

An Educator's Guide to Core:

How to get the most out of your ParentPowered Curricula



Accessible



Proven



Easy



Powerful



Frequently Asked Questions

Can you share more about the evidence base and approach?

What do families receive weekly?

How do you develop messages?

Do your programs align to standards?

What skills do you cover at each age and grade?

Should we align our daily instruction with your curriculum?

A woman with blonde hair and glasses, wearing a yellow shirt, is sitting outdoors and hugging a young boy from behind. The boy is wearing a purple t-shirt and is smiling. They are sitting on a grassy area. The image has a blue overlay on the left side.

Can you share more about
ParentPowered's evidence
base and approach?

The Strongest Evidence Base in the Field¹



2 to 3 months of learning gains



Parents more involved



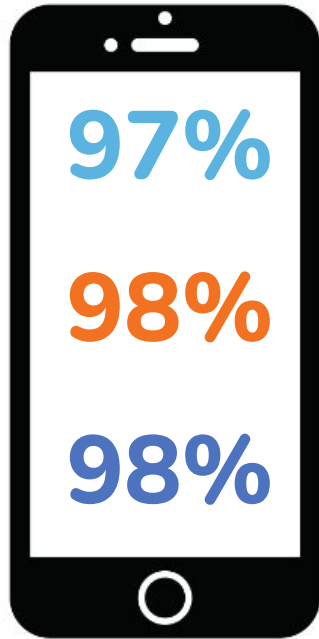
Parents love the messages



Top-tier research partnerships (Stanford, Brown, Notre Dame)

1. York, Loeb & Doss, 2018; Doss, Fahle, Loeb & York, 2018; Cortes, Fricke, Loeb, Song & York, 2018; Cortes, Fricke, Loeb, Song & York, 2019; additional papers forthcoming

Text messaging is the **most accessible technology**²



97% of American adults under 50 have cell phones

98% of cell phone owners send and receive texts

98% open rate for text messages (vs. 26% for email)

2. Pew Research Center, 2021



FACT: Technology can be a big part of a teen's life. Just noticing how your teen uses technology and talking about it, helps build positive habits.


TIP: Pause and notice when your teen is engaging with a screen. Cue into how and when they're using technology. Can you tell how it makes them feel?

GROWTH: During a calm moment, check-in with your teen. Try asking, "What do you enjoy doing online? Does it ever feel overwhelming? Surprising?"

The Approach

**EVIDENCE-BASED, ACCESSIBLE,
STRENGTHS-BASED, LOW LIFT**

- Serving families of children from **Birth through 12th Grade**
- **3 messages per week** continuously; school year and summer (52 weeks)
- Skills and strategies are **leveled for the child's age** and stage of development
- **Translated and culturally adapted** into multiple languages

A woman with curly hair, wearing a red plaid shirt, is smiling and holding a blue wooden block. She is sitting at a table with a young child who is also smiling and holding a blue block. They are surrounded by various colorful wooden blocks (red, yellow, green, blue, brown) on the table. The background shows a bright room with a window and some educational materials on the wall.

Are ParentPowered
curricula aligned to
standards?

Funding Your ParentPowered Programs: Overview for School Districts








ESSER (ESSER I, ESSER II, and ARP / ESSER III)	Title I Part A: Low Income Students	Title I Part C: Migrant Education Program	Title III, Part A: English Language Acquisition	Title IV, Part B: 21st Century Community Learning Centers	Title V, Part B: Rural Education
<ul style="list-style-type: none"> ✓ Evidence-based intervention to address learning loss ✓ Meet students' academic, social and emotional needs ✓ Support students from low-income families, students of color, English learners, children with disabilities, students experiencing homelessness, children in foster care, and migratory students <p>Click here for more details on how Ready4K aligns to ESSER.</p>	<ul style="list-style-type: none"> ✓ Program is optimized for accessibility to reach all families ✓ Activities build on daily routines and don't require extra materials ✓ Best practices for increasing engagement with the strongest evidence base in the field of digital parenting supports ✓ Build capacity for involvement by sending families custom texts through the Ready4K tech platform ✓ Evaluate and improve the program with on-demand engagement data <p>Click here for more details on how Ready4K aligns to Title I</p>	<ul style="list-style-type: none"> ✓ Text messages provide consistent support that moves with the family ✓ Curriculum grows with the child from age 0 through 5th grade, reducing educational disruption ✓ Community Support Stream messages link families to health, nutrition, & social services ✓ ELOF & state standards-aligned curriculum prepares children to meet challenging academic standards ✓ All programs available in English and Spanish <p>Email info@parentpowered.com for more details on how Ready4K aligns to MEP.</p>	<ul style="list-style-type: none"> ✓ Support English language proficiency ✓ Shown to increase literacy skills by 2+ months over one school year ✓ Reach parents in their home language (Core program available in English, Spanish, Arabic, Vietnamese, Chinese, Russian and Hmong) ✓ Parents and families becoming active participants in their child's education ✓ Strengthen parent, family, and community engagement <p>Click here for more details on how Ready4K aligns to Title III.</p>	<ul style="list-style-type: none"> ✓ 52-week program provides support all summer and beyond ✓ Tips by text message support after-school learning at home or on the go ✓ Provides opportunities for parents to meaningfully engage in their child's education ✓ Reinforces and complements the regular academic program of participating students ✓ Whole-child curriculum supports student performance in core academic subjects <p>Email info@parentpowered.com for more details on how Ready4K aligns to Title IV / CCLC.</p>	<ul style="list-style-type: none"> ✓ Provides quick and easy material to help parents improve their child's academic achievement ✓ No internet or smartphone required for Core texting program ✓ Virtual family workshops allow parents with internet access to attend without having to travel ✓ Community Support Stream messages combine local & nationally available resources to connect families with basic needs assistance, crisis support, and more <p>Click here to read a case study on a rural community that uses Ready4K.</p>

The Dual Capacity-Building Framework for Family-School Partnerships (Version 2)

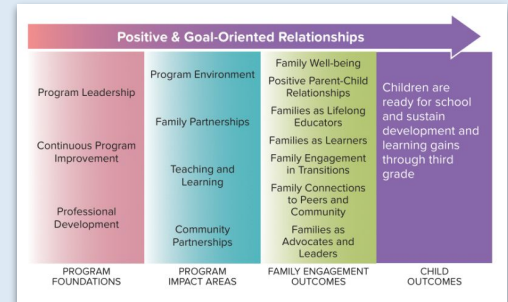


Head Start Alignment

✔ ParentPowered meets all requirements of the Head Start Compendium

Intervention Name and Description	Child Outcomes					Parent/Family Outcomes	Child Age			Required Initial Training	Qualifications	Startup Costs
	↑ Social and Emotional Competence	↑ Language and Literacy	↑ Cognitive Development	↑ Child Attachment and/or Relationship with Parent	↓ Problem Behavior		 Prenatal  Infant  Toddler	 Pre-K (3-6)	 Pre-K+			
Ready4K An evidence-based family engagement curriculum delivered digitally.	✔	✔	✔	✔	✔	✔				 1 day	No special qualifications required.	\$

