



# Parents 2020 | COVID-19 Closures

## A Redefining Moment for Students, Parents & Schools

May, 2020

Research conducted by Edge Research



# Our Focus



With a focus on parents and guardians who have been traditionally underserved by the public education system, we work with partners to help parents:

- ★ Develop a complete and accurate picture of their children's development and achievement.
- ★ Know what is expected of their children in the current grade, the next grade, as well as in and after high school.
- ★ Understand what actions they can take to advocate on behalf of their children's educational success.







# Parents 2020 | Driving Questions

**With a focus on parents and guardians who have been historically underserved, this research explores:**

- ☆ How has remote schooling impacted parents' perceptions of their children's achievement?
- ☆ What keeps parents up at night?
- ☆ How are schools/teachers interacting with parents and their children during school closures?
- ☆ How will parents' behaviors change as a result of this time?



# Initial Insights | Opportunity to Redefine Relationships



## PARENTS ARE ACTIVATED

From their new front row seat and despite significant challenges, parents are engaging deeply in their children's remote schooling and will show up differently next school year.



## PARENTS DESERVE AN ACCURATE PICTURE

Even with more hands-on time, parents still have an inflated view of their children's grade level ability – 92% report their children are at/above grade level in reading and math. It is closer to 37% (2019 NAEP).



## RELATIONSHIP REDEFINED

This is a moment to establish clear expectations for parent, teacher relationships grounded in a shared understanding of the child's progress and academic achievement.

# Methodology



## NATIONAL ONLINE PARENT/GUARDIAN SURVEY:

- Nationwide sample of **3,645 parents and guardians** with children in public school, grades K-12, including
  - 1,633 elementary school parents
  - 889 middle school parents
  - 1,123 high school parents
  - **Oversamples** among **African Americans, Hispanics, those in transition grades (5th, 8th, and 11th/12th), and parents in California, New York, and Washington**
- Fielded **April 14th-May 6th, 2020**
- Offered in both **English and Spanish**
- Data were weighted to be representative of public school parents in the U.S.



Throughout this report, **blue/red** indicates statistically **higher/lower** differences between audiences

