



Engaging and Empowering Families of Young Children in the Digital Age

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Get to know me!

Luisa Cotto



- B.Ed. in Elementary Education
 - M.Ed. Curriculum and Instruction, Instructional Technology
 - Worked as a coach and family liaison in two early literacy grants
 - Currently work as a manger of engagement and communications at United Way of Miami-Dade
 - Love to blog about early childhood and technology and use social media
- @luisacotto



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Webinar Resources

To access the webinar resources visit:

<http://tinyurl.com/familytechtools>

Engaging Families in the Digital Age



<https://www.pinterest.com/luisacotto/>



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Poll: Who is listening?





Webinar goals



Img. Source: <http://www.welshsalesolutions.com/wp-content/uploads/2013/08/How-can-Goalmaking-help-you-reach-your-Financial-Goals-faster.jpg>



Understanding today's families

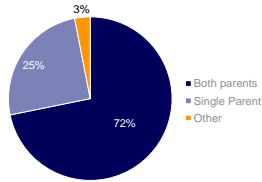


What is family?



modernfamily

Where children ages 0 – 5 years live



7 Image source: <http://gromonique.com.br/wp-content/uploads/2015/03/modern.jpg>
U.S. Census Bureau, 2014



Family

Family: “The people living in the children’s homes who love and care for them.” (Rieger, 2008)

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The importance of engaging everyone

Bronfenbrenner’s ecological system theory

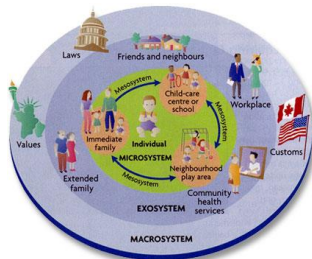


Figure 1. Bronfenbrenner’s ecological systems theory (in Berk & Roberts, 2009, p. 28)

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Building relationship with families



Families have a major influence on their children’s achievement in school and through life. . . When schools build partnerships with families that respond to their concerns and honor their contributions, they are successful in sustaining connections that are aimed at improving student achievement.

(Henderson & Mapp, 2002, p. 7)

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Poll

What are some of the barriers you face when communicating with families?

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Horizontal lines for writing notes or responses.

Create a family-friendly environment

Ask yourself these questions:

- Are there any barriers between school and family (e.g. language)?
- Do I have a way to know families preferred mode of communication (in person, email, phone, etc.)?
- Are the scheduled family meetings considering families' input?
- Do families have transportation?
- Can children attend meetings or do I provide childcare at the school during meetings?

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Fred Rogers

“It is through
relationships
that we grow best and
learn best.”

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Engaging families using a variety of digital tools.



Lessons from marketing



Lessons from marketing

Marketing is the way companies interact with consumers to create relationships that are beneficial to both parties.

Family Engagement is the way early childhood programs interact with families to create relationships that are beneficial to both parties.

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Get to know your ~~target audience~~ families

Lessons from marketing

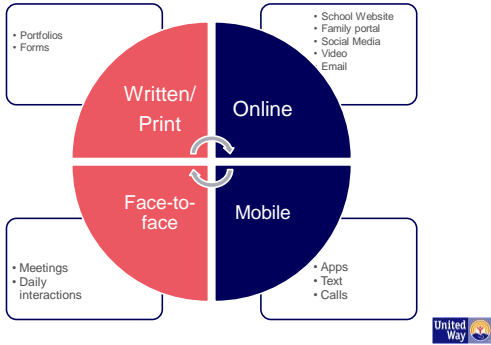


- All about my child form
- Meetings
- Preferred mode of communication
- Home visit
- Surveys
- Be open to listen

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Communication Channels



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Poll

What digital communication channel you use most frequently when communicating with families?

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Email use

204 billion is the number of email sent/received per day.

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Email use

Email communication continues to be the most familiar communication channel and people's top online activity.

