



Learning at Home While Under- Connected

*...and How Public Media
Can Help*

October 26, 2021

The Joan Ganz Cooney Center



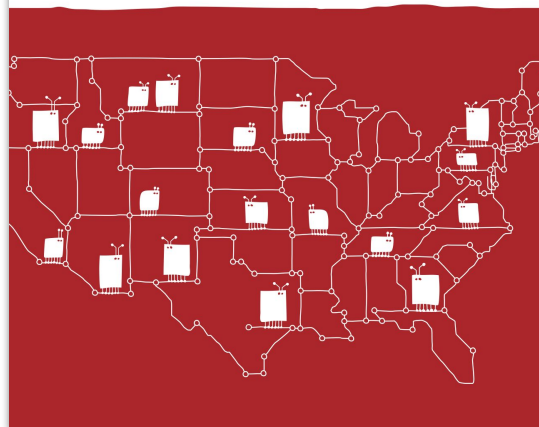
A nonprofit research and innovation lab within Sesame Workshop that innovates and advocates for children in a rapidly evolving media landscape

Opportunity for all?

Victoria Rideout
Yvick S. Katz
Winter 2016

Technology and learning
in lower-income families

The Joan Ganz Cooney Center at Sesame Workshop



The
Families
and Media
Project

Learning at home:

families' educational
media use in america

Victoria Rideout
January 2014

The Joan Ganz Cooney Center



SESAME WORKSHOP

Joan Ganz Cooney Center

Learning at Home While Under-Connected



Vikki Katz
Rutgers University



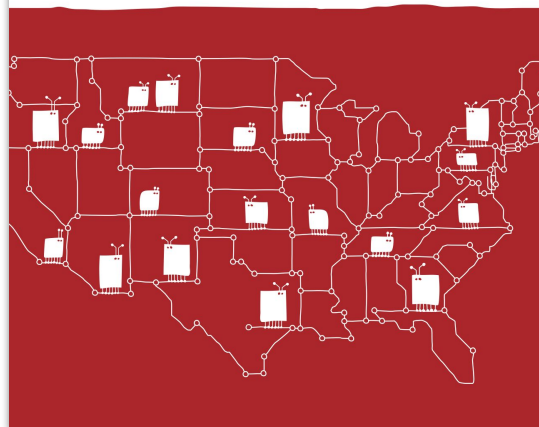
Lisa Guernsey
New America

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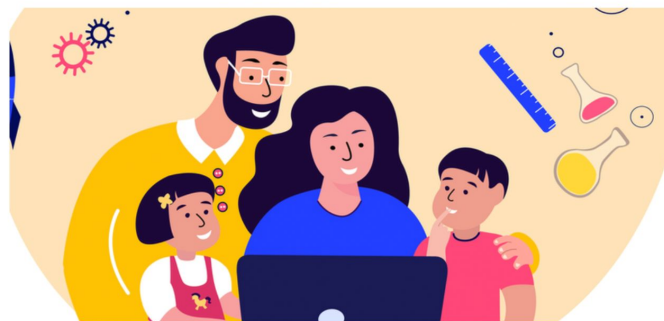
The Joan Ganz Cooney Center at Sesame Workshop



Learning at Home While Under- Connected: The Project

National survey data, community briefs, and toolkits to learn from lower-income parents during the COVID-19 pandemic

COLLECTION



Survey Methodology

- More than 1,000 parents of 3- to 13-year-olds
- Conducted in March/April 2021

- Households with incomes below the U.S. median (\$75,000)
- Probability-based
- Telephone survey
- Updates data from 2015

Thanks to our funders



THE GRABLE FOUNDATION
dedicated to improving the lives of children



Overdeck
Family
Foundation

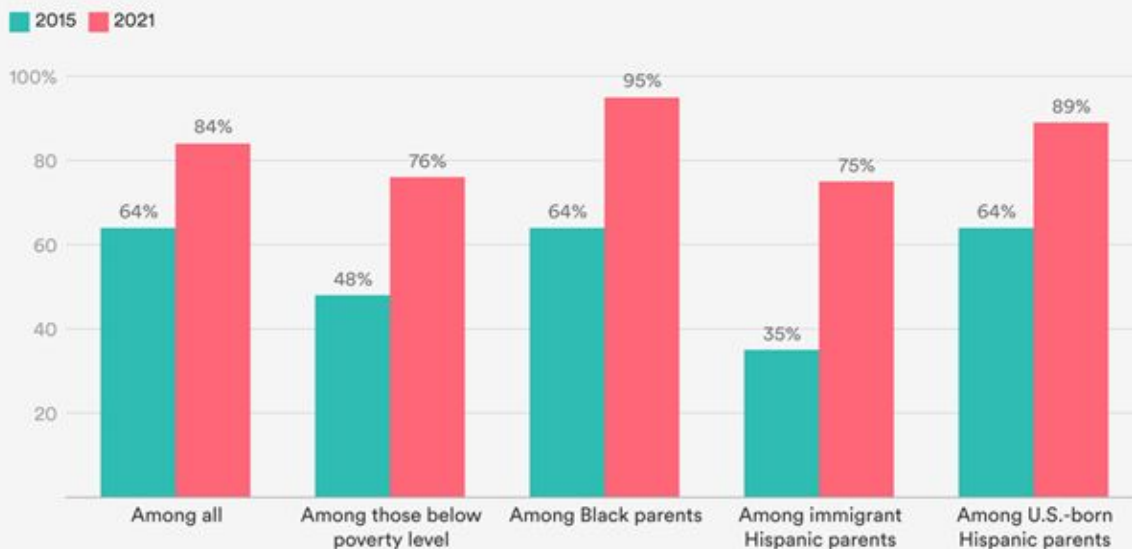


Key survey findings

1. Less families are *un*-connected than in 2015—but millions remain *under*-connected
2. Educational media (including PBS content) has helped to keep kids learning and growing during the pandemic
3. Families engage technology as digital learning teams