## WITH ADDITIONAL DATA FROM:

- Learning Heroes 2019 Parent Survey



Indicate statistically significant changes from 2019

# Parent/Guardian Context

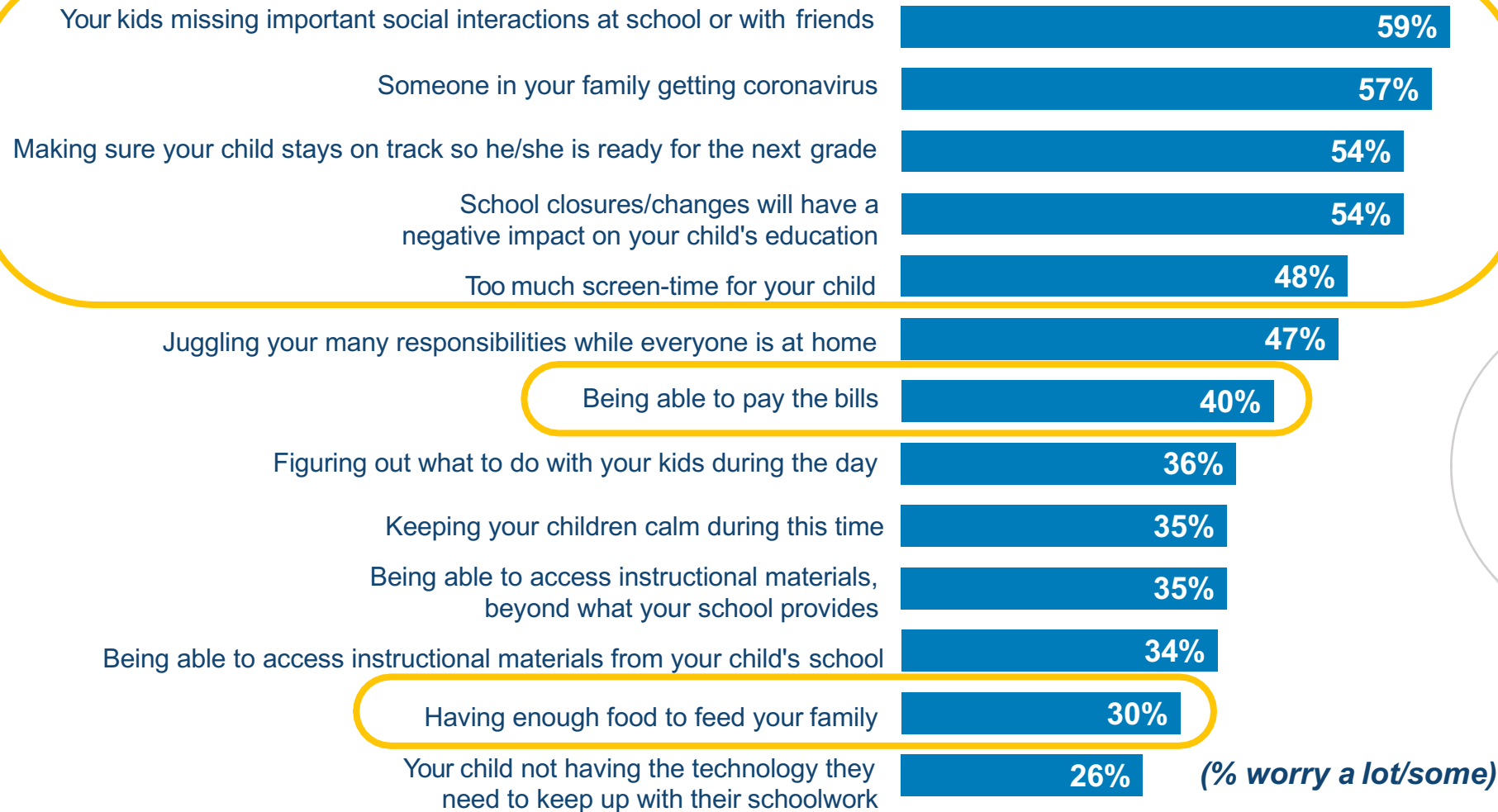




# Parents Rising to the Challenge

	Feeling this Way	African Americans	Hispanics	Whites
Hopeful	75%	81%	76%	73%
Grateful	72%	81%	74%	70%
Anxious/worried	65%	60%	64%	65%
Optimistic	65%	69%	68%	63%
Safe	60%	67%	58%	59%
Frustrated	58%	51%	49%	62%
Calm	58%	66%	61%	56%
Overwhelmed	53%	49%	51%	54%

# During COVID-19 Closures, Education a Top Priority

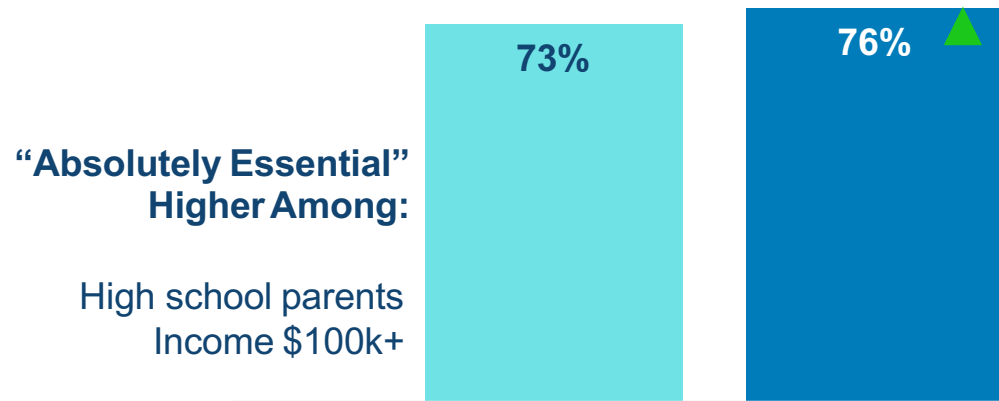


## Higher Among...

Elementary school: **63%**  
Hispanics: **61%**  
Whites: **61%**

# In These Uncertain Times, Parents' Aspirations are Even Higher

How important is it to you that your child goes to college?

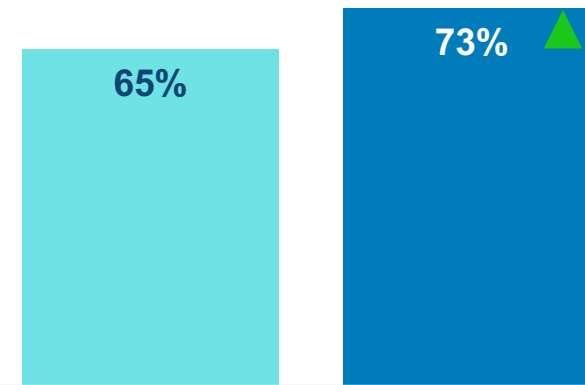


Absolutely essential/very

2019 2020

	2019	2020
African Americans	81%	82%
Hispanics	87%	87%
Whites	69%	72% ▲

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



**“Extremely Confident” Higher Among:**

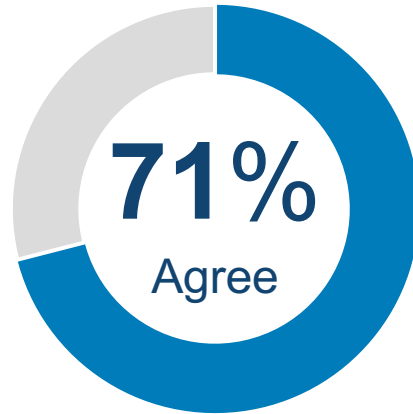
African Americans  
Income \$100k+  
Reliable internet access  
“all the time”

Extremely/very

	2019	2020
African Americans	72%	80% ▲
Hispanics	73%	74%
Whites	62%	72% ▲

# Parents Feel More Appreciation for Teachers, But Most Do Not Have Regular Access to Them

I now have a deeper appreciation for the work teachers do in the classroom.



African Americans: 77%  
Hispanics: 77%  
Whites: 69%

Higher Among...

Elementary School: 75%  
Income \$37k or less: 76%

95%

Say they have heard from their child's teacher(s) in some way

However...

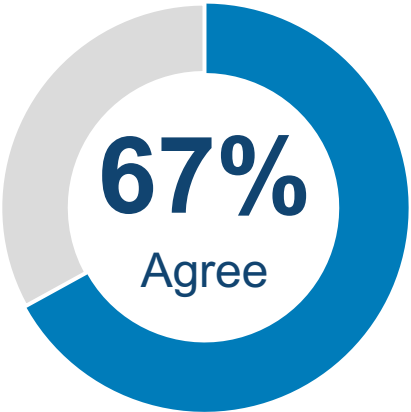
33%

Say they have regular access to their child's teacher(s)

African Americans: 28%  
Hispanics: 27%  
Whites: 36%

# Parents Feel More Connected to Schooling and Want Answers for What Happens Next

I am more connected with my child's day-to-day education now than ever before.