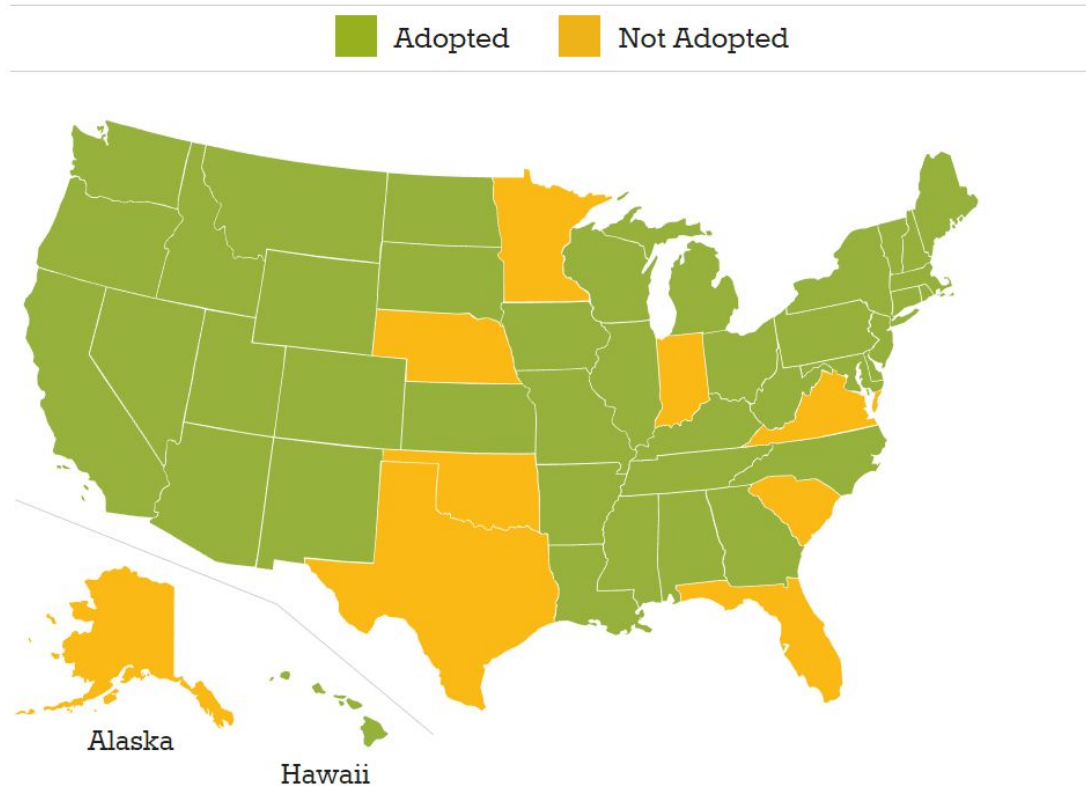
✔ ParentPowered supports the Head Start Parent, Family and Community Engagement Framework



✔ ParentPowered is aligned with the Head Start Early Learning Outcomes Framework

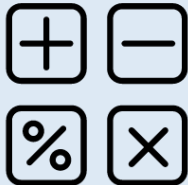
	Central Domains				
	Approaches to Learning	Social and Emotional Development	Language and Literacy	Cognition	Perceptual, Motor, and Physical Development
Infant / Toddler Domains	Approaches to Learning	Social and Emotional Development	Language and Communication	Cognition	Perceptual, Motor, and Physical Development
Preschooler Domains	Approaches to Learning	Social and Emotional Development	Language and Communication	Cognition	Perceptual, Motor, and Physical Development
		Literacy	Scientific Reasoning		

Common Core Curriculum in the US



**Image courtesy of corestandards.org*

College and Career Readiness: Individualized Learning Plans



A photograph of a man and a child sitting at a desk, looking at papers together. The man is on the right, wearing a blue denim shirt over a white t-shirt, and the child is on the left, wearing a blue t-shirt. They are both looking down at the papers on the desk. The background is a bright, indoor setting with a window and some plants. The image has a blue overlay on the left side.

What do families
receive weekly?

MONDAY



FACT: At this age kids work to express their own unique thoughts and ideas. It's an amazing skill. It helps them thrive in literacy and everything else they do.

FACT

Inform & Motivate

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TIP: Spark self-expression with questions before bed. Try questions that start with **WHAT IF**. "What if you were the teacher tomorrow? What would you teach?"

TIP

Activities that fit into everyday family routines

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GROWTH: Keep asking questions to spark self-expression. Now add questions to your morning routine. Try, "What's one thing you hope will happen today?"

GROWTH

Reinforce, encourage, & extend

GROWTH: Keep asking questions to spark self-expression. Now add questions to your morning routine. Try, "What's one thing you hope will happen today?"



For your toddler

FACT: When toddlers build things with blocks or other everyday objects, they develop creativity and spatial skills and discover concepts like stability.

TIP: During playtime, challenge your child to build a castle with blocks or everyday objects (egg cartons, cereal boxes, yogurt containers, paper towel rolls).

GROWTH: Keep encouraging your toddler to build. As they build, talk about what you notice. "That paper towel roll looks like a tower. Who lives in it?"



For your 7-year-old:

FACT: In school, kids learn to compare three-digit numbers like 500 and 367. Comparing three-digit numbers helps kids solve hard math problems.

TIP: As you walk by houses or buildings, ask your child to call out the address numbers. After each, ask, "Is that greater than 100 or less than 100?"

GROWTH: Keep comparing three-digit numbers! Now as you pass each address, ask your child, "Is that greater than the last number we passed or is it less?"



For your 13-year-old:

FACT: Teens need to make some decisions on their own. It builds independence and confidence. You can help them think through decisions by asking questions.

TIP: Next time your teen's making a decision, like which activity to choose, ask questions. "What's 1 positive thing about each choice? Any negatives?"

GROWTH: Keep supporting your teen in making their own decisions. Ask, "What can you do to help you make your decision? Do research? Talk to a teacher?"

multiple children

Family Engagement that Grows with the Child



From Captain



To Copilot



Birth through 12th Grade



What skills do
you cover at each
age and grade?

STANDARDS
CROSSWALK



PRACTITIONER
INTERVIEWS



ADVISOR
COLLABORATION



LITERATURE
REVIEW



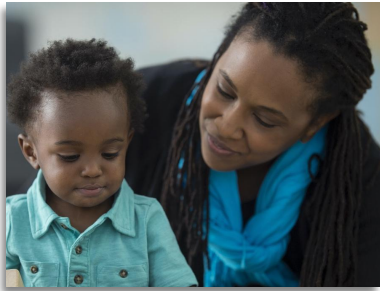
LISTENING
SESSIONS



YOUTH WORKERS
EDUCATORS
GUIDANCE COUNSELORS
FIRST GENERATION COLLEGE AND CAREER READINESS SPECIALISTS
MENTAL HEALTH PROFESSIONALS
EDUCATORS
TEENS
ADMINISTRATORS
PARENTS AND CAREGIVERS
NEWCOMERS

CURRICULUM DEVELOPMENT PROCESS

Infant & Toddler Curriculum Framework



Social-Emotional Learning	<ul style="list-style-type: none">• Relationships and Interactions with Parents (Caregivers) and Adults• Relationships and Interactions with Peers• Sense of Self	<ul style="list-style-type: none">• Emotional Understanding• Emotional Self-Regulation• Parental Self-Care, Confidence, and Resilience
Approaches to Learning	<ul style="list-style-type: none">• Best Practices (e.g., child-led learning, positive parenting, consistent routines)	<ul style="list-style-type: none">• Cognitive Self-Regulation (Executive Functioning Skills)• Learning Behaviors
Language & Literacy	<ul style="list-style-type: none">• Language and Listening• Vocabulary Growth and Development• Phonics and Phonological Awareness	<ul style="list-style-type: none">• Emergent Reading Skills• Emergent Writing Skills
STEAM & Play	<ul style="list-style-type: none">• Science Exploration and Discovery• Technology and Engineering (Inventing and Building)	<ul style="list-style-type: none">• Art• Math• Play
Physical Development	<ul style="list-style-type: none">• Perception• Gross Motor• Fine Motor	<ul style="list-style-type: none">• Physical Safety• Health