Dramatic increase in home broadband access between 2015 and 2021

Among families with children ages 6 to 13 years old and incomes below the U.S. median, percent with broadband (non-dial-up) home internet access:



Data for 2021 will differ slightly from previous tables because this chart is limited to families with six- to 13-year-olds (parents of three- to five-year-olds were not included in 2015). Median income in 2015 was \$65,000 and in 2021 was \$75,000. All differences over time depicted in this chart are statistically significant at the level of $p < .05$.

Source: Katz and Rideout, *Learning at Home While Under-Connected* (Washington, DC: New America, 2021).

But: A majority of lower-income families are under-connected

Among those with each service or device, percent who encountered each issue in the past 12 months

Below poverty Above poverty but below median

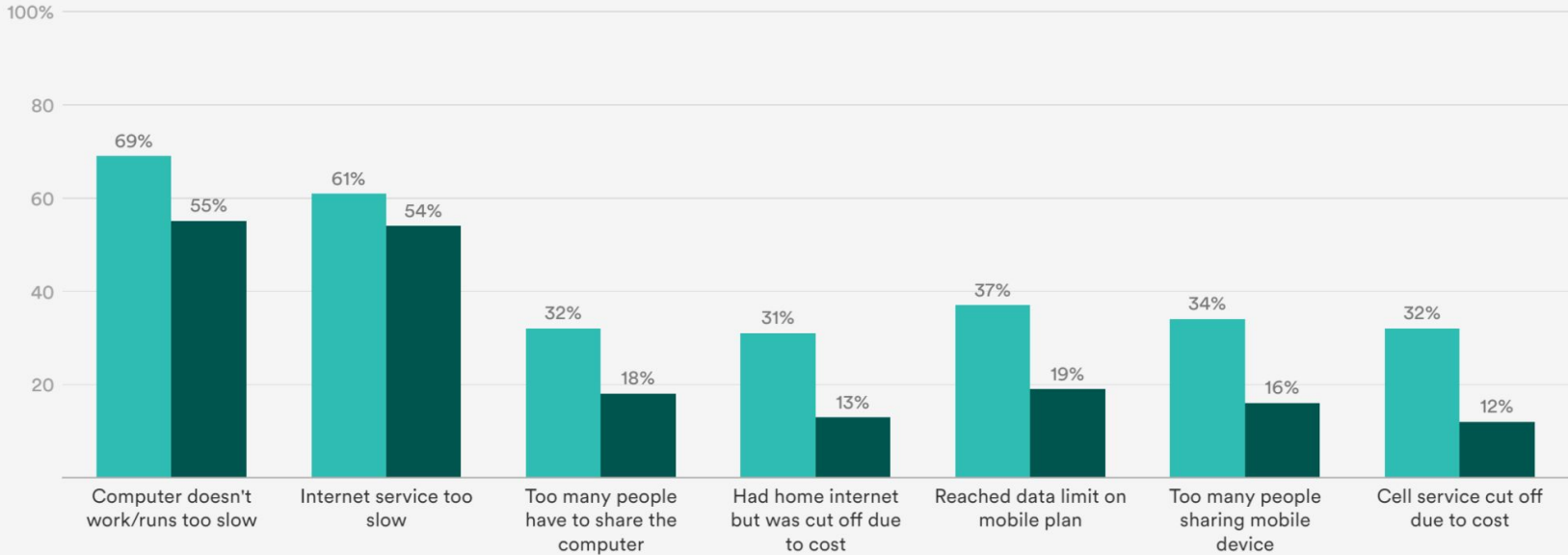


Chart is among parents of three- to 13-year-olds and incomes below the national median (\$75,000).