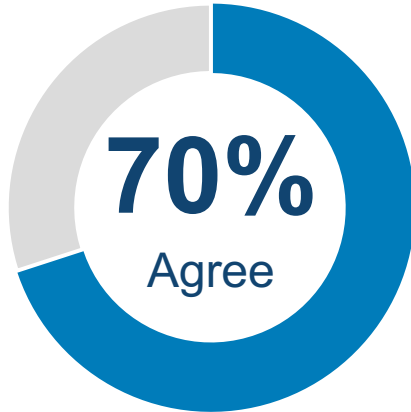


African Americans: 65%  
Hispanics: 72%  
Whites: 66%

**Higher Among...**  
Elementary School: 74%  
Completely/Very Prepared: 69%  
HH Income \$37k or less: 70%

**Lower Among...**  
\$100K+ HH Income: 58%

I want to know what material my child is missing at the end of this year and how their school plans to make up that material.



African Americans: 75%  
Hispanics: 75%  
Whites: 68%

**Higher Among...**  
HH Income \$37k or less: 75%

# Even with More Engagement, 92% of ALL Parents Think Their Children are At/Above Grade Level

## Believe Child is At/Above Grade Level



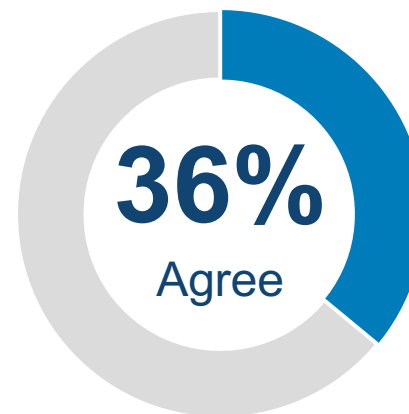
Math

African Americans: 93%  
Hispanics: 92%  
Whites: 92%



Reading

African Americans: 92%  
Hispanics: 93%  
Whites: 93%



My child **will need additional academic support** to “catch-up” next year because of this situation.

83%

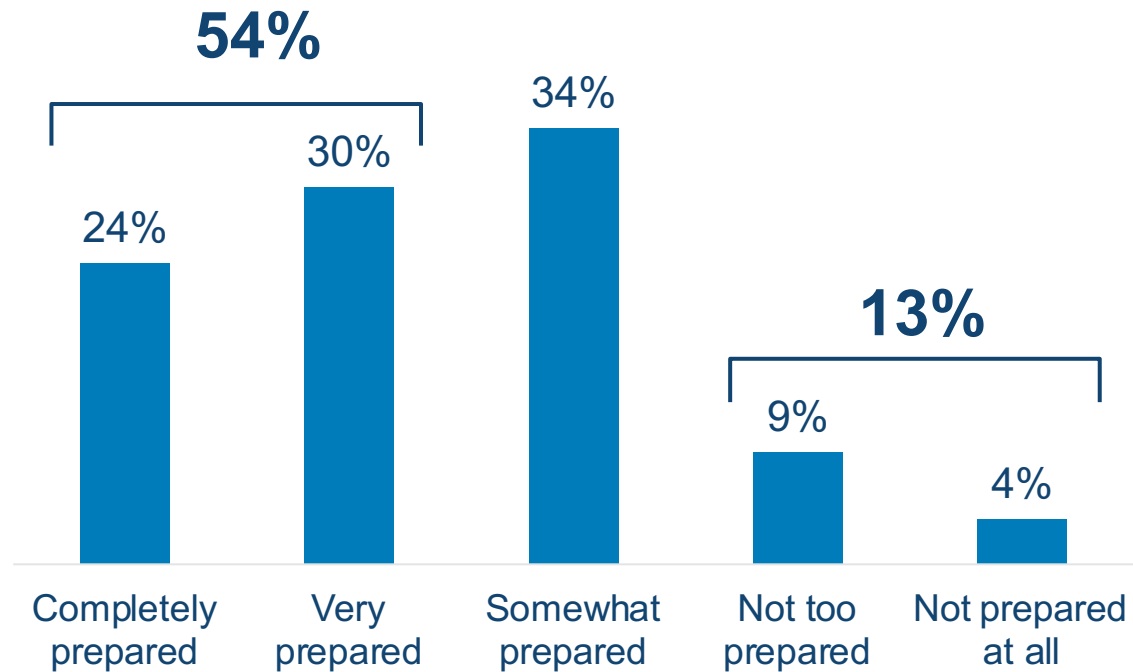
Of parents indicate their child is getting “mostly Bs” or better

# Experience with Remote Schooling



# Majority of Parents Feel Prepared to Support Remote Learning

How prepared do you feel to support your child while they are doing schoolwork at home?



