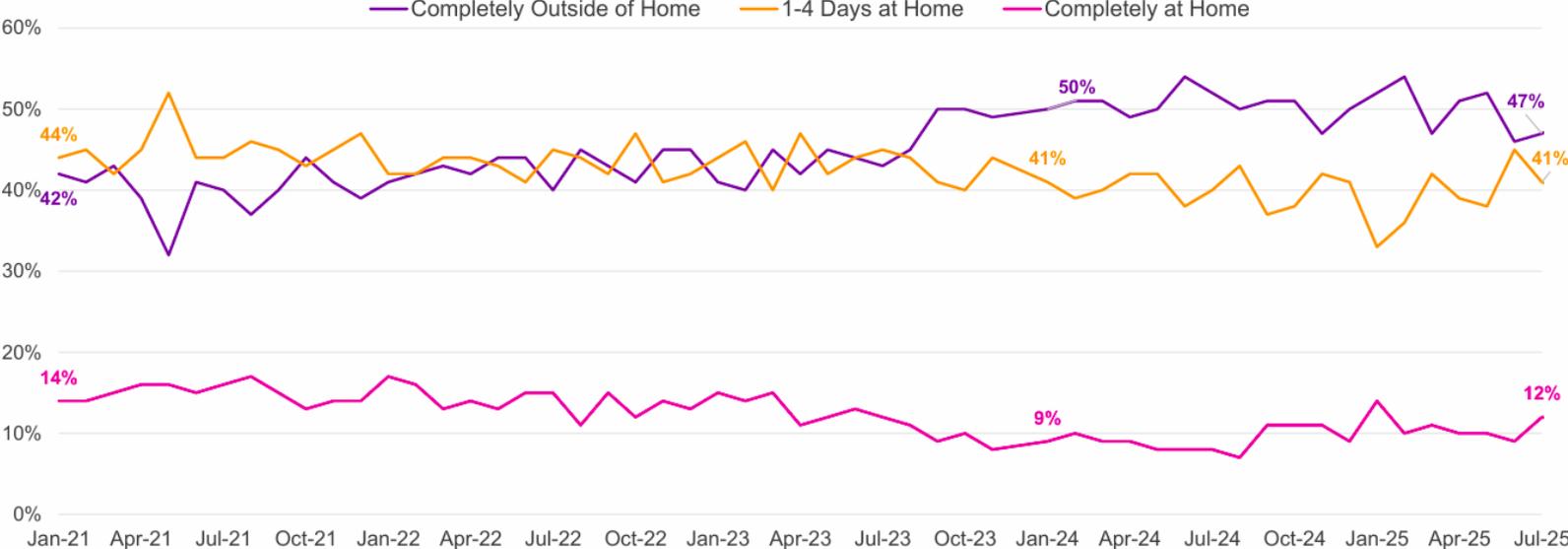
% Selected



In order to provide the best education for your child, what would be your preferred weekly schedule and location between schooling at home with a parent/teacher/tutor, or outside the home?

School Parents

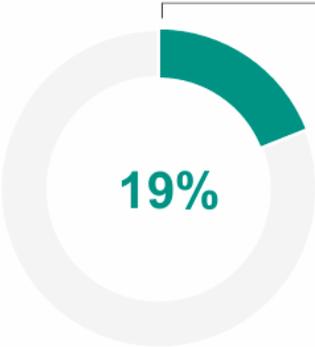
% Selected



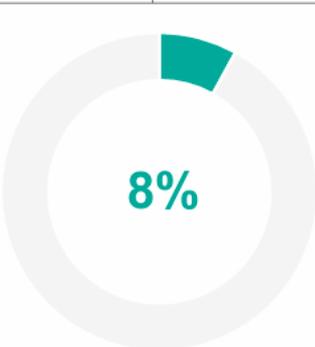
Is your child getting tutoring outside of regular school hours this school year?

School Parents

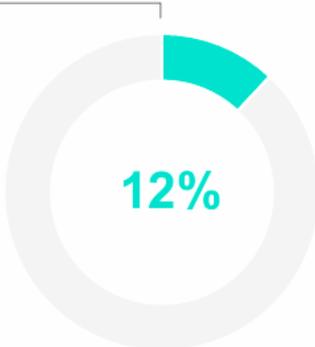
39% (-5 points since April)
currently have a tutor or looking for a tutor



Yes, my child is currently being tutored



No, but **I am actively looking** for a tutor



No, but **I will be looking soon** for a tutor



No, my child does not need tutoring at this time

What would you be able and willing to spend, on a monthly basis, per child for tutoring outside of school hours?

School Parents





Abriendo Puertas | Opening Doors



What We Do

Parenting is the most important — and sometimes the toughest — job in the world. At AP-OD we support parents as they lead the way. Our learning content, proven curriculum and trusted tools help parents build skills and access resources, while also creating lifelong connections in their community.

We move people, resources, and systems into action to honor and support parents as leaders of their families and communities, and their child's first and most influential teacher. Together we open doors to a better future, building lifelong skills and connections that help raise strong, healthy, and thriving children.