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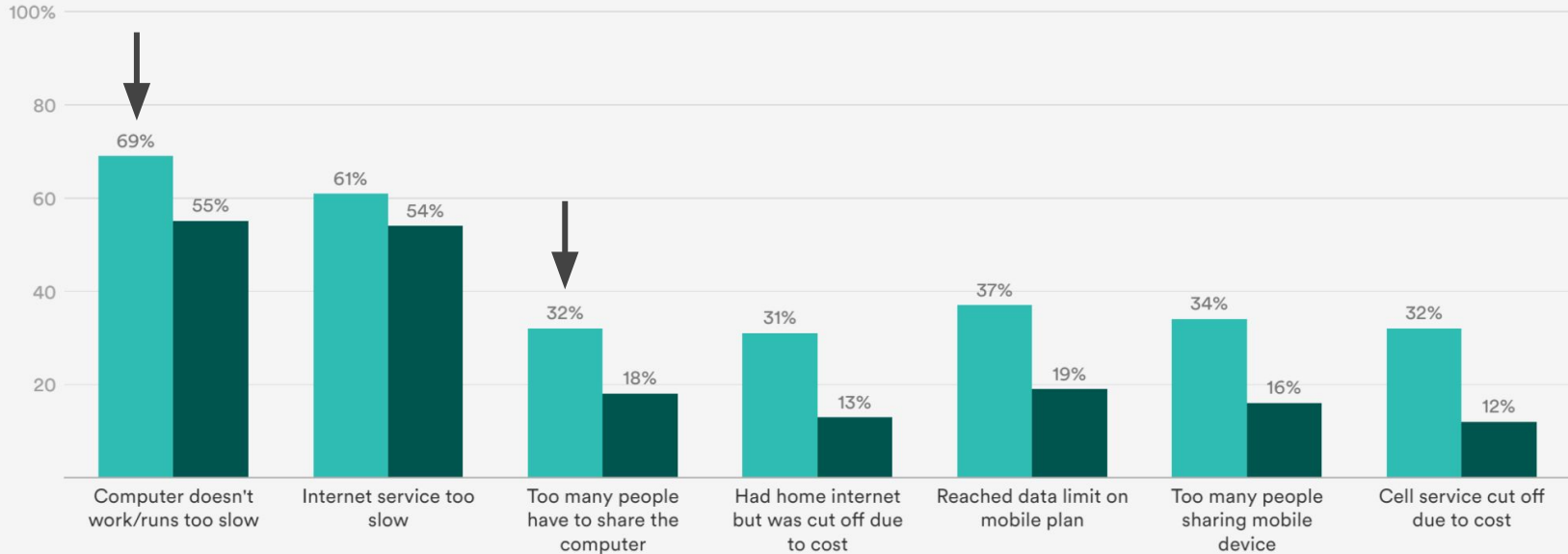


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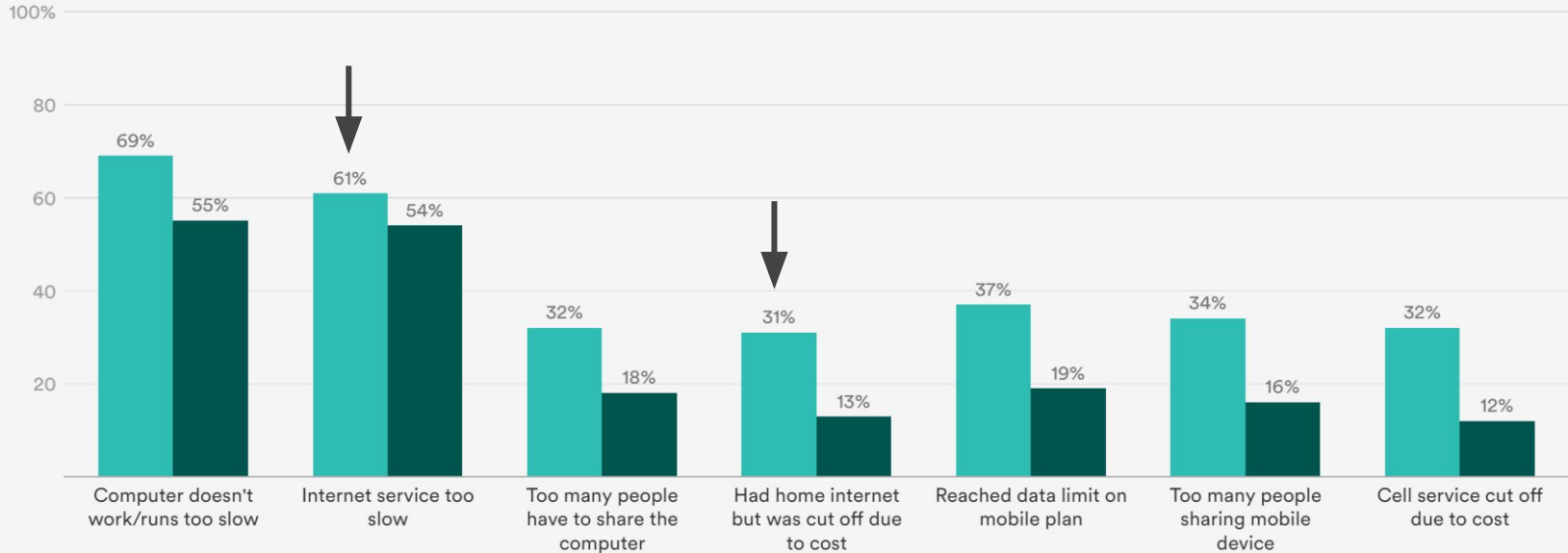