## Completely/Very Prepared

African Americans: **68%**

Hispanics: 53%

Whites: 50%

## Higher Among...

Income \$100k+: **58%**

Reliable internet all the time: **56%**



# Parents are Split in Their Experiences with Remote Schooling

**57%** Of parents agree that their child's remote schooling is working better than they expected

African Americans: **64%**  
Hispanics: 62%  
Whites: **56%**

## Higher Among...

Reliable internet all the time: **59%**  
HH income \$37k-99k: **61%**  
Completely/Very Prepared: **68%**

**52%** Of parents agree that supporting their child while they are doing remote schoolwork is harder than they expected

African Americans: 47%  
Hispanics: **59%**  
Whites: 51%

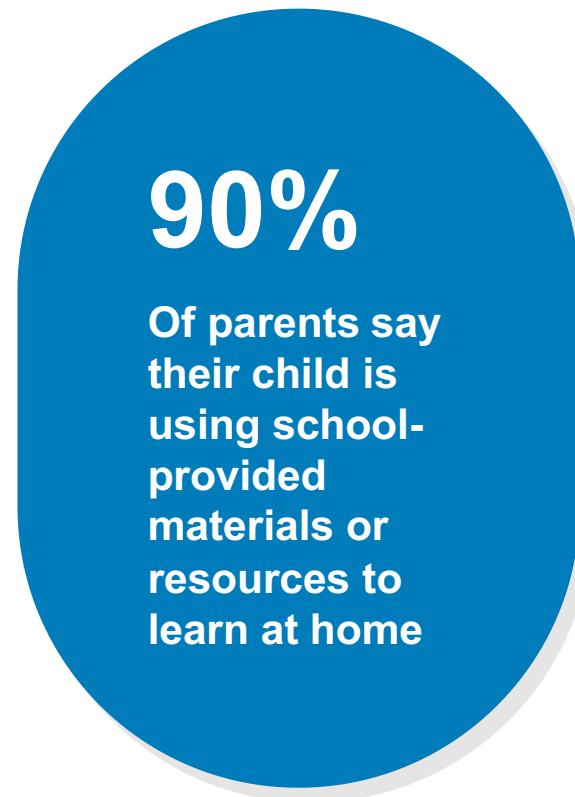
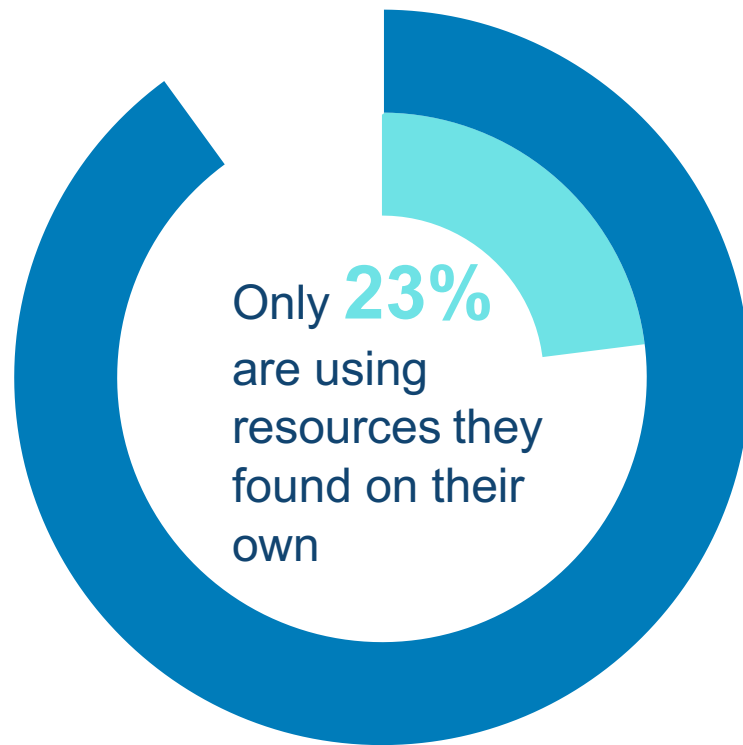
## Higher Among...

Elementary School: **59%**  
Missing tech: **59%**  
Income \$37k or less **56%**

## Lower Among...

Completely/Very prepared: **44%**  
Have own tech in HH: **48%**  
Reliable internet all the time: **50%**

