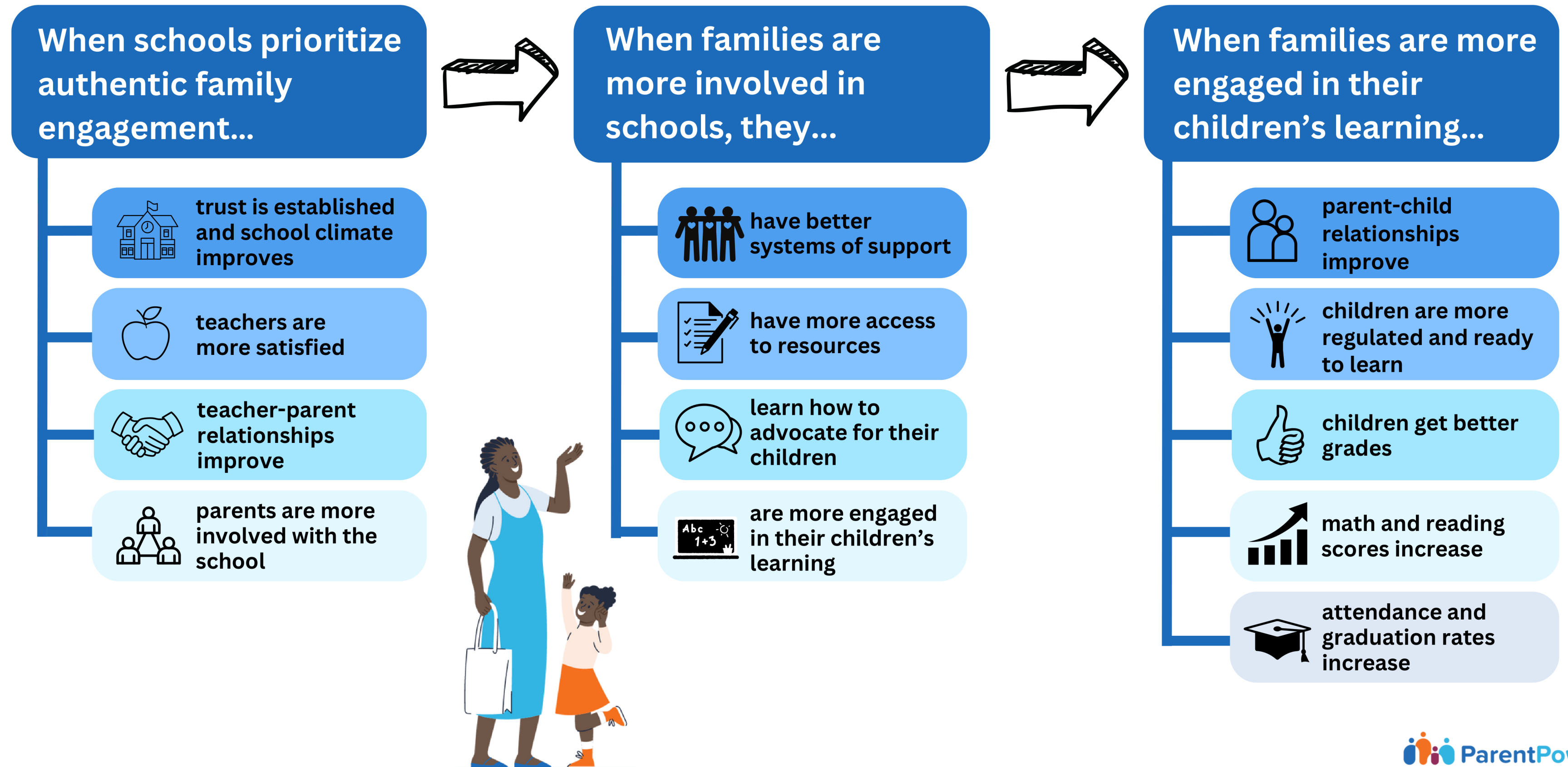




2022-23 End of School Year Impact Report for Springfield School District

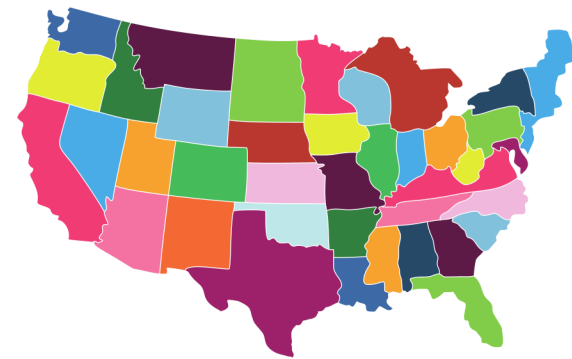
Research shows that family engagement matters.



The ParentPowered approach is unique.

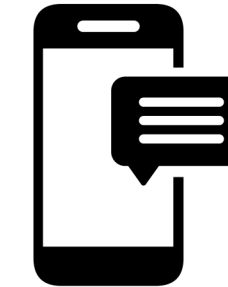


3 messages per week continuously; school year + summer (52 weeks)



Translated and culturally adapted into multiple languages

Breaks down the complexity of engaged parenting into small steps that are easy to achieve within everyday routines



Aligned with the learning standards of all 50 states








Including English, Spanish, Arabic, Vietnamese, Russian, Chinese, Burmese, Polish and others

