



FAMILY ENGAGEMENT ON DEMAND

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#1 - Family Engagement On Demand uses the power of video modeling to provide parents with practical strategies and skills to support their child's learning.

Research Connection: Dr. Ruby Payne has identified three essential elements to outreach effectively to families:

- ✓ The use of video modeling
- ✓ The use of verbal and visual information (as opposed to just verbal/ written information)
- ✓ The use of training on simple, how-to activities that parents can do with children.

(Source: Working with Parents: Building Relationships for Students Success. Ruby Payne, Ph.D., 2006)

#2 - Family Engagement On Demand utilizes mobile technology and video streaming to help schools outreach to a greater percentage of families.

Research Connection: Data from the Pew Research Center indicates that 83% of adults between the ages of 30-49 own a cell phone.

- ✓ 78% of adults watch or download videos online
- ✓ 50% of video views occur on mobile devices

#3 - Family Engagement On Demand contains high-quality online professional development to support the capacity building of educators.

Research Connection: Teachers who utilize online professional development are able to benefit from a greater amount of training because of the increased flexibility to accommodate their schedules.

- ✓ Online professional development (OLPD) addresses the problem of increased demands on decreasing teacher time while expanding the professional communities of participants, thus reducing their isolation and increasing potential for innovation.

(Source: Chen, Y., Chen, N., & Tsai, C. (2009). The use of online synchronous discussion for web-based professional development for teachers. Computers & Education, 53, 1155-1166.)

#4 - Family Engagement On Demand provides administrators with real-time data and reports to measure and assess the impact of parents' video usage on students' success.

Research Connection: The most effective family engagement activities are those that equip parents with the skills needed to support their child's learning at home.

- ✓ When children's progress can be tied to home activities, development and learning are strongly reinforced and further family involvement is inspired.

(Source: NAEYC Center for Applied Research)