Preschool Curriculum Framework



Social-Emotional Learning & Health

- Self-Awareness and Self-Esteem
- Relationships, Family, and Community
- Executive Functioning and Independence
- Emotional Understanding, Self-Regulation, and Resilience
- Health and Safety

Language & Literacy

- Speaking and Listening
- Vocabulary Growth and Development
- Phonics and Phonological Awareness
- Print, Book, and Alphabet Knowledge
- Reading: Comprehension and Text Structure
- Writing

Math & Scientific Reasoning

- Counting and Cardinality
- Geometry and Spatial Sense
- Operations and Algebraic Thinking
- Measurement and Data
- Scientific Reasoning
- Technology and Engineering (Inventing and Building)
- Art and Creative Expression

Play

- Active Play
- Pretend and Dramatic Play
- Games and Cooperation

Approaches to Parenting

- Best Practices (e.g., child-led learning, encouraging explorations, consistent routines)
- Parental Social-Emotional Learning
- Parental Self-Care

Home & School Partnership

- Parent - Teacher Communication
- Attendance
- Connecting and Learning at Home

Elementary Curriculum Framework



Social-Emotional Learning

- Self-Awareness and Self-Esteem
- Relationships, Family, and Community
- Emotional Understanding and Self-Regulation
- Executive Functioning and Independence
- Problem-Solving, Conflict Resolution, and Resilience

English Language Arts

- Speaking and Listening
- Language
- Reading: Foundations and Phonics
- Reading: Literature and Informational Text
- Writing

Math & Science

- Numbers, Counting, and Cardinality
- Operations and Algebraic Thinking
- Numbers and Operations in Base Ten
- Measurement and Data
- Geometry
- Numbers and Operations—Fractions
- Critical Thinking Skills
- Explore, Experiment, and Observe

Approaches to Parenting

- Best Practices (e.g., child-led learning, encouraging exploration, developing consistent routines)
- Parental Social-Emotional Learning
- Parental Self-Care

Home & School Partnership

- Parent-Teacher Communication
- Attendance
- Connecting and Learning at Home

Middle School Curriculum Framework




Academic Supports	<ul style="list-style-type: none">• Growth Mindset• Homework• Academic Socialization & Learning Connections• Effective Study & Learning Skills
Social-Emotional Learning	<ul style="list-style-type: none">• Sense of Self• Independence & Executive Functioning• Relationships• Emotions & Development
Home & School Partnership	<ul style="list-style-type: none">• Reciprocal Communication• Transitions• Advocacy & Involvement• Attendance
Approaches to Parenting	<ul style="list-style-type: none">• Knowledge of Adolescent Growth & Development• Reflective Practices• Mindsets & Modeling• Self-Care

High School Curriculum Framework



Academics & Lifelong Learning	<ul style="list-style-type: none">• Universal Skills• Growth Mindset• Academic Socialization	<ul style="list-style-type: none">• Sense of Self and Self-Advocacy• Self-Directed Learning & Study Skills
College & Career Readiness	<ul style="list-style-type: none">• Career Exploration• Aspirations and Goal Setting• Researching, Planning, and Preparing	<ul style="list-style-type: none">• Implementing (deadlines & applications)• Self-Reflection
Well-Being & Life Skills	<ul style="list-style-type: none">• Independence & Executive Functioning• Relationships & Community• Reflective Choices and Decision-Making	<ul style="list-style-type: none">• Mental Health and Resilience Healthy Technology Habits• Financial Literacy
Home & School Partnership	<ul style="list-style-type: none">• Graduation Requirements• Transitions	<ul style="list-style-type: none">• Communication & Advocacy• Attendance
Approaches to Parenting	<ul style="list-style-type: none">• Knowledge of Adolescent Development• Reflective Practices• Mindsets & Modeling	<ul style="list-style-type: none">• Communication• Self-Care

A photograph of two Black women smiling and embracing each other. The woman on the left has curly hair and glasses, wearing a grey t-shirt. The woman on the right has her hair pulled back, wearing a white polo shirt and a gold watch. They are in a room with a window in the background. A blue semi-transparent overlay covers the left side of the image, containing white text.

Some of these topics are big and supporting standards complex. Can you show me how you go from standard to message?