ParentPowered is an evidence-based family engagement program

For families of children from **birth through 12th grade**



Whole child curriculum covering topics such as:

 language	 positive sense of self
 literacy	 problem-solving
 math	 executive functioning skills
 science	 independence

Skills and strategies are leveled for the child's **age and stage of development**

ParentPowered Trauma-Informed provides additional support.



Designed to help families buffer the effects of trauma and strengthen the **five Protective Factors**



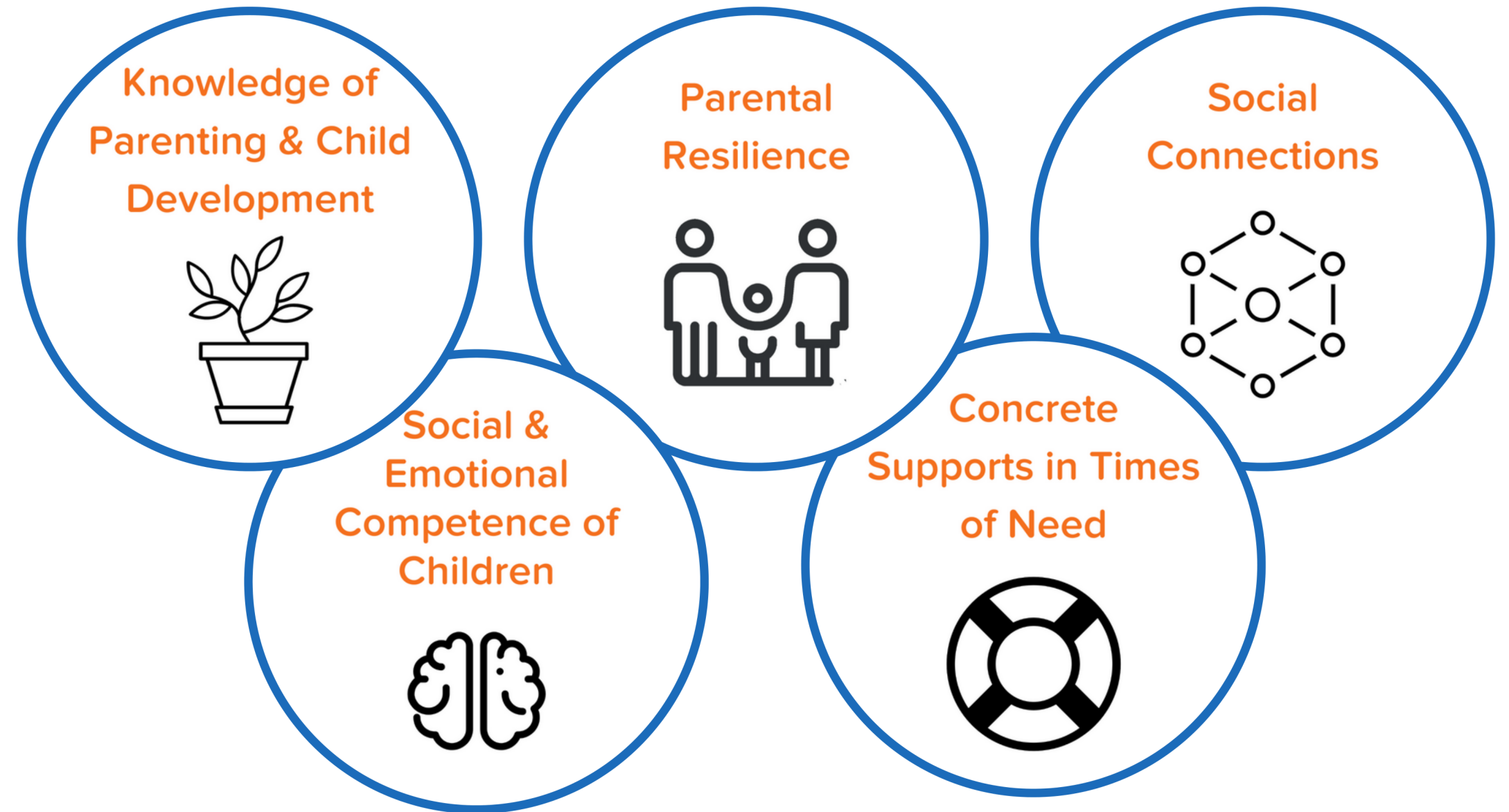
Informed by multiple years of engagement with **mental health experts, parents, and providers**