# Less Than a Quarter Seeking Materials Outside of Their School



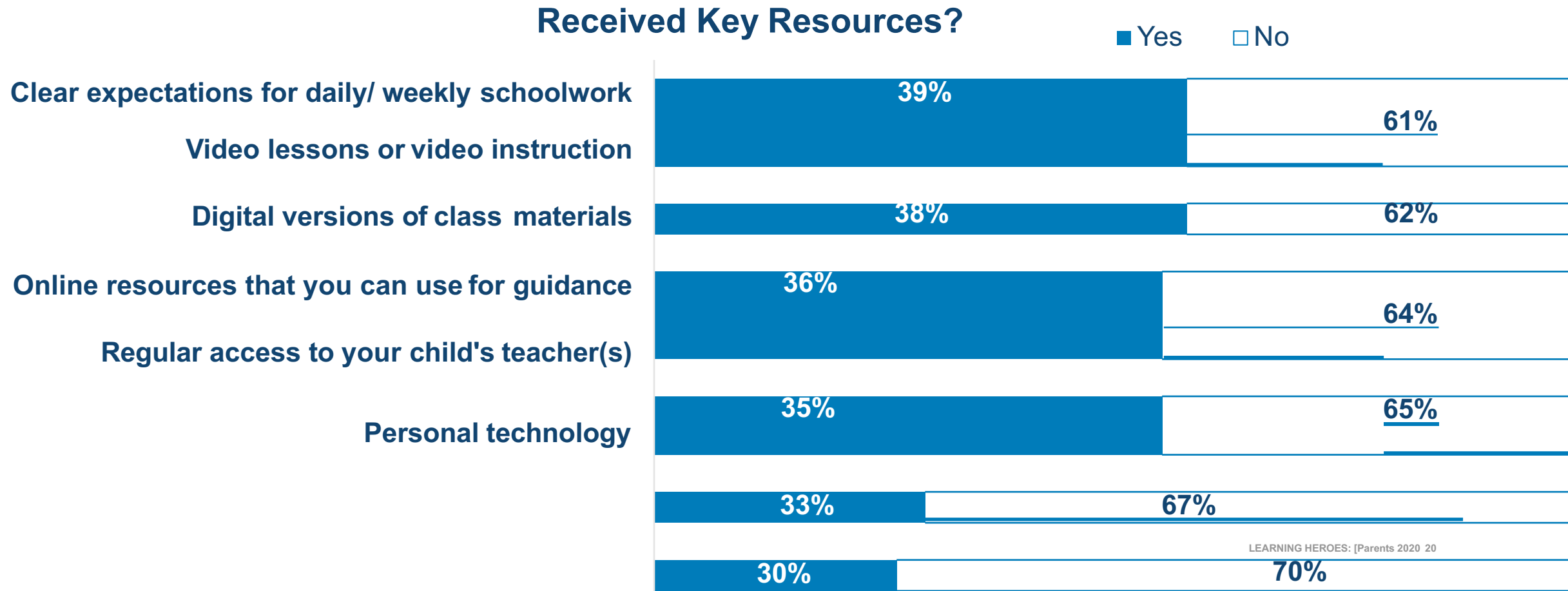
## Using Other Resources

African Americans: 26%  
Hispanics: 22%  
Whites: 24%

## Higher Among...

Those without reliable internet access: **41%**  
Elementary parents: **29%**  
Working from home: **26%**  
HH with their own tech resources: **24%**

# Yet, Less Than Half of Parents Haven't Received Key Resources from Schools



# Even Fewer Received Personalized Resources

## Received Resources?

■ Yes □ No

Printed versions of class materials



Remote classes delivered online/over the phone LIVE



Videos from teachers with tips for supporting learning at home



Personal guidance for how to best support your child



Option for remote one-on-one time/tutoring with a teacher



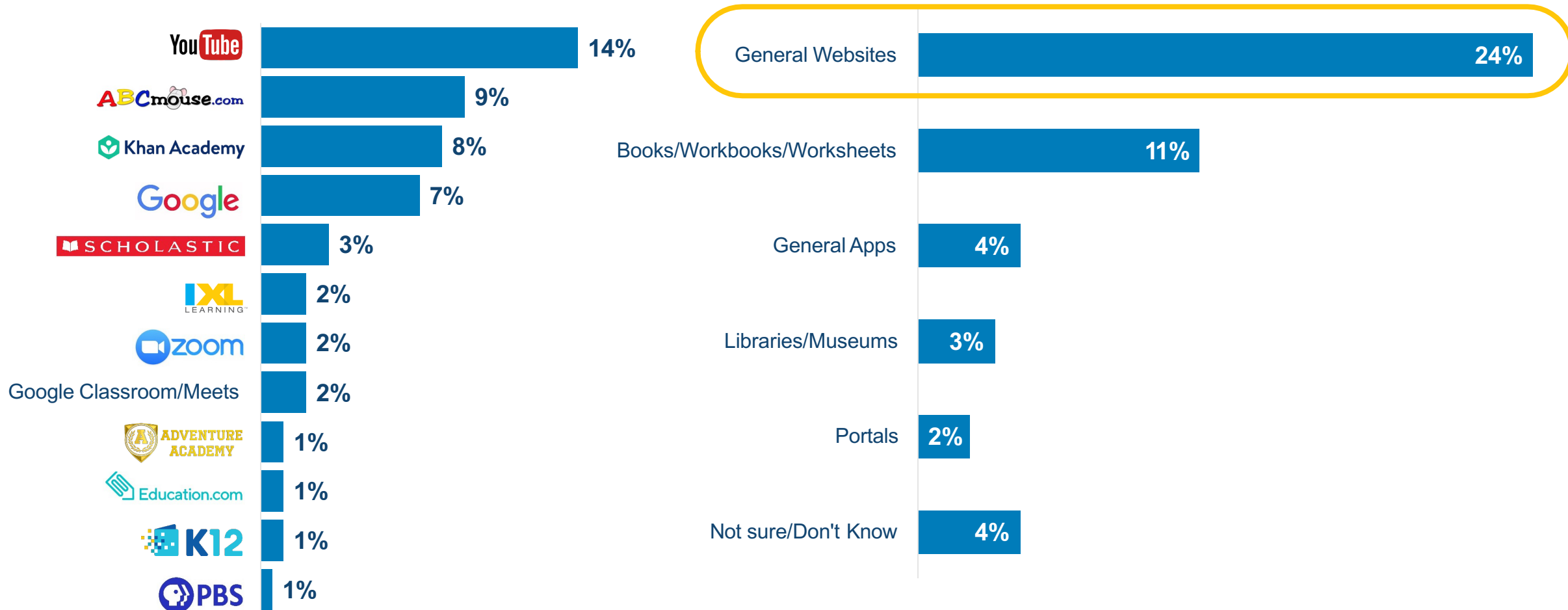
A hotline to call/email/chat for questions about how to help support schooling at home