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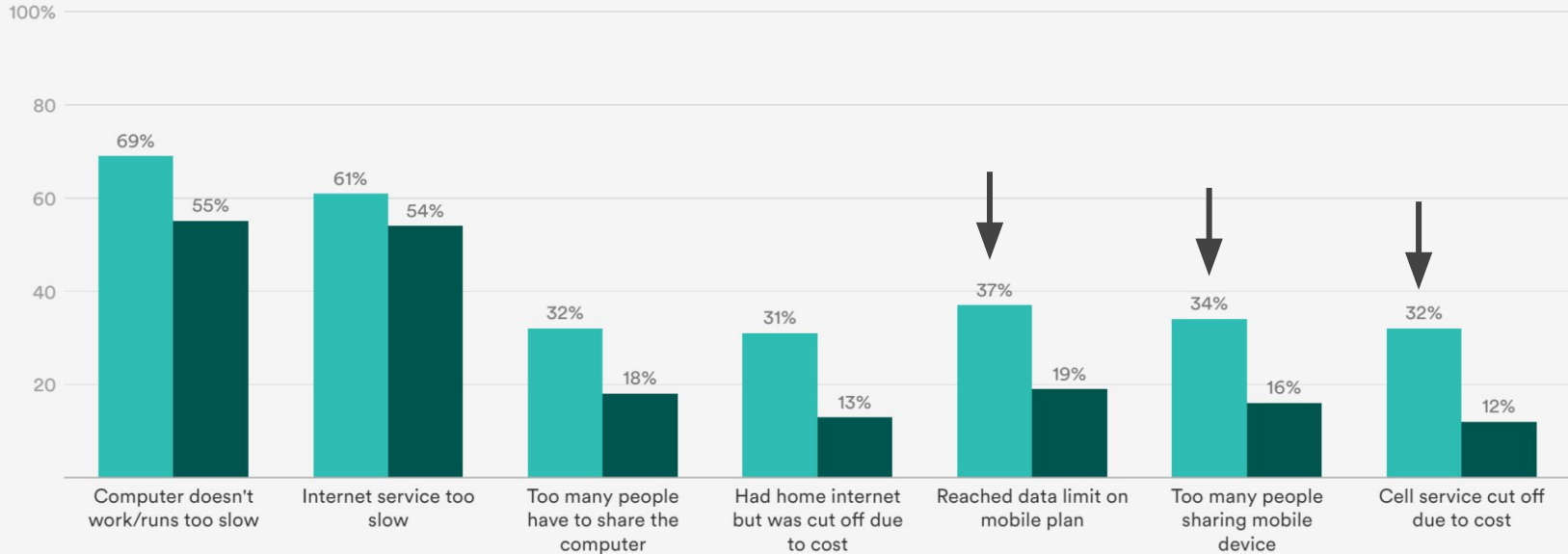


Chart is among parents of three- to 13-year-olds and incomes below the national median (\$75,000).

Source: Katz and Rideout, *Learning at Home While Under-Connected* (Washington, DC: New America, 2021).

Educational media helped keep kids learning and growing during the pandemic



Well, for me, PBS had amazing programs...We all sat down because I didn't want to give them the wrong information [about COVID-19] and I wanted to have balanced [information]... There was this 'wash your hands' thing after every [children's] show, and even my one-year-old can sing the song.

—Black grandmother in Pittsburgh taking care of and one-, two-, five-, and seven-year-old children

Parents' priorities for their children's development

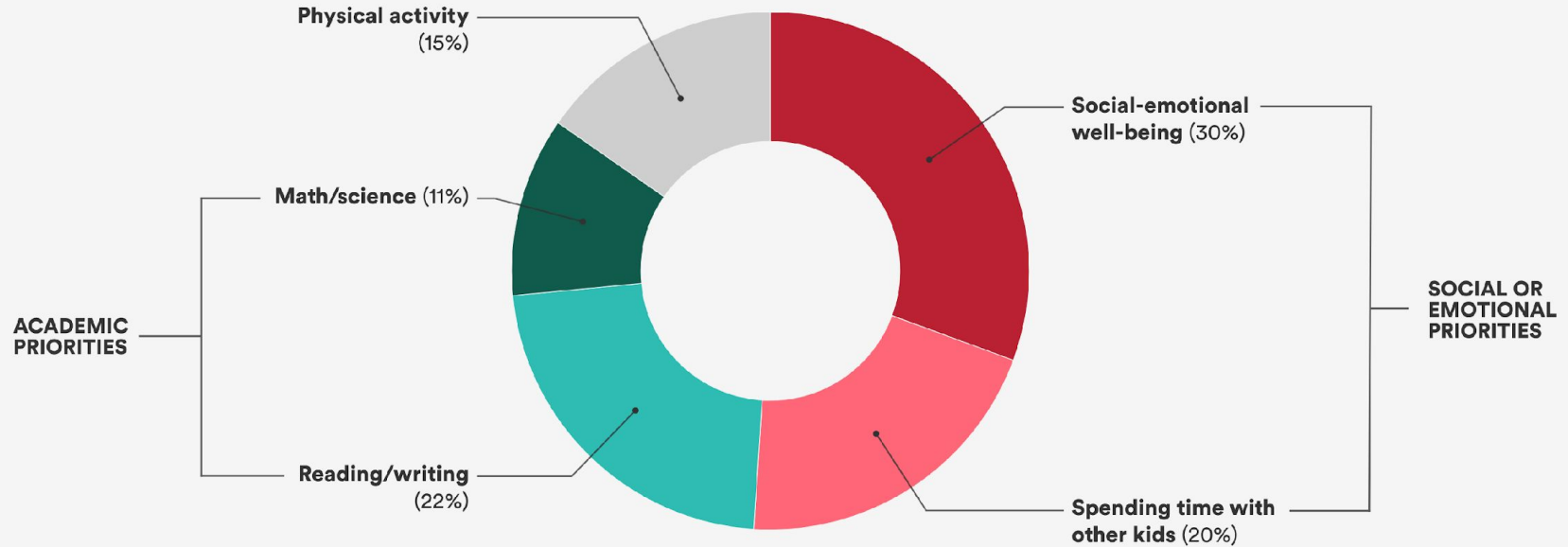


Chart is among parents with household incomes below the national median (\$75,000). Percentages don't sum to 100% due to rounding and because 'don't know' responses are excluded.