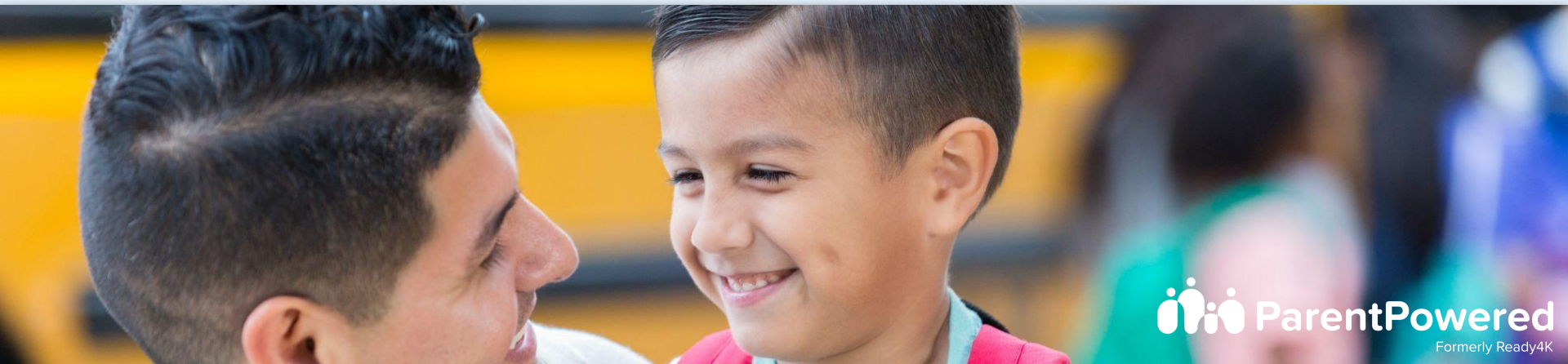


Start with a WHAT





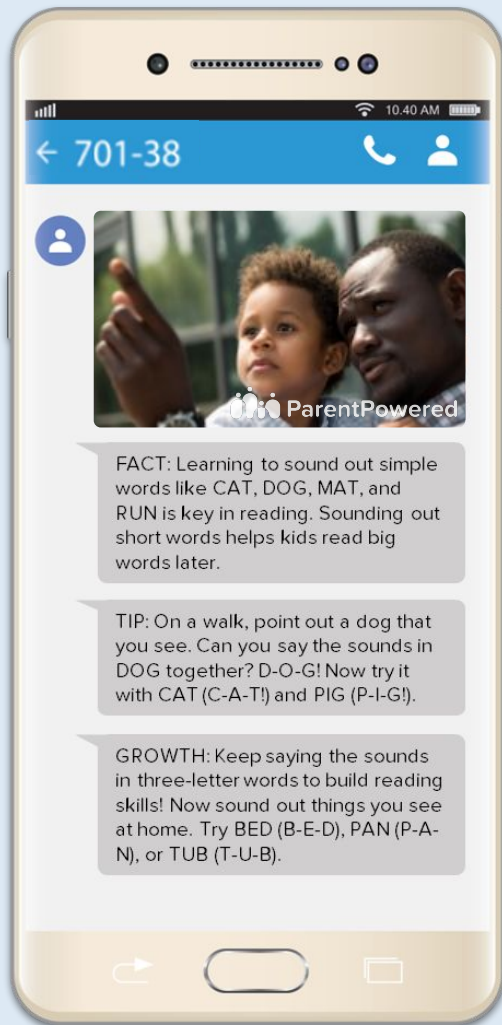
Spell out the WHY





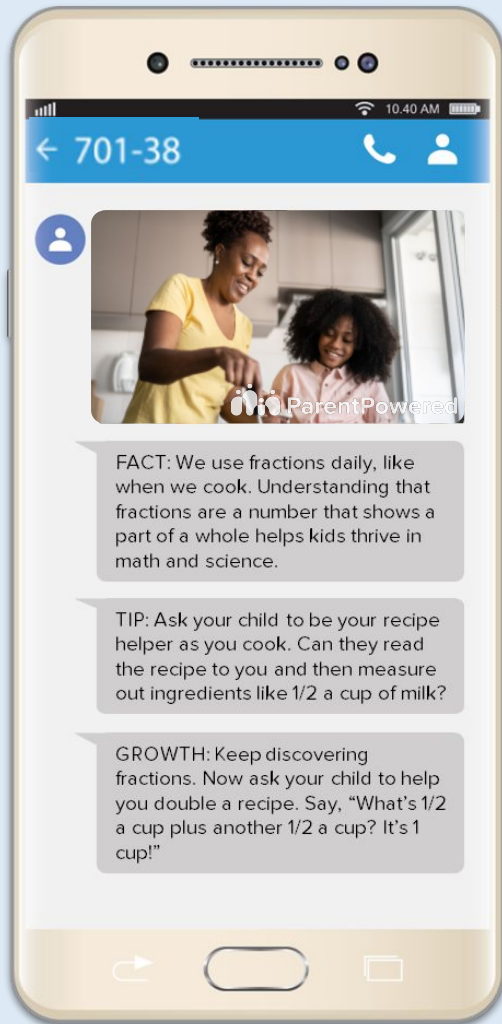
Offer a HOW





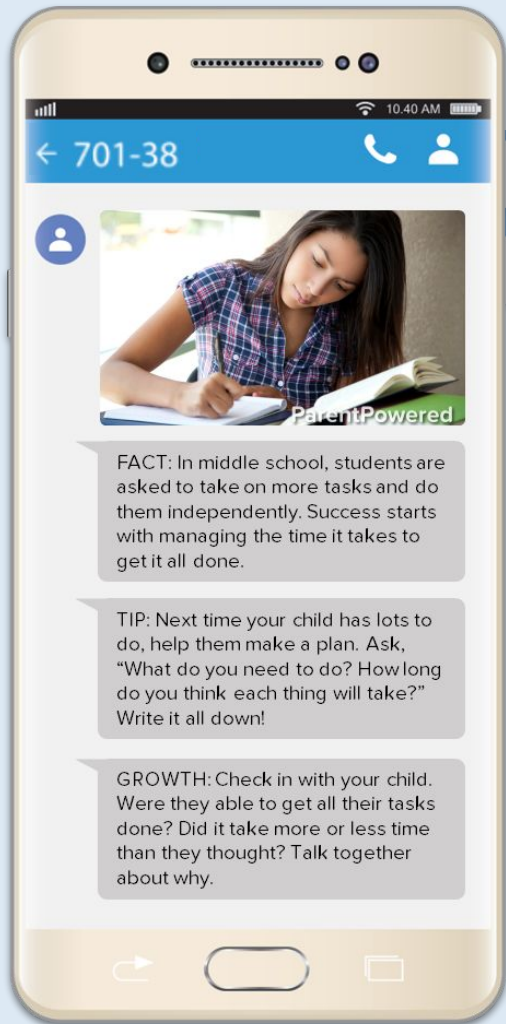
CCSS.ELA-LITERACY.RF.K.2D

Isolate and pronounce the initial, medial vowel, and final sounds (phonemes) in three-phoneme (consonant-vowel-consonant, or CVC) words.¹ (This does not include CVCs ending with /l/, /r/, or /x/.)



CCSS.MATH.CONTENT.3.NF.A.1

Understand a fraction $1/b$ as the quantity formed by 1 part when a whole is partitioned into b equal parts; understand a fraction a/b as the quantity formed by a parts of size $1/b$.

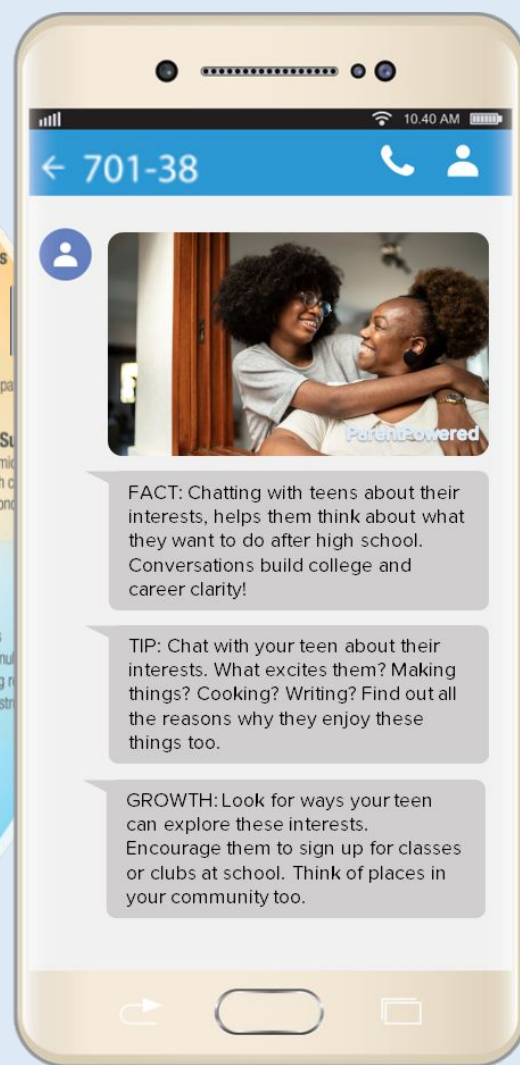
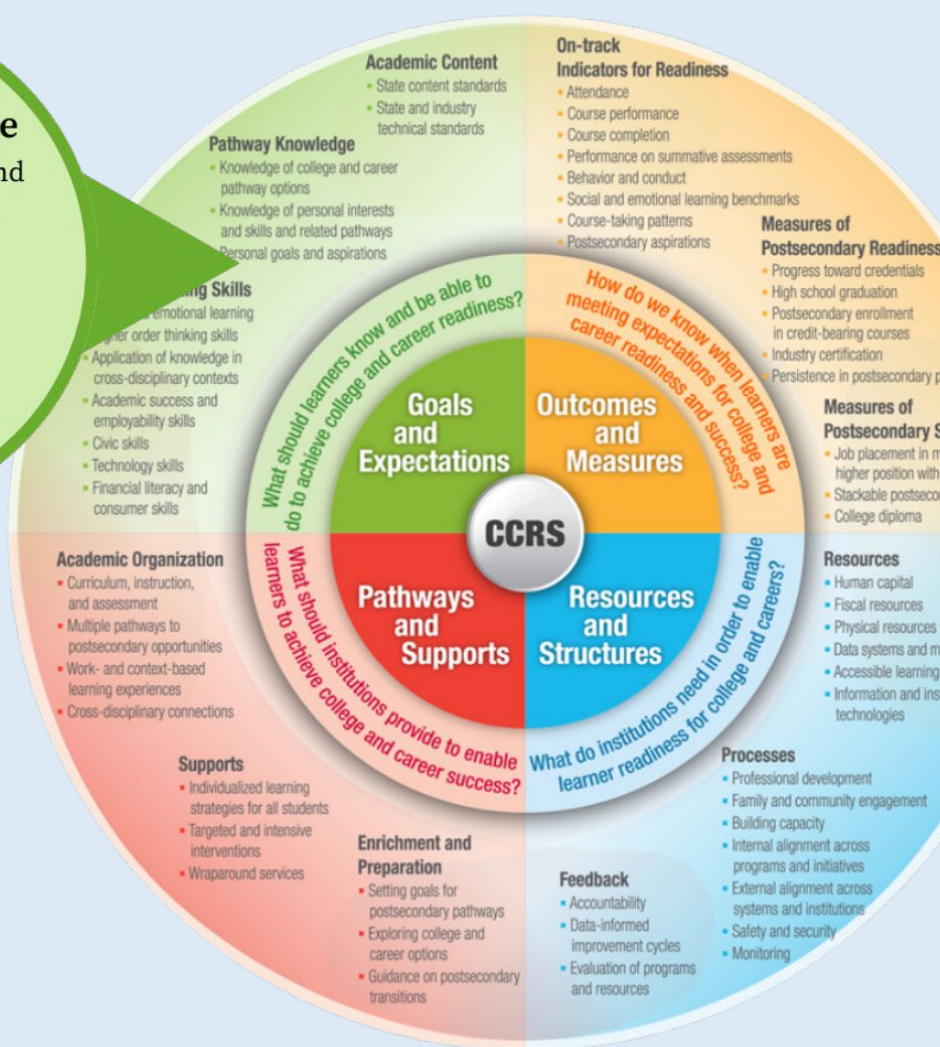