Academic skills from Core are **scaffolded, sequenced, and edited** for triggers



Community Support Stream provides links to **local resources**



The Five Protective Factors

The ParentPowered approach is proven to make a difference!

Research shows it works



Text messaging can boost language and literacy scores, increase teacher satisfaction, and even help chronic absenteeism.

Rigorous research has shown that the ParentPowered approach...

- increases family engagement at school and home
- improves child outcomes including increasing child learning by 2 to 3 months over the course of a school year

Partners say it works

95% of partners would be likely to recommend ParentPowered to others

ParentPowered Quarterly Partner Survey, 2022-2023 School Year

"ParentPowered creates content that is easy to understand and accessible to families of all backgrounds. It's easy and effective, and that's what makes it great!"

- ParentPowered Partner Survey, March 2023

- ParentPowered Partner Survey, May 2023

"I absolutely love that parents receive content and then use it, whether daily or on occasion, to guide their child's development and even to just make special and simple memories. This is priceless."



Families say it works

More than 9 of 10 parents say ParentPowered texts are helpful.

- ParentPowered Quarterly Parent Surveys, March 2023



"My son is more interested in learning because ParentPowered helped him see how what he learns at school can be applied in daily life."

- ParentPowered Parent Survey, March, 2023

"It has always been said that there is no handbook to parenting. I don't believe that to be true. These messages alongside community can help parents gain insight they may never considered."

- ParentPowered Parent Survey, December, 2022



The ParentPowered community continues to grow.