Source: Katz and Rideout, *Learning at Home While Under-Connected* (Washington, DC: New America, 2021).

Family members relied on each other to learn with technology together



It was a difficult year full of challenges, but full of learning. We came together as a family.

—Hispanic mother of four-year-old boy in Detroit

October 26, 2021



Discussion Groups in 3 Communities

Detroit, Pittsburgh, and Santa Clara County, CA

Partnership with RAR & Local Organizations

- **Raising A Reader (RAR)**
- **Brilliant Detroit**
- **Reading Ready Pittsburgh**
- **Grail Family Services**
- **FIRST 5 Santa Clara County**

Research & writing by

**Laura Zimmermann,
Tech Play Collaborative**

@TechPlayCollab

www.techplaycollab.com



Methodology for Parent Discussions

- Conducted in April 2021
- Households with incomes below the U.S. median (\$75,000)
- Brief online survey via SurveyMonkey
- Held virtually via Zoom
- Parent Discussion Groups in English and Spanish
- 24 Parents and Grandparents
 - Pittsburgh: 9 adults (8 mothers, 1 grandmother) of 3- to 6-year-olds
 - Detroit: 11 parents of 3- to 6-year-olds
 - Santa Clara County: 14 parents of 3- to 6-year-olds

Reports & toolkits

- Full report by Katz & Rideout
- Briefs on each community
- Question set handout
- Toolkit for local groups interested in conducting their own discussion sessions

Learning at Home While Under-Connected Reports and Briefs

FULL REPORT: Learning at Home While Under-Connected



BRIEF: Learning from Parents in Detroit, MI



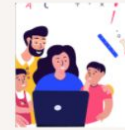
BRIEF: Learning from Parents in Pittsburgh, PA



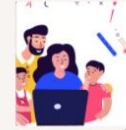
BRIEF: Learning from Parents in Santa Clara County, CA



EVENT: Learning at Home While Under-Connected, June 24, 2021



QUESTION SET: Are the Families in Your Community Under-Connected?



TOOLKIT: For Parent Discussions and Data Collection in Your Community



Community Support is Vital

A Detroit example: parents commended and relied upon **local organizations** when talking about last year.

For me it was Brilliant Detroit and Southwest Solutions that had a program called “Kid's Mental Health” where they give materials for the kids. The student's teacher also helped me a lot.

—Hispanic mother of a four-year-old girl (and two-year-old sibling)

Media Helping Kids Cope

For example, in Santa Clara County, a parent pointed out that seeing **children's television shows** that featured masked characters was helpful for normalizing mask use for her own kids.

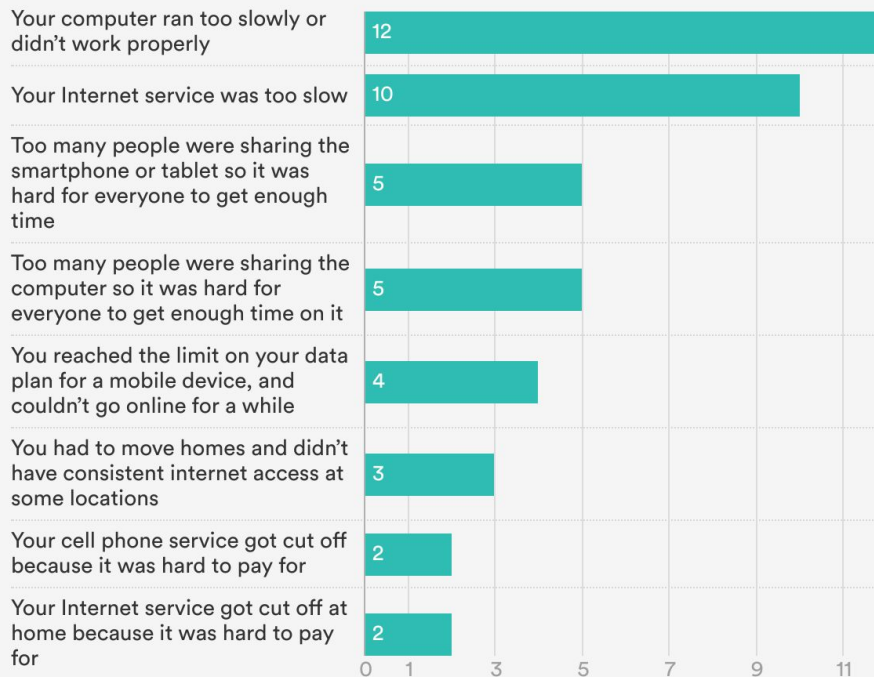
I think there was even a *DuckTales* episode recently that they were wearing masks, and you know...I think it just made it more like the norm."

