

**GLR Learning Tuesdays Webinar**  
**Using Behavior Science to Help Families Help Kids**  
**Productive Parent/Teacher Partnerships**

April 21, 2020

Moderator, Presenter & Commentator Bios

**Helen Westmoreland, Moderator**



Helen Westmoreland is the Director of National Parent Teacher Association's Center for Family Engagement, where she leads PTA's efforts to empower parent leaders to be champions for transformative family engagement. Prior to National PTA, Helen was Deputy Director at Flamboyant Foundation, where she co-developed their family engagement strategy. Previously, she worked at the Harvard Family Research Project and with community-based afterschool programs. She has provided consulting services and authored publications on family engagement, education organizing, out-of-school time, and scaling impact. Helen received an MEd from the Harvard Graduate School of Education and a BA from Duke University. She is also a proud graduate of South Carolina public schools.

**Hedy Chang, Co-Presenter**



Hedy Nai-Lin Chang directs Attendance Works, a national and state level initiative aimed at advancing student success by addressing chronic absence. A skilled presenter, facilitator, researcher and writer, she co-authored the seminal report, *Present, Engaged and Accounted For: The Critical Importance of Addressing Chronic Absence in the Early Grades*, as well as numerous other articles about student attendance. Deeply committed to promoting two-generation solutions to achieving a more just and equitable society, Hedy has spent more than two decades working in the fields of family support, family economic success, education and child development. She served as a senior program officer at the Evelyn and Walter Haas Jr. Fund and as co-director of California Tomorrow, a nonprofit committed to drawing strength from cultural, linguistic and racial diversity. In February 2013, Hedy was named by the White House as a Champion of Change for her commitment to furthering African American Education.

**Todd Rogers, Co-Presenter**



Todd Rogers is a behavioral scientist and Professor of Public Policy at the Harvard Kennedy School. His work applies behavioral science insights and methods to understand important social challenges and to develop interventions to mitigate them. Specifically, he studies how to help families effectively support student success (e.g. increasing attendance, homework completion, etc.), and how to improve democracy (e.g., increasing election participation, openness to opposing views, etc.). His overarching goal is to ensure that behavioral policy research is implemented widely and with fidelity. This has led to co-founding two social enterprises: the Analyst Institute (focused improving voter communication programs) and InClass Today (focused on helping districts reduce student absenteeism).

At Harvard, Rogers is the faculty director of the Behavioral Insights Group, the faculty chair of the executive education program on applying behavioral science to improve public policy, and director of the Student Social Support R&D Lab. He is also a Senior Scientist at ideas42 and Academic Advisor at the UK's Behavioural Insights Team. Prior to joining the faculty at HKS, he was founding Executive Director of the Analyst Institute. He received a Ph.D. jointly from Harvard's department of Psychology and Harvard Business School, and received a B.A. from Williams College, majoring in both Religion and Psychology.

### **Angela Madigan, Commentator**



Angela Madigan is the principal of Waterboro Elementary School, located in a rural community in southern Maine. In her recent experience as a leader, she was the recipient of a 2018 SEL Innovation Award, Ecomaine Excellence Award, and was awarded several grants and recognition for the school's efforts in employing social and emotional learning initiatives, sustainability efforts, and health and wellness practices. She has maintained a partnership with Count ME In and worked diligently with families to reduce barriers and make access to learning more equitable for all students.