Access to mental health services and support



# Open End | Non-School Resources Most Helpful



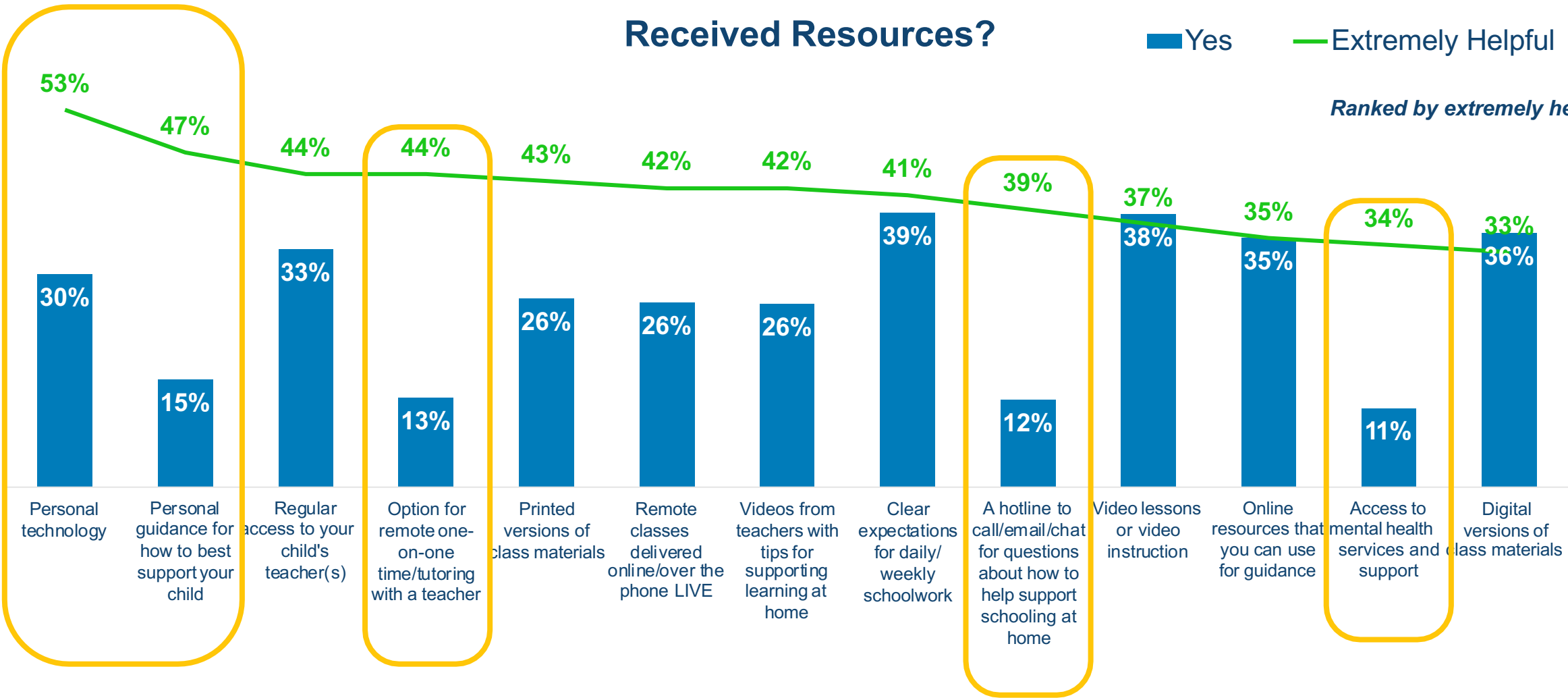
*n=623, excluding responses captured as "Other" or "None"*

# Personalized Tools Represent the Biggest Gaps Between Use and Helpfulness

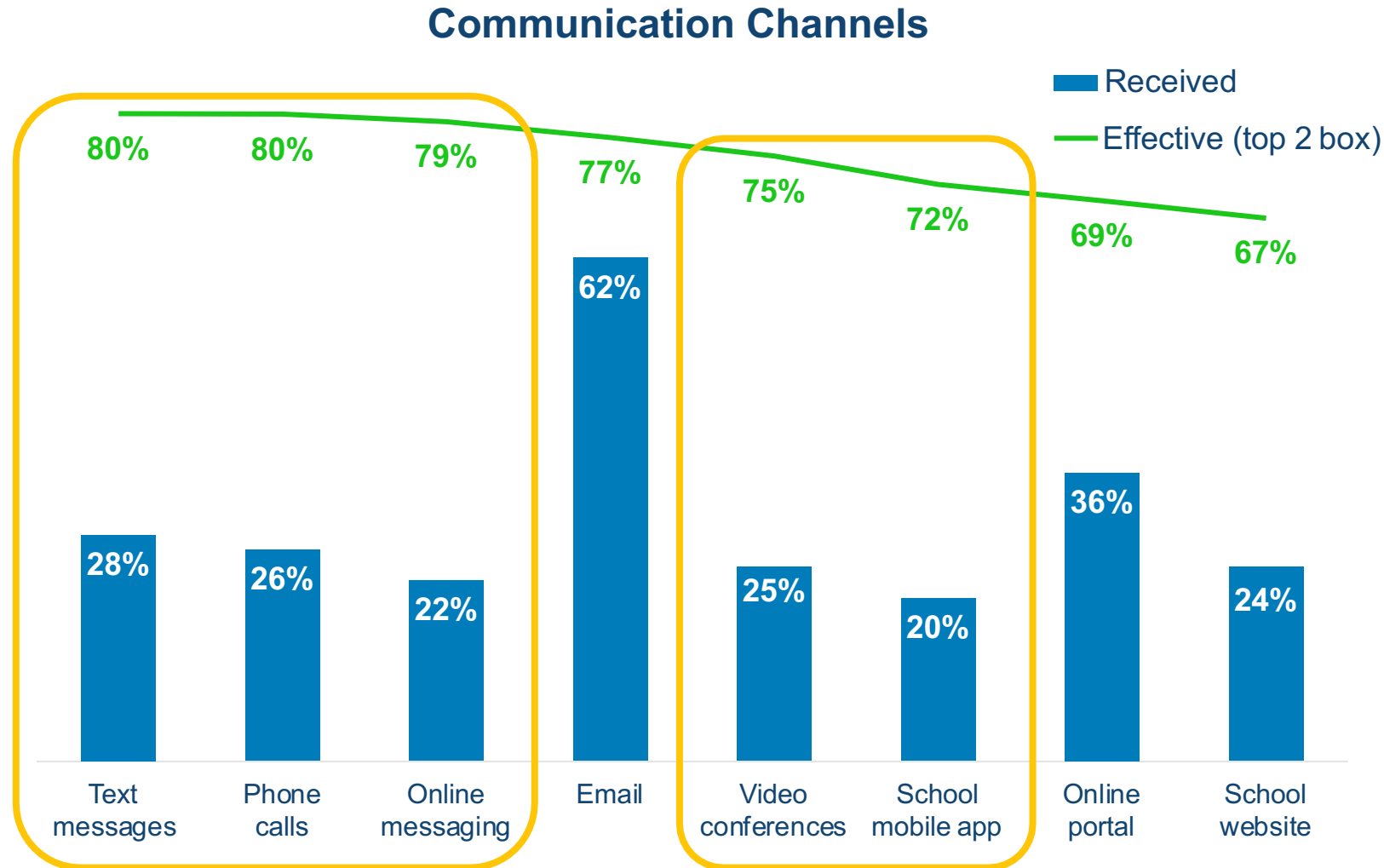
## Received Resources?