—*White mother of a six-year-old girl (and 22-month- and 11-year-old siblings)*

SANTA CLARA COUNTY

Challenges faced in the past year related to the internet and devices

This chart below (n=14) shows the number of 'yes' answers given by those in the Santa Clara County discussion groups.

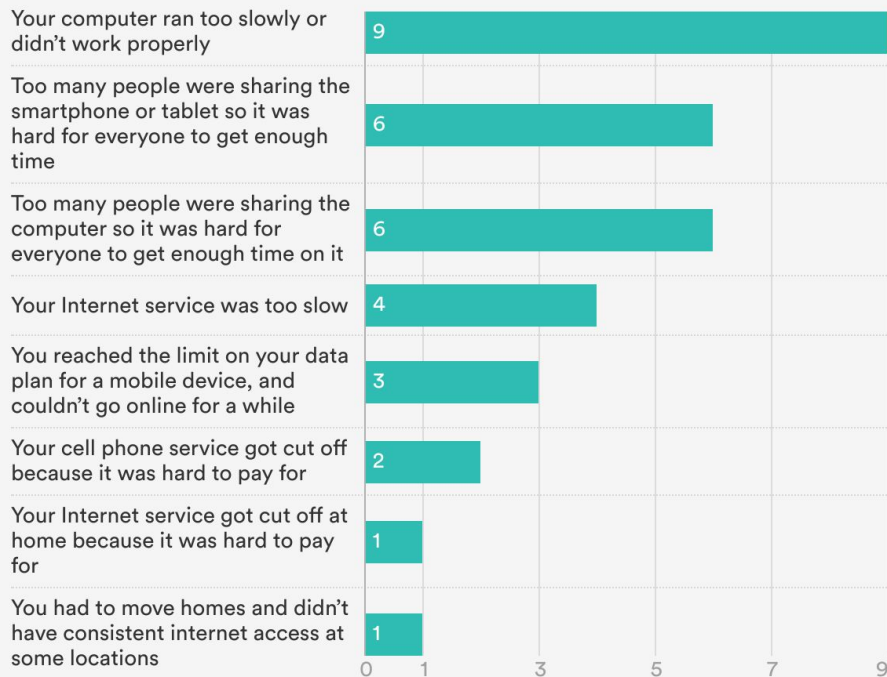


Source: Learning from Parents in Santa Clara County, CA: Part of a National Study on Learning at Home While Under-Connected (New America, 2021)

DETROIT

Challenges faced in the past year related to the internet and devices

This chart below (n=11) shows the number of 'yes' answers given by those in the Detroit discussion groups.

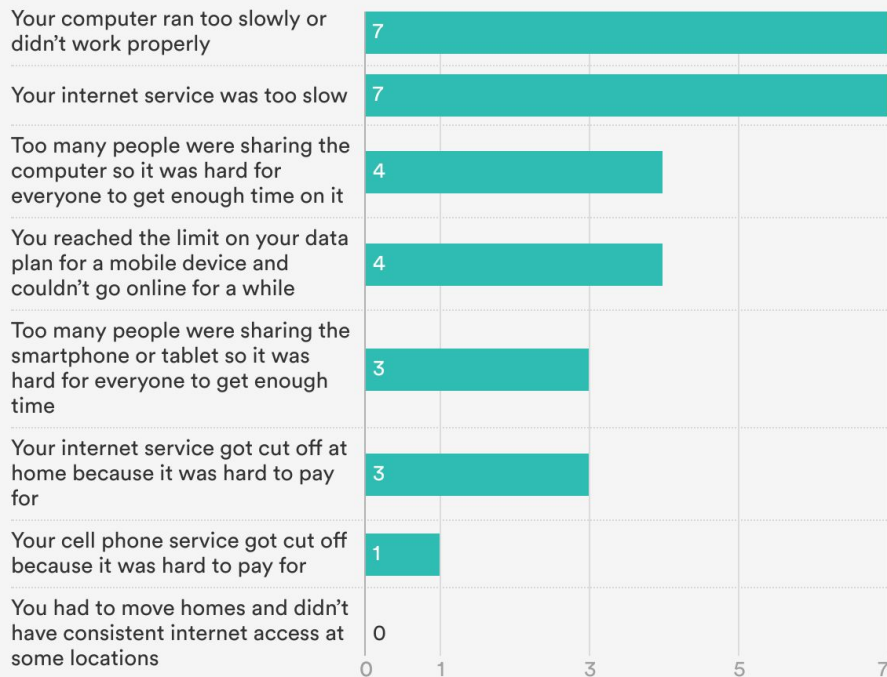


Source: Learning from Parents in Detroit, MI: Part of a National Study on Learning at Home While Under-Connected (New America, 2021)

PITTSBURGH

Challenges faced in the past year related to the internet and devices

This chart below (n=9) shows the number of 'yes' answers given by those in the Pittsburgh discussion groups.