EXECUTIVE FUNCTION SKILLS

The group of complex mental processes and cognitive abilities (such as working memory, impulse inhibition, and reasoning) that control the skills (such as organizing tasks, remembering details, managing time, and solving problems) required for goal-directed behavior

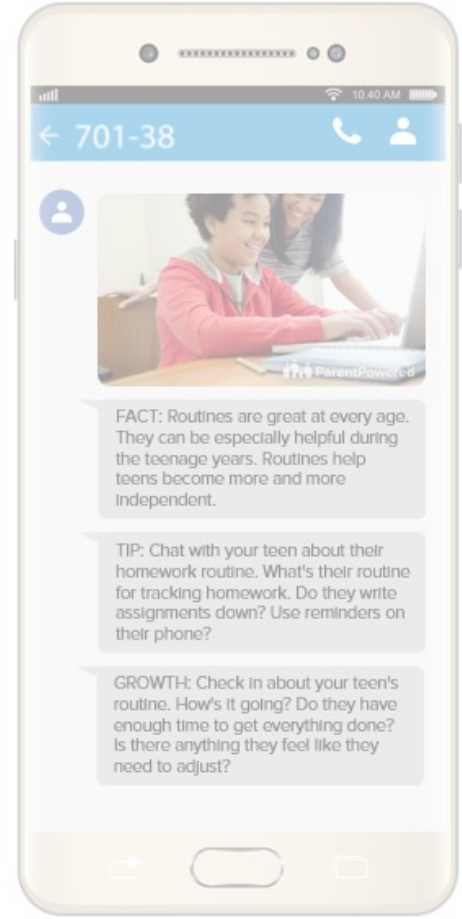
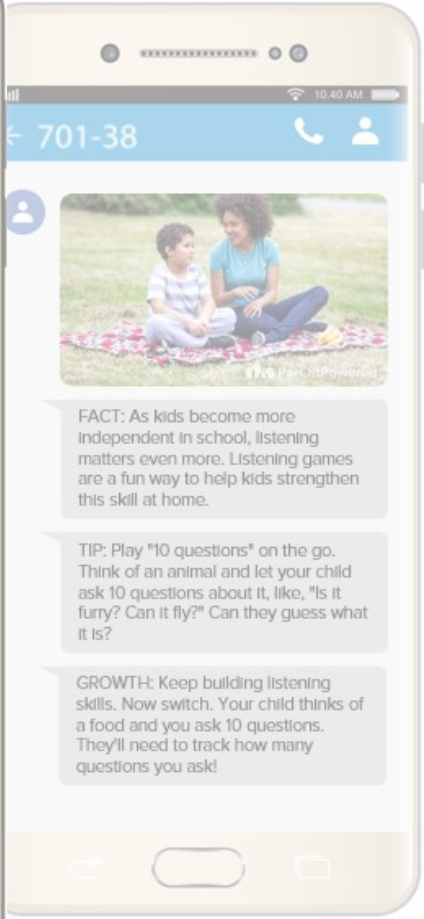
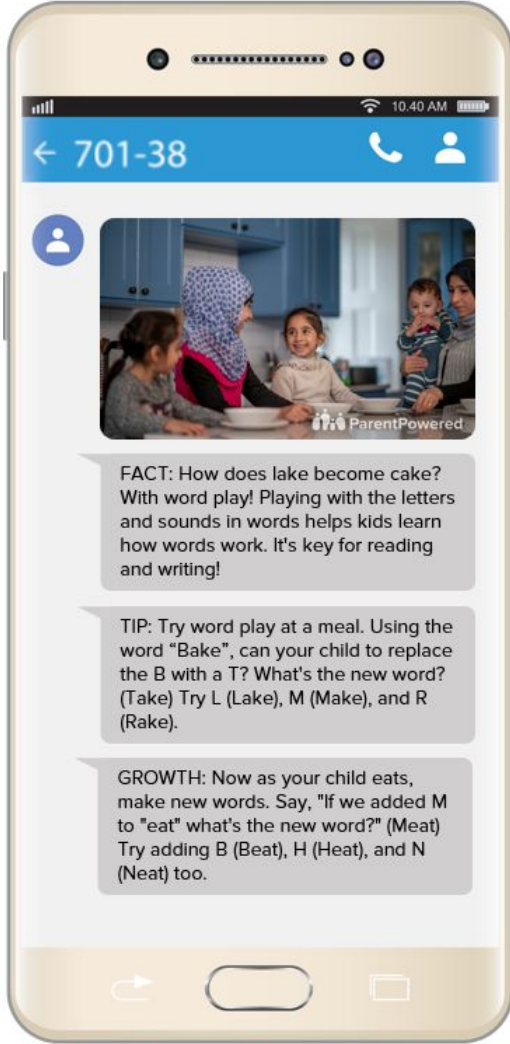
Pathway Knowledge