■ Yes    — Extremely Helpful

*Ranked by extremely helpful*



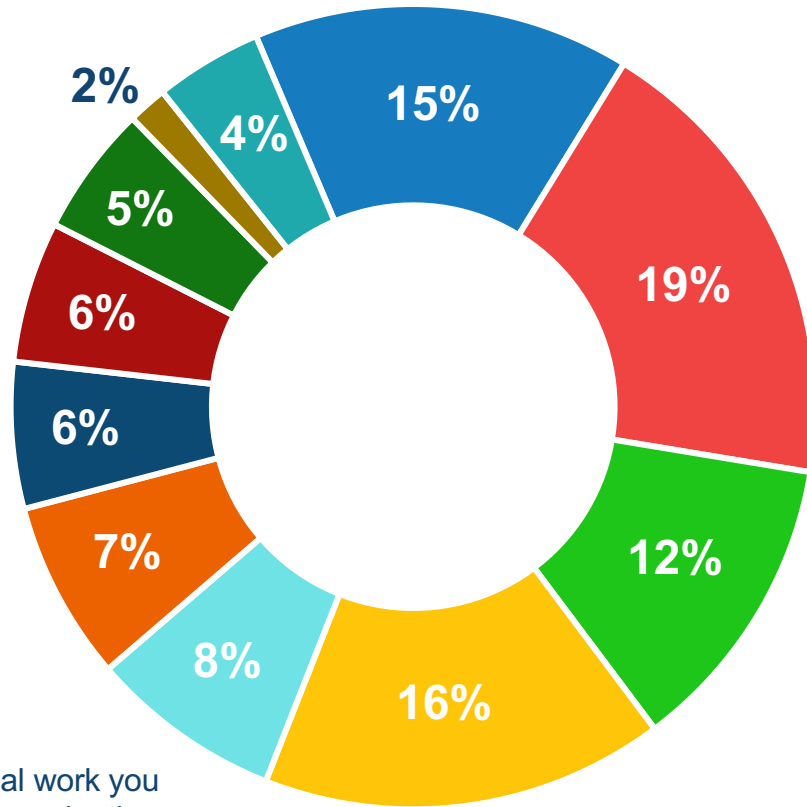
# Parents Find Texts and Phone Calls Most Effective, But Few Say Teachers are Using Those Modes of Contact



# 56% of Child's "Awake Time" Involves a Screen

## Percent of Child's Awake Time Spent on Each Activity

- Offline work assigned by teachers
- Online work assigned by teachers
- Virtual school with teachers
- Online/screen time without engaging with others
- Engaging with friends or family online
- Going outside to play or exercise
- Hobbies or activities without screens
- Reading books or magazines
- Chores/helping around the house