Source: Learning from Parents in Pittsburgh, PA: Part of a National Study on Learning at Home While Under-Connected (New America, 2021)



How **Public Media** Can Help in **Communities**

How Public Media Can Help



Debra Sanchez

Corporation for Public Broadcasting

How Public Media Can Help









Georgeann Herbert
Detroit Public Television



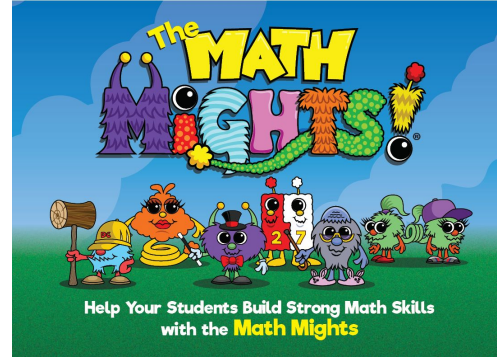
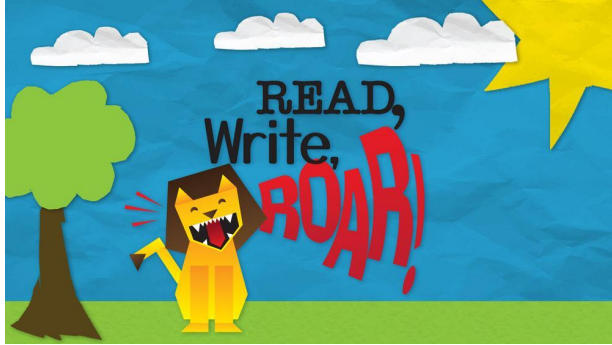
Michigan
LEARNING
C H A N N E L
A PUBLIC MEDIA PARTNERSHIP

All Michigan Stations

-  DPTV, DETROIT
-  WCMU, MT. PLEASANT
-  WDCQ, SAGINAW
-  WGVU, GRAND RAPIDS
-  WKAR, LANSING
-  WNMU, MARQUETTE



MLC Program Signature Programs



Secret Sauce: Engagement

An Education Engagement Coordinator at EVERY station

- Outreach to school districts, teachers, and libraries
- Printed and digital activity guides linked to programming for community distribution
- Themed campaigns to drive energy and excitement



LET'S READ TOGETHER!



Let's Read Together is a 60-Day Back-to-School initiative, inviting students from Preschool to 3rd Grade to

read for 1,000 minutes from OCT 1 to NOV 30 to qualify for a drawing to **WIN**

20 of the Michigan Learning Channel's favorite books from the "Read, Write, ROAR!" television series.

Classrooms can compete in the challenge with the opportunity to be entered in a drawing to:

- Receive a set of the Michigan Learning Channel's favorite books featured on the upcoming season of "Read, Write, ROAR!"
- Be featured on the Michigan Learning Channel.

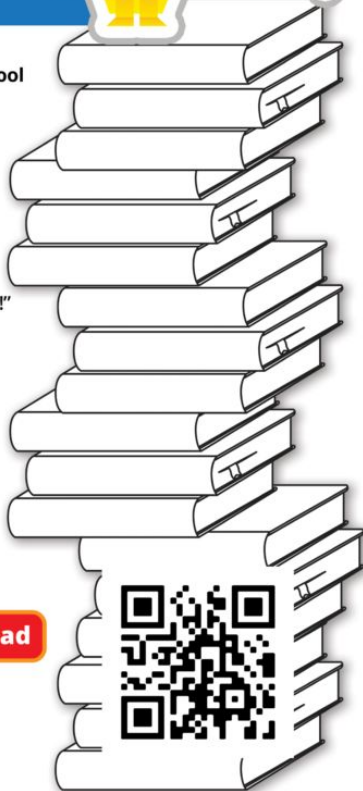
The challenge ends November 30, 2021, and the deadline to submit the entry form is December 15, 2021. Drawing winners will be notified and prizes will be awarded in January 2022.

FOR OFFICIAL CHALLENGE RULES, ADDITIONAL RESOURCES AND ENTRY FORM, VISIT:

MichiganLearning.org/LetsRead



The Michigan Learning Channel is funded through a grant awarded by the Michigan Department of Education and the U.S. Department of Education.



Literacy Essentials



Literacy Essentials

Professional Learning Workshop

Learn about the Literacy Essentials with teachers from the *Read, Write, ROAR!* TV series.

Teachers will demonstrate research-supported literacy instruction with fun and interactive lessons you can use in your classroom.

Free virtual training for grade K-3 educators. 1.0 SCECH hours available per session.

Word Ladders and Mystery Words

Tuesday, September 21, 4-5pm

- **Annie Spear**, MAISA
- **Haley Skelley**, Livonia Public Schools
- Aligned to Literacy Essentials 4, 5, and 6

Letter Heroes and High Frequency Words

Tuesday, October 19, 4-5pm

- **Annie Spear**, MAISA
- **Jody Pung**, Ionia County ISD
- Aligned to Literacy Essentials 4, 5, and 6

Let's Write!

Tuesday, November 16, 4-5pm

- **Shannon Fuller**, Manistee ISD
- **Christi Gilbert**, Kent ISD
- Aligned to Literacy Essential 6

Register at MichiganLearning.org/essentials

Questions? Contact Annie Spear, aspear@gomaisa.org

Presented by:



Sponsored by:



The Michigan Learning Channel is funded through a grant awarded by the Michigan Department of Education and the U.S. Department of Education.