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Email use

Lessons from marketing



- Content must be relevant
- Subject line should be consistent
- Make it visual
- Add a call to action

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Relevant Content

Lessons from marketing

The screenshot shows an email client interface. The header includes a 'Send' button, a 'To...' field with 'Families', a 'Cc...' field with 'Other teachers, directors', and a 'Subject' field with 'Weekly news: Learning about butterflies'. The main body of the email contains the following text:

Hello families,

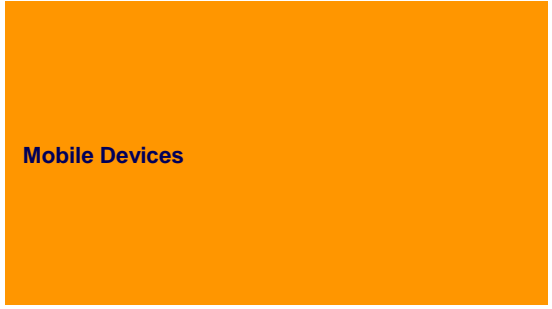
This week, after reading *The Very Hungry Caterpillar* by Eric Carle, children got really interested about caterpillars and butterflies. We decided to watch a video on YouTube to learn more and we are planning a visit to the Butterfly garden.

Here is the link to the video:
<https://youtu.be/AZk6nZGH9Xo>

Do you know how to create a butterfly garden? We would like to create one at our Center. Here is the link I found on how to do that: <http://www.wikihow.com/Create-a-Butterfly-Garden>. We would appreciate your help.

Annotations with arrows point to specific elements:

- 'Spread the word' points to the 'Cc...' field.
- 'Consistent subject' points to the 'Subject' field.
- 'Relevant content' points to the paragraph about the video.
- 'Make it visual' points to the video link.
- 'Call to action' points to the paragraph asking for help with the butterfly garden.





64% of Americans now own a smartphone.
63% of them use their cellphones to go online.



Messages from families

- Teachers can encourage family members to leave messages for their children. This will help smooth the transition from home to school.
- Nowadays, phones have the capability of recording audio that can be sent by email.



Eva and his dad, Dan (Tampa, FL)



Families record stories in other languages

Los tres deseos



Adrian and his mom, Jaqueline



Quick Response Codes



- Create QR codes easily at <http://www.qrstuff.com/>
- Download QR Code reader in app store
- Link to existing content or create new content.



Engaging Families

Seesaw: The Learning Journal



Seesaw is a student-driven digital portfolio that allows children to create, capture and share their learning.

You can share the portfolio with each family and they can add comments.

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Engaging Families

Remind



Safely send text messages to families without seeing their phone numbers or sharing yours.

One-way messaging only. This allow you to send updates and reminders.

June 23, 2015



Integrating Multiple Forms of Documentation

Shadow Puppet



You can choose images, record voice over and share it.

You can share via email, text message, Facebook and Twitter



June 23, 2015



Integrating Multiple Forms of Documentation

Flipgram



This app allows you to create videos using pictures on your phone. Then you can share with families.

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Multi-touch mobile devices

Common Sense Media



June 23, 2015



So · cial Me · di · a
noun
websites and applications that enable users to create and share content or to participate in social networking.





Most popular social media networks
Facebook



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1+ BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
1 MILLION LINKS
EVERY 20 MINUTES



1+
BILLION
ACTIVE USERS



Statistics as of 4.25.2014 Designed by: Leverage - leveragewagemedia.com

Facebook



Profile



Pages



Groups



Series of horizontal lines for notes or writing.

Facebook: Pages



- Can act as a central channel of communication in which schools can share the latest news, resources, pictures of school events, and more.
- Each classroom in the school can have a *group* in which they can share pictures with families privately, have conversations, and create polls.
- Video chat with expert and families.
- Use it to collaborate with other early childhood practitioners.