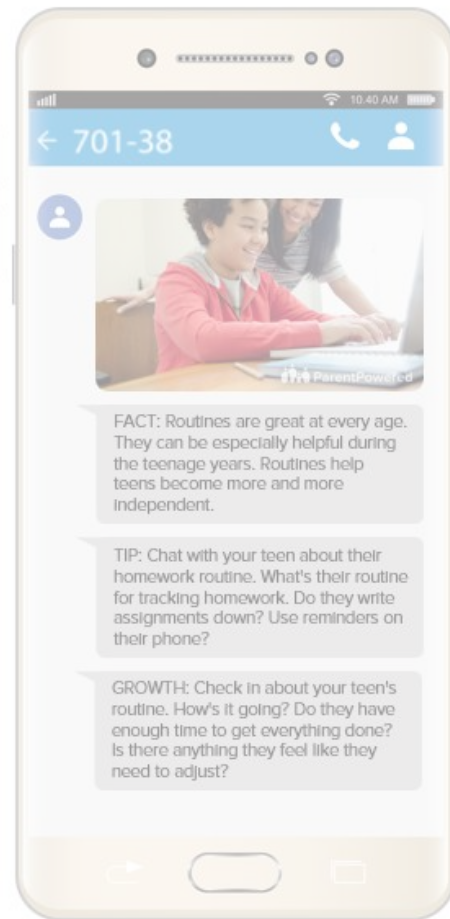
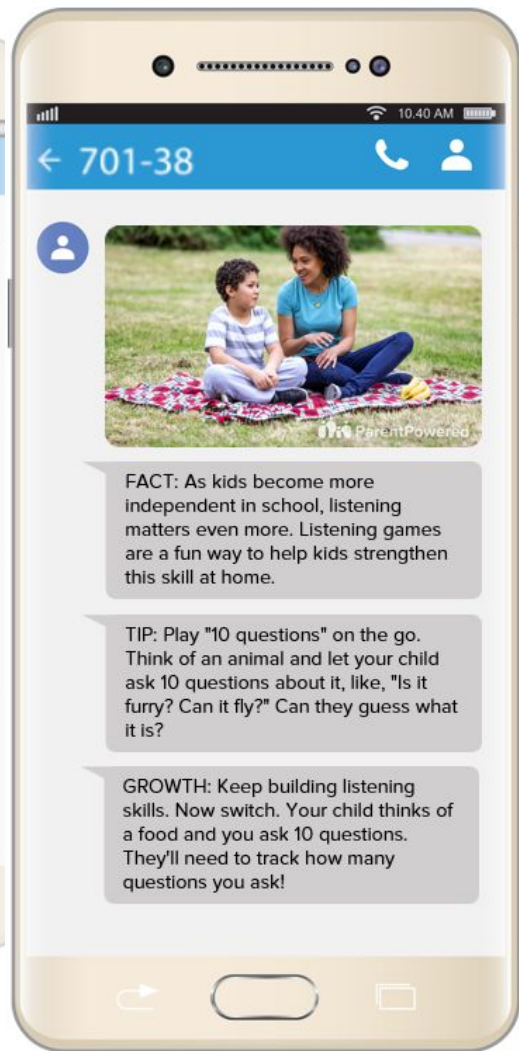
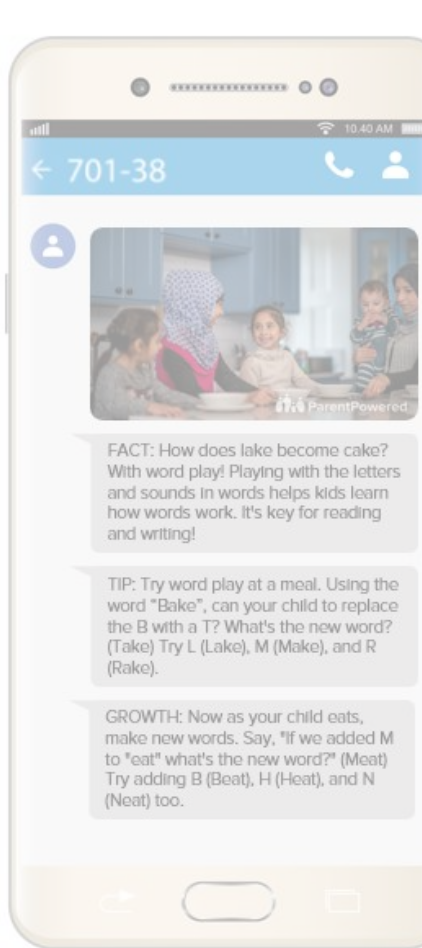
- Knowledge of college and career pathway options
- Knowledge of personal interests and skills and related pathways
- Personal goals and aspirations

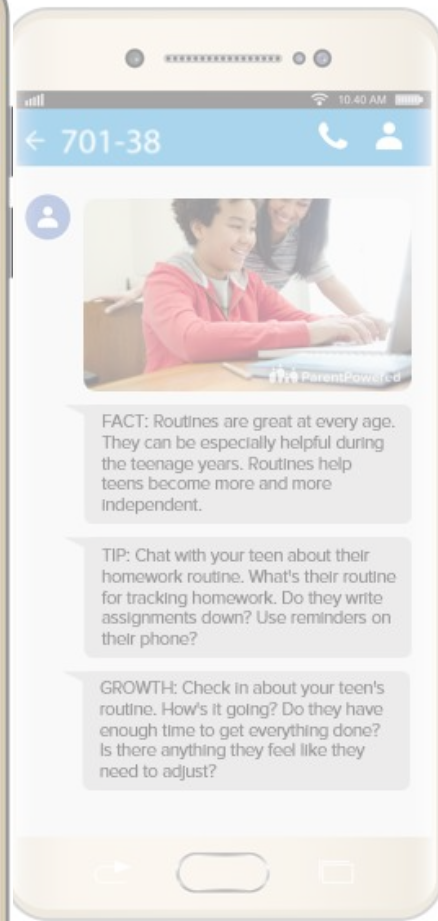
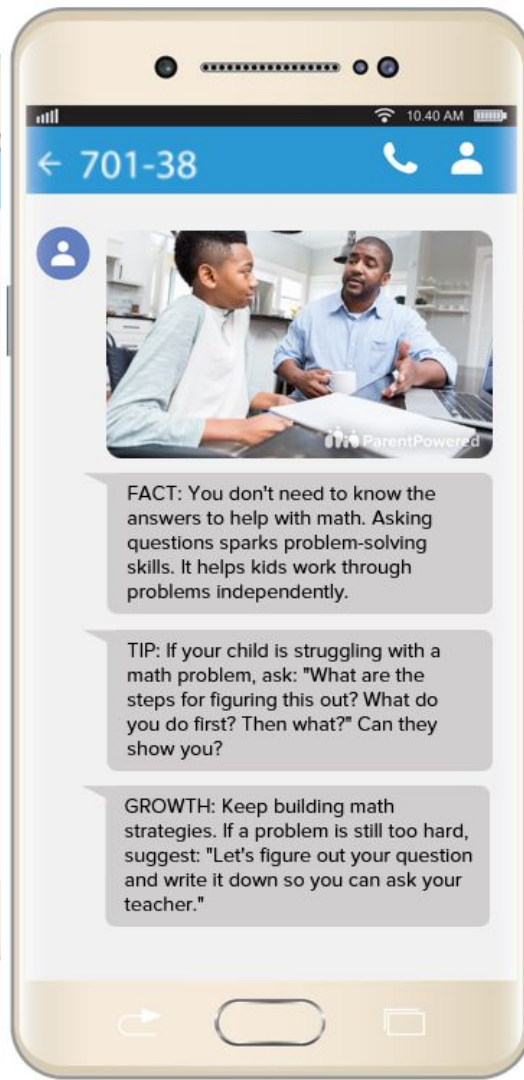
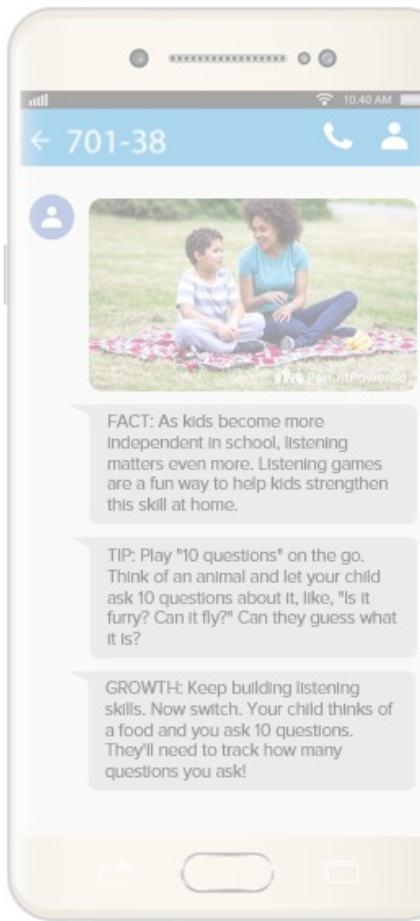
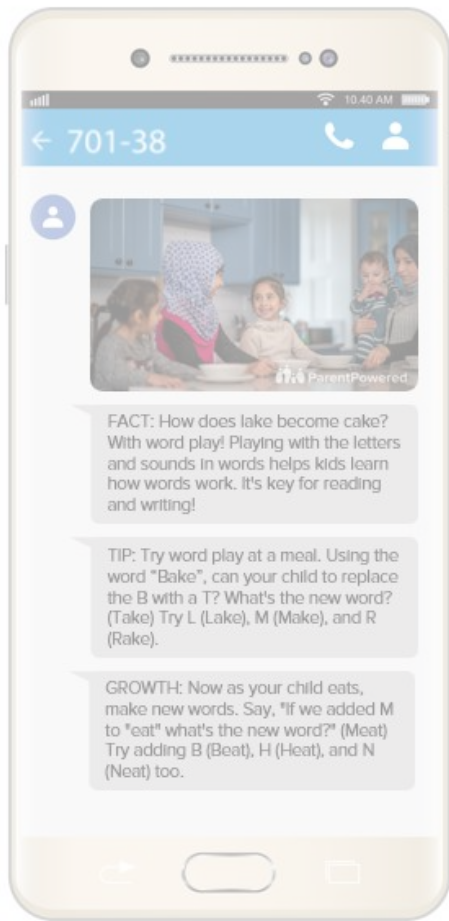