- Other
- Instructional work you found independently of school

**46%** Of their child's "awake time" is spent doing school-related activities, as assigned by the school/teachers



# Children Spend 4+ Hours Daily on School Work

Parents report their child is spending approximately

**4.2 HOURS**

per weekday on schoolwork

African Americans: 4.1

Hispanics: 4.1

Whites: 4.2

**Higher Among...**

High School: **4.5**

\$100K+ Income: **4.6**

**Lower Among...**

Missing Tech: **3.5**

However,

**22%**

Report their child spending less than one hour per weekday on schoolwork

African Americans: 24%

Hispanics: 26%

Whites: 21%

**Higher Among...**

W/o reliable internet access: **45%**

Missing device or internet: **34%**

Parent working out of house: **27%**

# Parents Are Spending 10+ Hours Weekly on Remote Schooling

Parents report spending  
approximately

**2.5 HOURS**

per weekday supporting  
their child with schoolwork

African Americans: 2.7

Hispanics: 2.6

Whites: **2.4**

**Higher Among...**

Elementary School: **2.9**

Completely/Very Prepared: **2.7**

**Lower Among...**

\$100K+ Income: **2.1**

# Looking Forward | Parent Actions

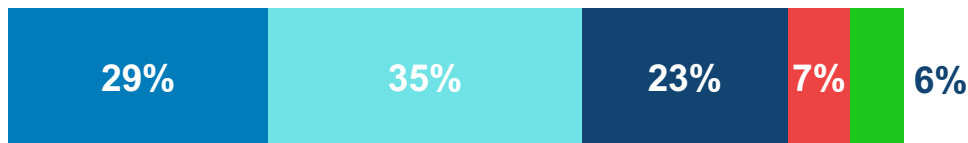


# Most Parents Want the *Option* of Summer School Over Definitive Adjustments to the 20-21 School Calendar

To what extent do you favor/oppose the following options that schools/districts could offer

*Darker shading = stronger intensity*

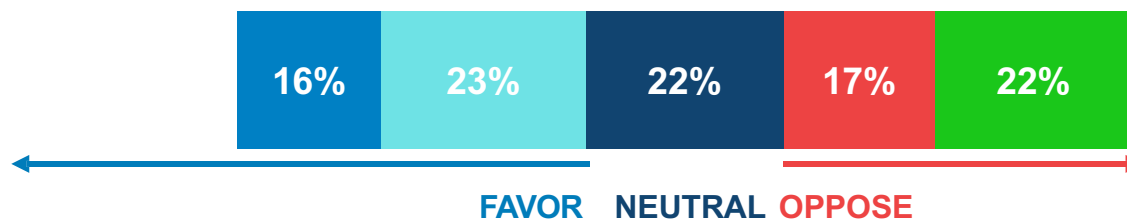
Making academic summer school courses avail so students can catch up before next year



Starting the 2020-21 school year early...



Extending the 2020-21 school year into next summer...



**Higher Support Among...**

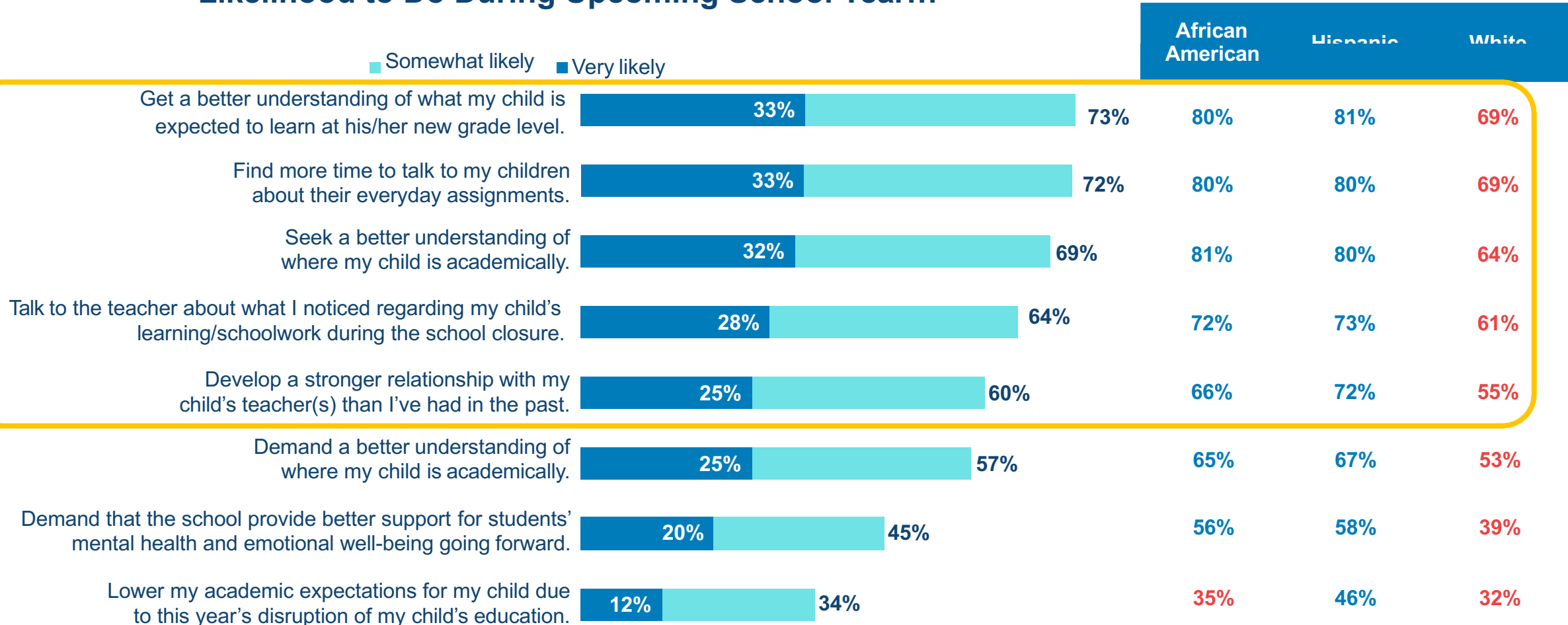
African Americans  
Hispanics

Completely/very prepared to support learning at home  
Missing device or internet

# Parents Activated to Redefine Relationships Between Schools & Homes

## Likelihood to Do During Upcoming School Year...

(% very/somewhat likely)





# Contact

**Bibb Hubbard**

*Founder & President, Learning Heroes*

[bhubbard@learningheroes.org](mailto:bhubbard@learningheroes.org)