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Facebook: Pages



- Can be public or closed
- You can use them to collaborate or share information
- Share files
- Comment
- Reconnect
- Share resources



June 23, 2015

Facebook



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Most popular social media networks

Twitter



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION
in the
US

BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND



241
MILLION
ACTIVE USERS

Statistics as of 4.25.2014 Designed by: Leverage - leveragewagmedia.com



Twitter Language

@username – A tweet to a specific person

RT @username – Is a retweet, when you share someone else’s tweet

= is a hashtag. Hashtags are used to organize posts or create chat rooms within twitter.



Some hashtags to follow

#TechEarlyYears
 #earlychildhood
 #ecetech
 #prek
 #preschool
 #childcare
 #ELL



#earlyed
 #naeyc
 #naeyccac
 #headstart
 #ecechat
 #dllchat



Most popular social media networks
 Pinterest

PINTEREST
 SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

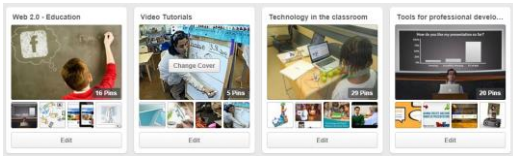
USERS ARE:
 ♂ 17% MALE
 ♀ 83% FEMALE

20 MILLION
 ACTIVE USERS

Statistics as of 4.25.2014. Designed by: Leverage - leveragewagemedia.com



Pinterest Boards



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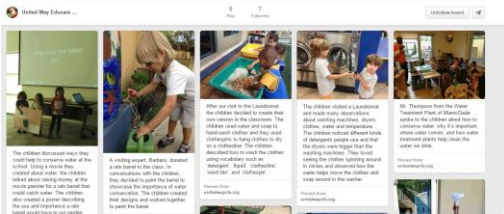


Pins

Example from: <https://www.pinterest.com/unitedwaycf>



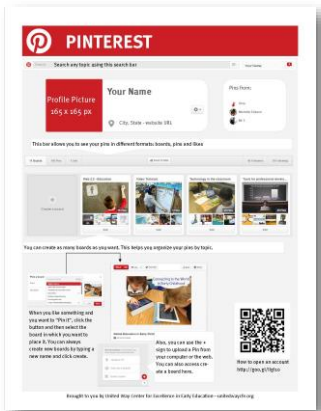
Water Exploration



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Pinterest



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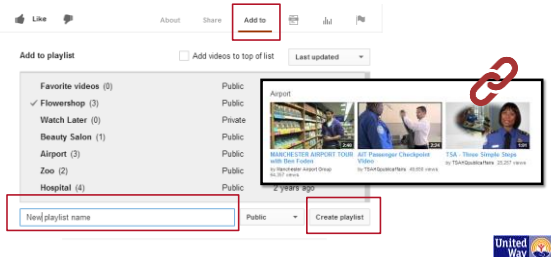
Blank lined area for notes.

Blank lined area for notes.

Blank lined area for notes.

Virtual Field Trip YouTube

Create playlist on your YouTube channel with your “approved” videos.
Not all content on YouTube is good.



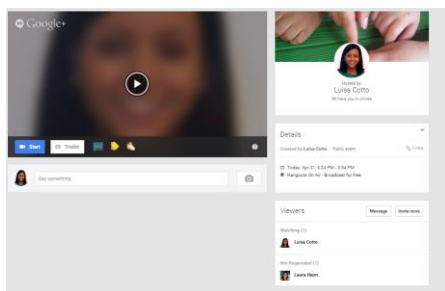
Beyond the Classroom Walls Skype



[education.skype.com](https://www.education.skype.com)



Beyond the Classroom Walls Google Hangout



Recap

Go from micro to macro: A child's learning is influenced by all the people in his life and the experiences he is presented with.

Encourage collaboration: Make sure that children's learning does not stop in the classroom.

Stay connected: To have an effective two-way communication use multiple communication channels.

Keep informed: Use social media to share ideas, learn from others

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facebook.com/UnitedWayMiami
youtube.com/user/UnitedWayMiami

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