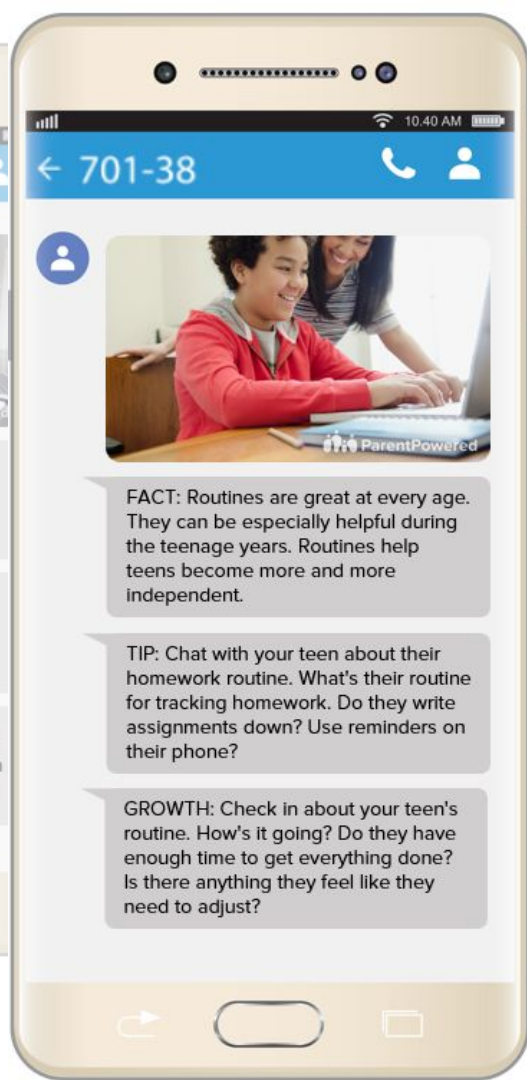
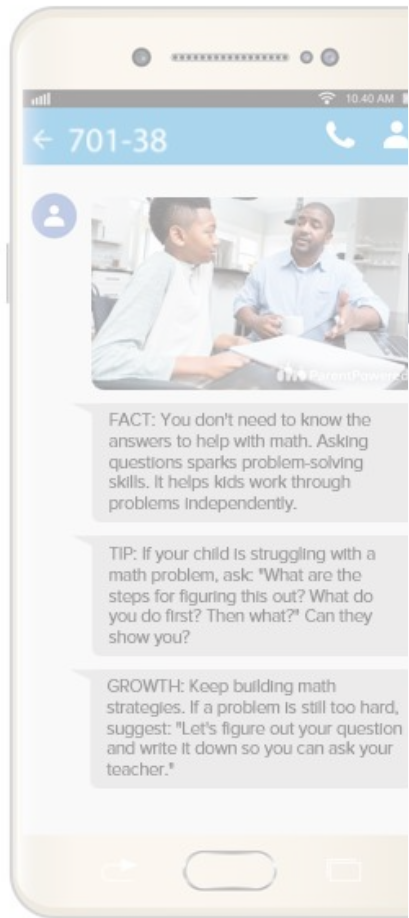
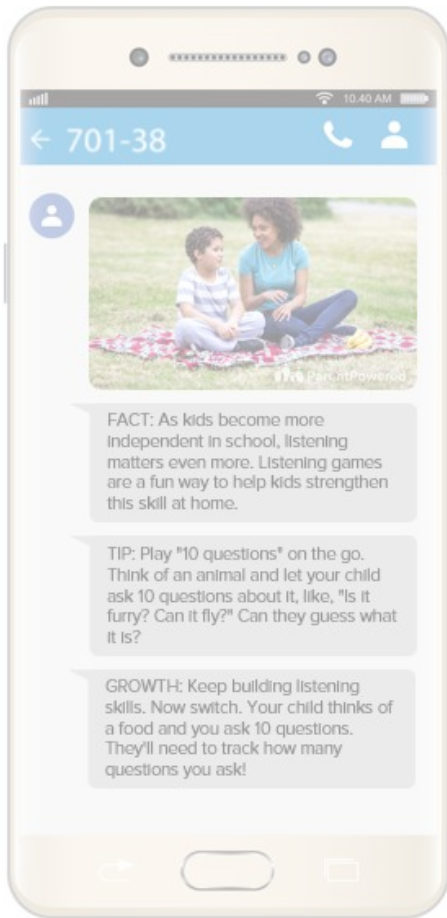
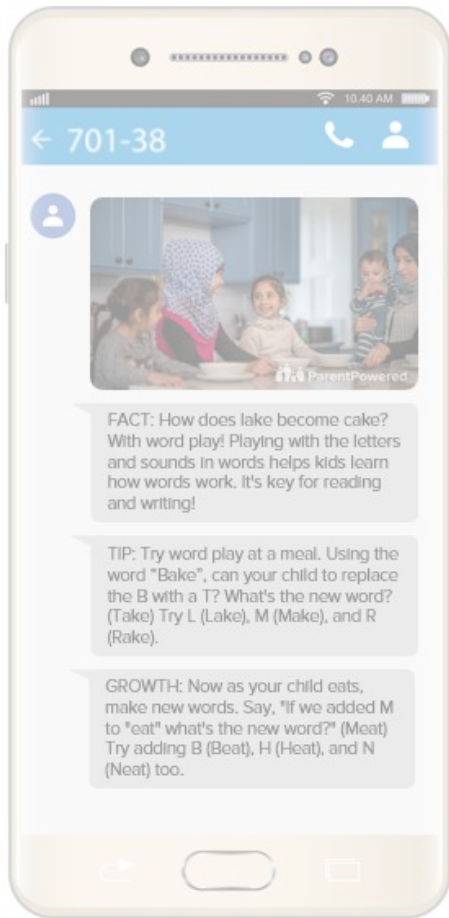
A photograph of a man and a young boy smiling together outdoors. The man is on the right, wearing a grey t-shirt, and has his arm around the boy's shoulder. The boy is on the left, wearing a white t-shirt, and is holding a red and white soccer ball. The background shows a blue fence and some greenery. The entire image is overlaid with a semi-transparent blue filter.