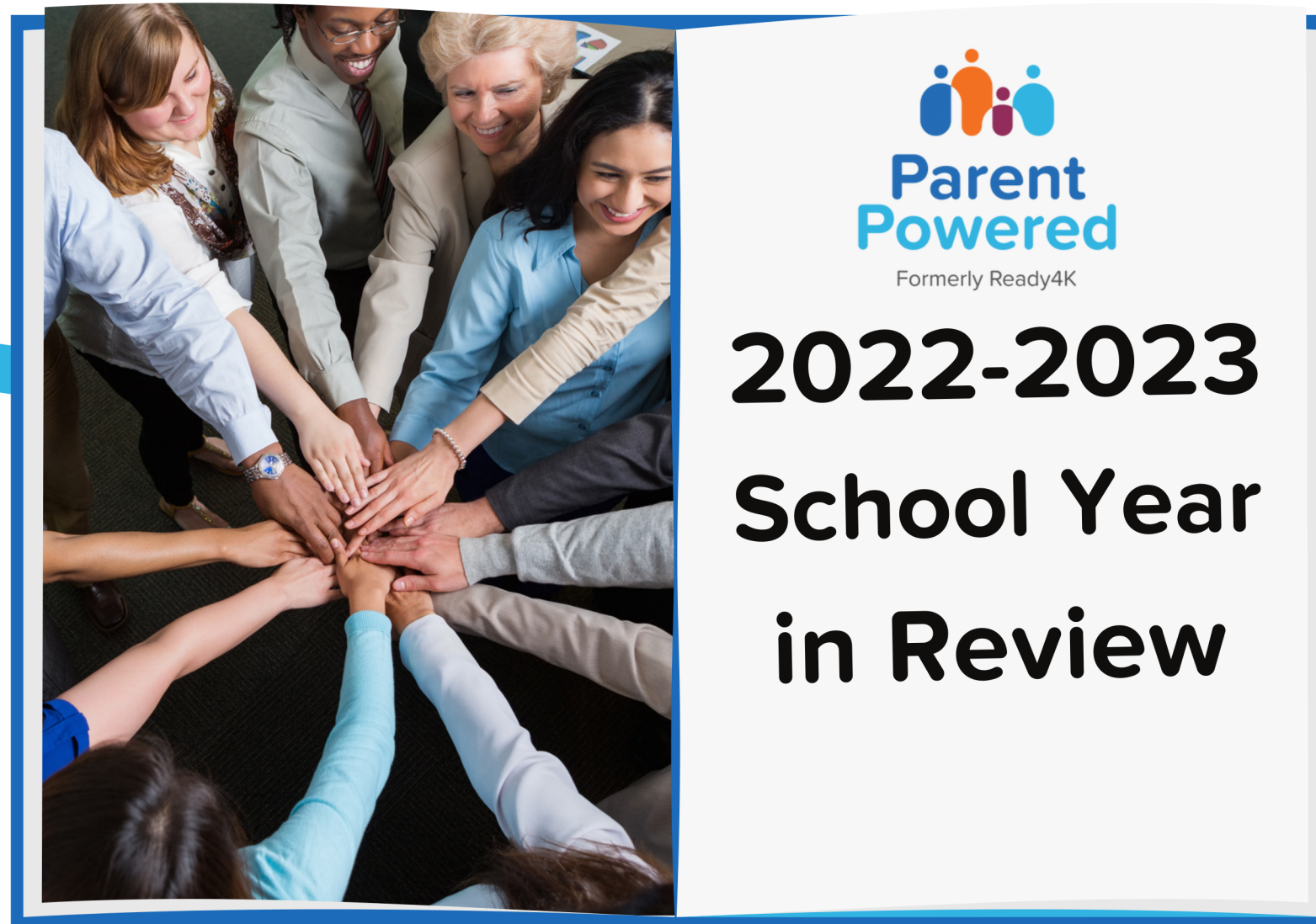
Through ParentPowered, partners including state agencies, schools, districts, community-based organizations, and Head Start programs have reach over **1 million parents** across all 50 states, Canada, Mexico, and the U.S. Virgin Islands!

ParentPowered Partners highlighted the following as important indicators of successful family engagement:

Improved student outcomes
Frequency of communication with families
Ability to connect parents with community resources
Parents' ability to support their children's learning
Parent involvement in activities and events
Quality of parent-teacher/staff relationships
Welcoming environment for all families
Number of families reached
Parent input into decisions and policies
Diversity of families reached

And here is your story...

Springfield School District



You have reached SO many families!

With ParentPowered, you were able to engage families of

4103 children

in their children's learning this school year.

You've served families of children

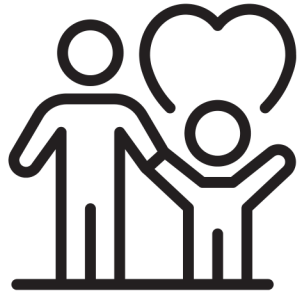
PreK through 12th grade

in the following 4 languages:

English, Spanish, Arabic, and Chinese.