AP-OD Curriculum

ap-od

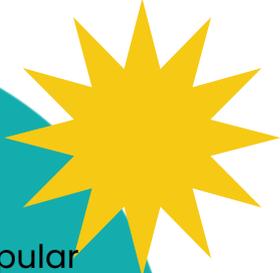
 **Parent Leadership**

 **Curriculum Co-created
with parents for parents**

 **Grounded in research**

 **Popular Education**

 **10 sessions**



Our work is inspired by Popular Education, a way of teaching, learning, and building community that honors families and their strengths while building power. In all our programs, parent knowledge and experience is central, embraced, and valued. Instead of emphasizing information, Popular Education transforms lives and builds community through shared experiences, struggles, and hopes.

AP-OD Curriculum

ap-od

Session 1: I am My Child's First Teacher; Our Home, My Child's First School

"The Apple Doesn't Fall Far from the Tree"

Session 2: My Child's Growth and Development

"What Begins Well, Ends Well"

Session 3: Power of Words

"The More That You Learn, The More Places You Will Go"

Session 4: Health Body/Healthy Mind - Part 1: Nutrition & Physical Activity

"Better Safe Than Sorry"

Session 5: Health Body/Healthy Mind - Part 2: Social-Emotional Well-Being

"Each Mind is a World Unto Itself"



AP-OD Curriculum

ap-od

Session 6: My Child, Media and Technology

"The Future Belongs to Those Who Prepare for It Today"

Session 7: Count With Me

"A Journey of a Thousand Miles Begins with a Single Step"

Session 8: Let's Get Ready for School

"Knowledge is Power"

Session 9: Champions for Our Children's Future

"There Is No Worse Struggle Than the One Never Waged"

Session 10: Yes, We Can! Graduation

"Success Knows No Bounds"



Impact



Since our founding, we have served hundreds of thousands of families all over the US, building community and communicating the benefits of early childhood learning, with a focus on prenatal to five years of age. In eighteen years, AP-OD has worked in 42 states, engaged over 500 local organizations, and certified over 3,000 facilitators who adopt AP-OD's proven curriculum as their own. Together, we build lifelong leadership skills, knowledge, and connections that promote long-term family well-being and positive outcomes for children.

Our National Latino Family Report 2025

Top 6 issues Latino families want Congress and the president to address



34%

Improving wages and income



34%

Addressing the rising cost of living



27%

Creating affordable, attainable housing



23%

Protecting immigrant rights



19%

Providing a path to citizenship for immigrants



18%

Reducing gun violence and mass shootings

Accomplishments 2024



Highlights

Local Leadership. National Reach.

Our facilitator partners are trusted organizations who — like us — honor and serve families. This year we continued expanding nationally.



11
National AP-OD
Institutes conducted



9
AP-OD Trainer-of-
Facilitator Institutes
completed



19
online workshops held
for the facilitator network



80,000+
families served across
42 states



317
new facilitators trained
in 2024, joining our
4,000+ existing
facilitators



153
implementing partner
organizations/agencies
certified in 2024 (104
existing, 49 new),
expanding our network to
800 partners nationwide

Accomplishments 2024



Advocacy

Advocating for Our Children, Together

AP-OD advocates for what matters most: the long-term well-being of families nationwide. Here are 2024's advocacy highlights:

Latino Infant Initiative

We continued to partner with [UnidosUS](#) to improve the quality of life for Latino infants (prenatal to age 3) and their families and launched the [Latino Infant Initiative website](#).

Baby Bonds

We partnered on a [Baby Bond pilot](#) in New Mexico alongside the Partnership for Community Action (PCA), MoneyByrd, and Prosperity Works. We awarded 15 low-income children with a \$6,000 interest-bearing trust and supported an advocacy campaign led by PCA to develop a NM statewide publicly funded Baby Bonds program.

Dual Language Learner Master Plan Advocates

We participated in a collaborative workgroup to identify, coordinate and collaborate to make recommendations for Dual Language Learners in California's Master Plan for Early Learning and Care.

Whole Child Community Equity Group

We joined the Whole Child Community Equity Group, an initiative to support the ending of racial and economic inequities in child care in California by ensuring a whole-child approach.

Texas Roundtable (September 2024)

In collaboration with AVANCE and UnidosUS, we engaged elected officials, community leaders, and key stakeholders in a discussion on the Latino Infant Initiative (LII) Policy Agenda, focusing on its potential to empower Latino families through education.

A bright yellow, multi-pointed starburst graphic with a soft glow, positioned to the right of the word 'Thank' and partially overlapping the purple box.

**Thank
you!**

WITH GRATITUDE TO OUR SUPPORTERS

CGLR THANKS OUR **ENTERPRISE FUNDERS**



THANKS ALSO TO OUR **PROGRAMMATIC FUNDERS**

Buffett Early Childhood Fund | CW Benedum Foundation | The Ford Family Foundation | JF Maddox Foundation
John T. Gorman Foundation | Joseph B. Whitehead Foundation | The California Endowment
The Grable Foundation | TLL Temple Foundation | United Way of Greater Atlanta | William T. Grant Foundation

WE ALSO DEEPLY APPRECIATE **OUR INDIVIDUAL DONORS**, INCLUDING THOSE WHO PREFER TO
REMAIN ANONYMOUS, FOR THEIR GENEROSITY!



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UNITED WAY
Greater Atlanta



Bezos Family
Foundation



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