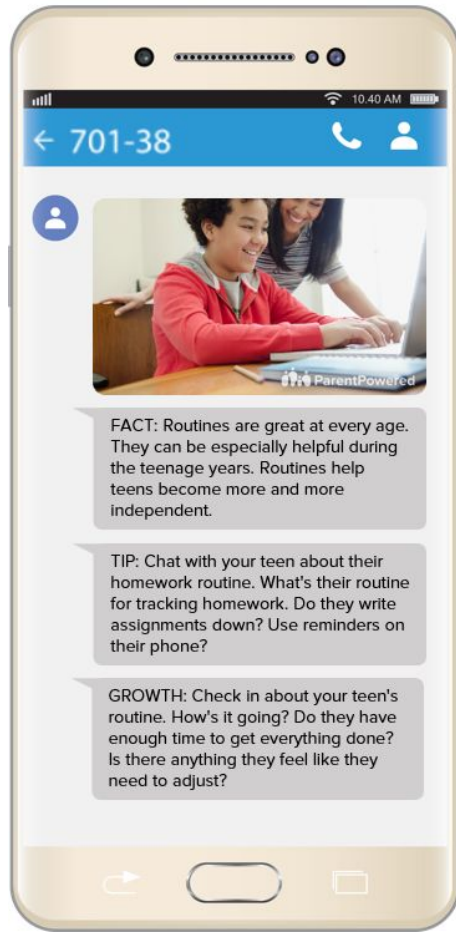
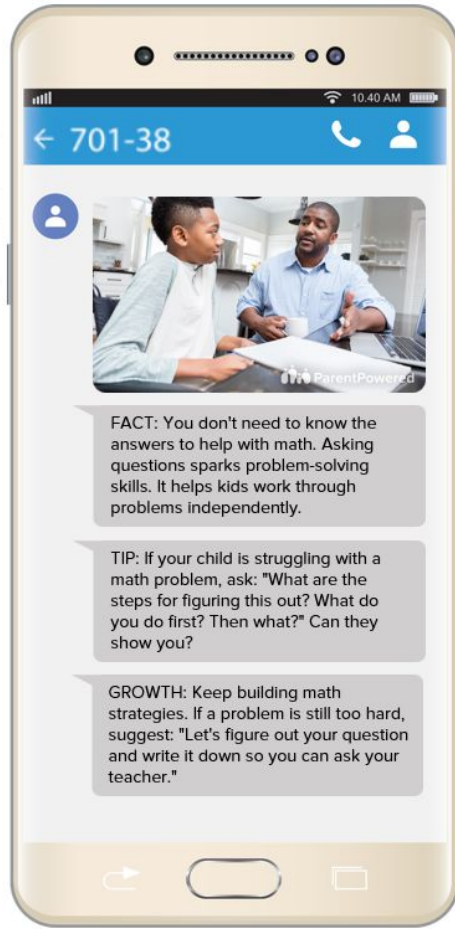
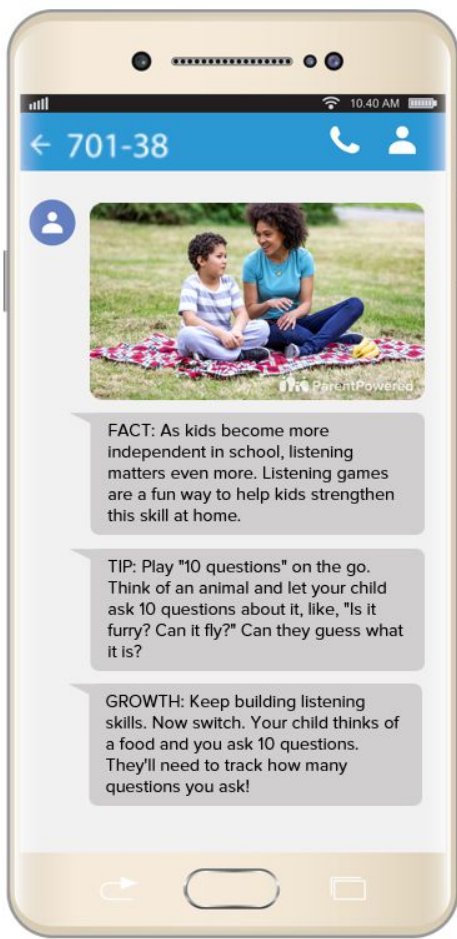
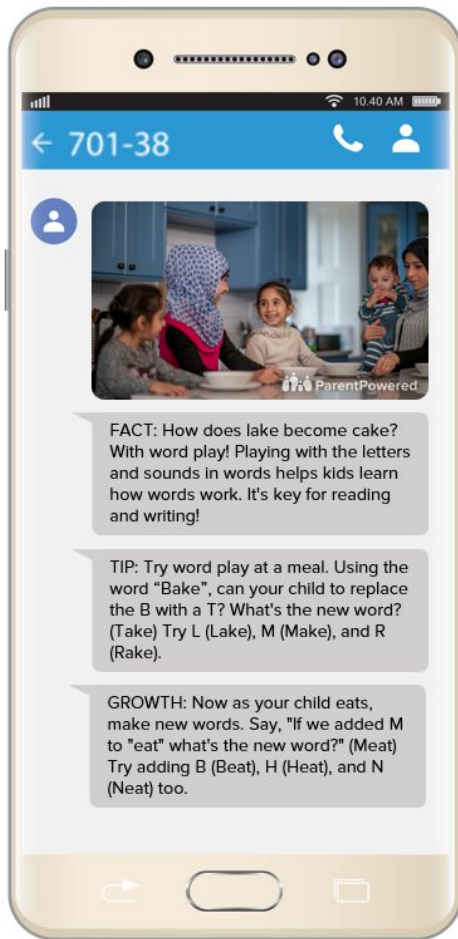
Should schools try to
align their daily
instruction with
ParentPowered
messages?











- ▶ **TRUST**
- ▶ **ADVOCACY**
- ▶ **ATTENDANCE**
- ▶ **REQUIREMENTS**
- ▶ **PARENTAL EFFICACY**
- ▶ **REFLECTIVE PRACTICES**
- ▶ **RESPONSIVE PARENTING**
- ▶ **PARENT TEACHER COMMUNICATION**



Frequently Asked Questions

✓ Can you share more about the evidence base and approach?

✓ What do families receive weekly?

✓ How do you develop messages?

✓ Do your programs align to standards?

✓ What skills do you cover at each age and grade?

✓ Should we align our daily instruction with your curriculum?

Upcoming Events

Communities of Practice:
How Family Engagement Impacts Attendance
Thursday, March 28 12:30pm est

An Educator's Guide To Trauma-Informed:
Getting the most out of your
ParentPowered Trauma-Informed Curricula
Wednesday, April 3 1:00pm est