Programs in Development– Workforce



*D*igital
Divas

Highlights – MLC Usage

Where MLC Digital Users are



Weekly Digital Analytics (Average)

Website Visits
5,800

Social Media
Impressions
7,700

Digital Views
1,200

*Monthly Broadcast Viewers -
statewide
(Average)*

500,000+

How Public Media Can Help



Jamie Annunzio Myers

PBS SoCal



AT-HOME LEARNING

A CALIFORNIA PUBLIC EDUCATION PARTNERSHIP

•PBS SoCal | KCET and KQED partnered with LAUSD, the nation's second largest school district, to help create a home learning plan that was universally accessible by California students during school closures.

•The service began with a curriculum-aligned broadcast schedule and extended online via PBS LearningMedia, webinars and workshops for parents and teachers.

Download PBS SoCal, KCET and KLCS TV Schedules
Check back every week to download the new schedules.

How to Watch
PBS SoCal, KCET and KLCS are available for free over the air, but there are many ways to watch.

Newsletter Signup
Sign up for newsletters for parents and teachers, or contact us for district resources.

PRE-K - 3RD GRADE: PROGRAM HIGHLIGHTS & ACTIVITIES

April 1 | Programming and Act | Grades Pre-K-3
Today, we learn the power of curiosity as we learn new things! From what other besides ours are like, to the difference between a painting and a mural, and e

PreK-12 Resources for Emergency Closings

Q: What makes life possible?
Q: What is the Goldilocks Zone?

PreK-12 Resources for Emergency Closings

As teachers, students, and families deal with school closures, PBS LearningMedia producers and educators have come together to curate a special collection of resources organized by grade and subject area. Find videos, lesson plans, and activities that support learning at home. Create a free account to save and organize content.

Featured lesson plans in this collection contain full contextualization for the media they include. Plan and adapt our lessons in creative ways, using the Lesson Builder tool, Google Classroom, Remind, and more.

For early educators, we've assembled packets of printable activities to download and share with parents and students. Check out our PreK-K packet, and Grades 1-2 packets.

For Spanish-language content, see our Recursos de PreK-12 para Cierres de Emergencia.

- PreK +
- Kindergarten +
- Grade 1 +
- Grade 2 +
- Grade 3 +
- Grade 4 +
- Grade 5 +
- Grade 6 +



AT-HOME LEARNING

A CALIFORNIA
PUBLIC EDUCATION
PARTNERSHIP

- The AHL broadcast schedule was quickly made available to and **adopted by PBS stations across the country**, along with frequently updated tools for marketing, communications, and more.

- At-Home Learning was implemented by **over 100 PBS stations** and inspired AHL initiatives in **30 states**.



At-Home Learning: Where Children Matter

Learn at Home Resources During the COVID-19 Pandemic



Listen to our Audiences -- Focus our Efforts -- Co-Design with the Community

DESIGNING FAMILY MATH

Recommendations + Tools for Developing a Family Math Curriculum



JUNE 2020



Article
Watch: Families Find Shapes in Their Groceries

Let's Imagine the East LA Learning Neighborhood!

WEDNESDAY, AUGUST 4
3-5 PM
VIRTUAL EVENT ON ZOOM

How do you and your children like to learn? We want to hear from you! Join our community workshop and share your thoughts on education.

As a thank you for your participation, you will receive:

- A gift card for dinner for your family
- A stipend for your time
- An activity kit with supplies

HOSTED BY



IN COLLABORATION WITH



BATTERMAN STREET ELEMENTARY SCHOOL
SPANISH SPANISH DUAL LANGUAGE PROGRAM



Powered by a Ready To Learn Grant

Giving Families a Seat at the Table

- Two parent design sessions with 25 Compton mothers, who were mostly Hispanic/Latinx and bilingual or Spanish speakers
- Parents had the opportunity to test and help co-design activities
- Parents shared insights on how the Family Math content could have a place in their homes and daily lives

Parent Demo Production



What We Learned from Parents

- Parents felt more confident helping their child with math.
- Parents felt more prepared to have math conversations at home during everyday activities.
- Parents said videos were simple, effective, and clear.
- Parents said the activities would be easy to do at home with materials they already had.

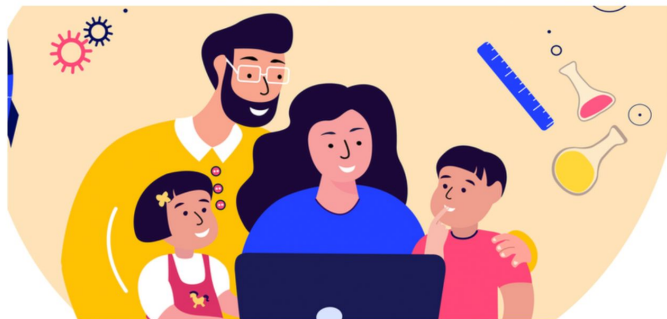
Co-Design Recommendations

- 1. Listen to family's voices, routines, and culture**
- 2. Ensure ease and accessibility in content for at-home use**
- 3. Establish a continuous cycle of feedback, assessment, and evaluation**

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National survey data, community briefs, and toolkits to learn from lower-income parents during the COVID-19 pandemic

COLLECTION



<https://bit.ly/3BkKzld>

Learning at Home While Under-Connected and How Public Media Can Help

Discussion and Q & A

A decorative border at the top and sides of the slide, featuring a light blue circuit board pattern with various lines, dots, and small square components.

Thank you!

@cooneycenter