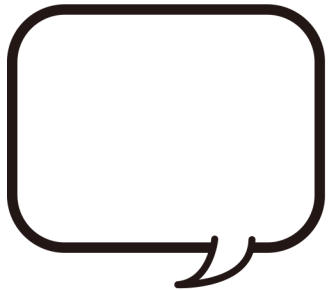


Your families have engaged with the ParentPowered curriculum.



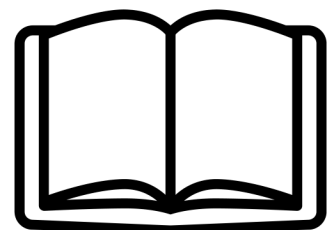
Families of 3203 children

have chosen to remain enrolled in the program this school year.



Your families have received a total of **255,000** text messages across topics like:

literacy, math, science, problem-solving, and independence!



Your families have completed an average of about **4 curriculum units** across these content areas.

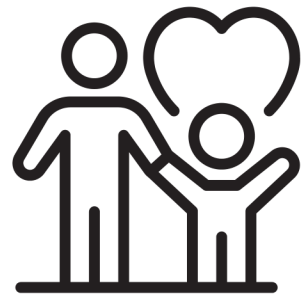


FACT: In school kids answer all types of questions. When you ask, “What would happen IF...” you encourage your child to think about cause and effect.

TIP: As you’re starting to eat dinner, ask an IF question. Say, “What would happen IF an elephant came home to eat with us? What would the elephant do?”

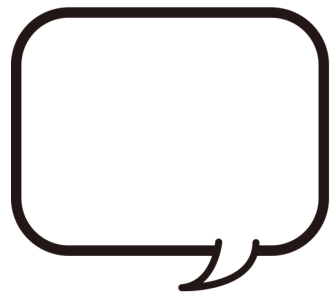
GROWTH: Keep asking IF questions. Now as you eat breakfast, say, “What would happen IF a spaceship showed up to take you on an adventure today?”

Your families have engaged with the ParentPowered curriculum.

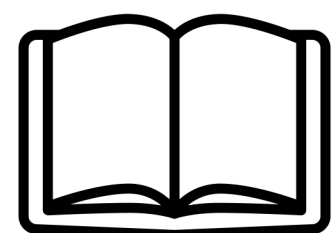
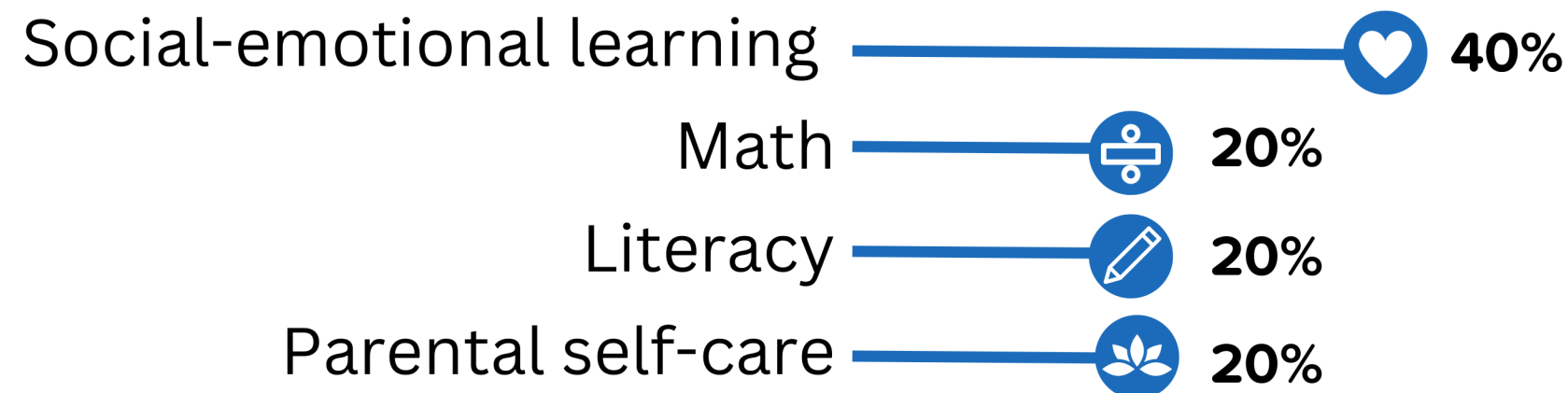


Families of 3203 children

have chosen to remain enrolled in the program this school year.



You have sent **255,000** text messages to families across four content areas:



Your families have completed an average of about **4 curriculum units** across these content areas.



FACT: The love and support you give your child helps them grow every day in every way! It's all the little things you do daily that make a **BIG** difference.

TIP: Today, think about your parenting superpower. It's something you're **REALLY** amazing at. Telling stories, giving hugs, or listening are a few. What's yours?

GROWTH: Keep celebrating **YOU**. Now think about a proud parenting moment from the week. What made it special? Thinking about these moments celebrates **YOU!**

...and your families love ParentPowered!

We surveyed your families every quarter to learn about their experiences with ParentPowered.

Over the course of the school year, we heard from **725** of your families.



99%

found the texts easy to read and understand.



85%

said that they would recommend ParentPowered to others.



They have validated what I've experienced and shared helpful suggestions and guidance regarding age appropriate goals and expectations.



I think the information has been absolutely amazing and very helpful. I'm a single dad of a 3 and a 4 year old boy so they keep me on my toes and the stuff that has come through these messages has been instrumental in how I handle different situations.



Loads of excellent relationship-building strategies and easy ways for me to get to know and connect better with my kids. Most of all, these text messages remind me to take the time to engage with them in meaningful and uncomplicated ways every day.



You have made a difference!

95%

of your families have found ParentPowered texts helpful.

92%

of your families said that ParentPowered has helped their children learn and grow.

94%

of your families said that ParentPowered helps them feel supported as a parent

You can check out your most recent survey results on your dashboard here:

[Your Survey Results](#)

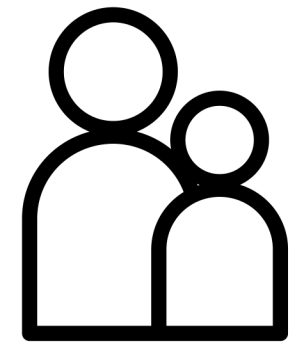


or go to: <https://partner.ParentPowered.com/analytics>



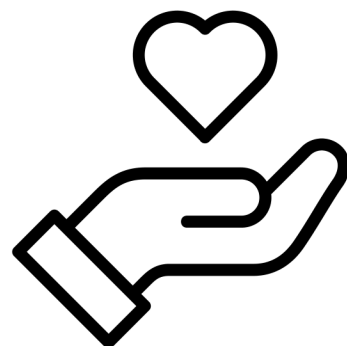
Remember that research shows these things matter for positive child and family outcomes!

You have helped families access critical resources... and they appreciate them!



700 parents

accessed the resources you provided through ParentPowered.



Overall, your families received

280 resources

including links to:

 *health care*

 *food access*

 *housing*

 *and other essential supports*

Your Families' Most Clicked Resources

CONNECT: Help keep your family and community safe by staying informed! Keep track of our community's COVID status and get updates from Public Health and the Office of Emergency Services:

<https://ParentPowered.net/a/4olZ>

1

CONNECT: Your 0-5 year old child is eligible for a FREE book every month through the Dolly Parton Library at:

<https://ParentPowered.net/a/vMOn>

2

CONNECT: When choosing child care it's important to find a provider who's just right for YOU. The Del Norte Child Care Council can answer questions and give you the information you need. Call them at (707) 464-8311 or visit their website:

<https://ParentPowered.net/a/ep1r>

3



FOR BEING PART OF THE PARENTPOWERED COMMUNITY!

Share this report with colleagues, parents, and community members.

Want to learn more about ParentPowered and hear more about what partners are saying?

Here are some ways you could share this report:

ParentPowered Website

ParentPowered.com



ParentPowered Case Studies

ParentPowered.com/case-studies



Follow us on social media to get invitations to PD events and updates on new resources that we are putting out!



On social media



In email blasts



On your website



In your annual report



In board presentations and packets

