



# Getting Parents Onboard

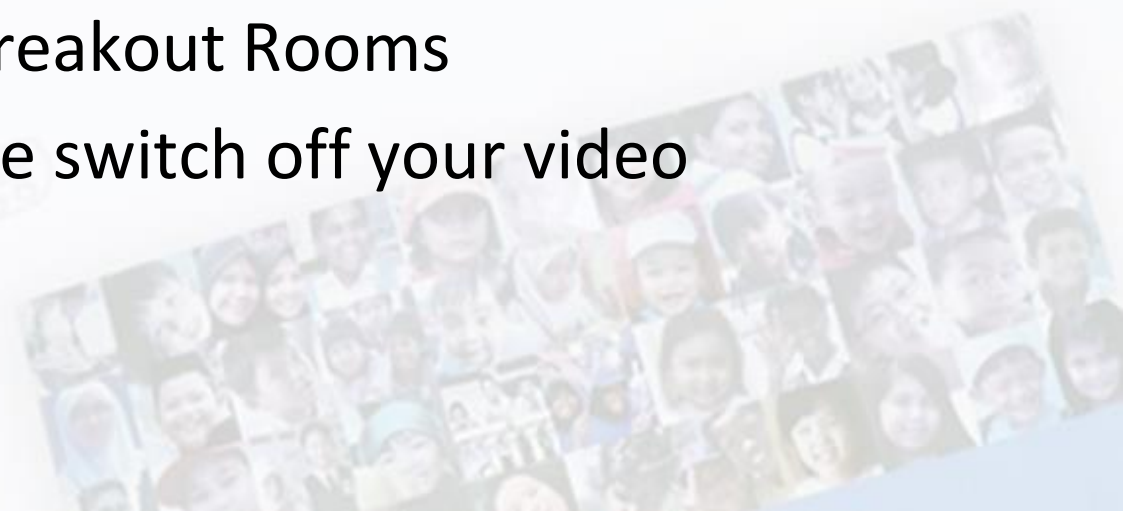
**Why Your Messages Aren't Reaching Kids**





# Recording of Webinars

- This webinar is being recorded
- This recording may be used by LeapEd for training and marketing purposes. It will be uploaded to YouTube on a public link.
- This may include conversations in the Breakout Rooms
- If you do not wish to be recorded, please switch off your video



# Webinar Norms



- Use the chat box for questions, comments, suggestions
- You are on mute as default – unmute yourself if you want to speak
- Technical Calibration Pause



# Gary Husler

## Programme Design & Development Specialist + Partnerships & Proposals

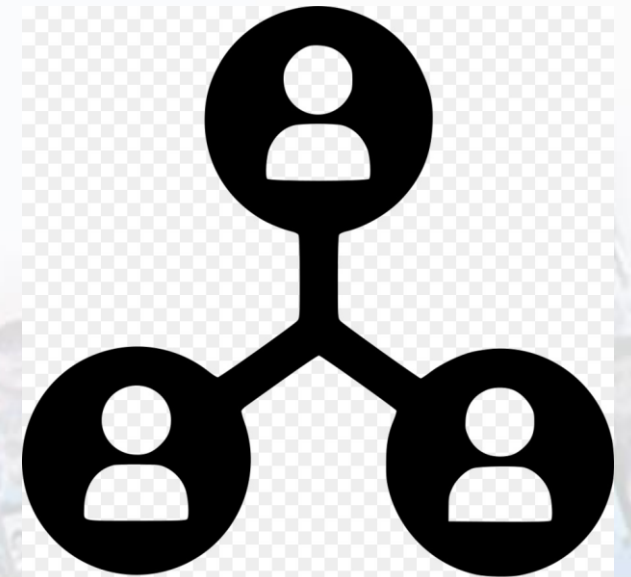
- LeapEd for just over 2 years
- Parent Engagement (PIBG, Stakeholder Engagement, New Products)
- Community Building
- Adult Learning Specialist
- Behavioural Psychology
- Habits
- Change





# Your Turn – Break Out

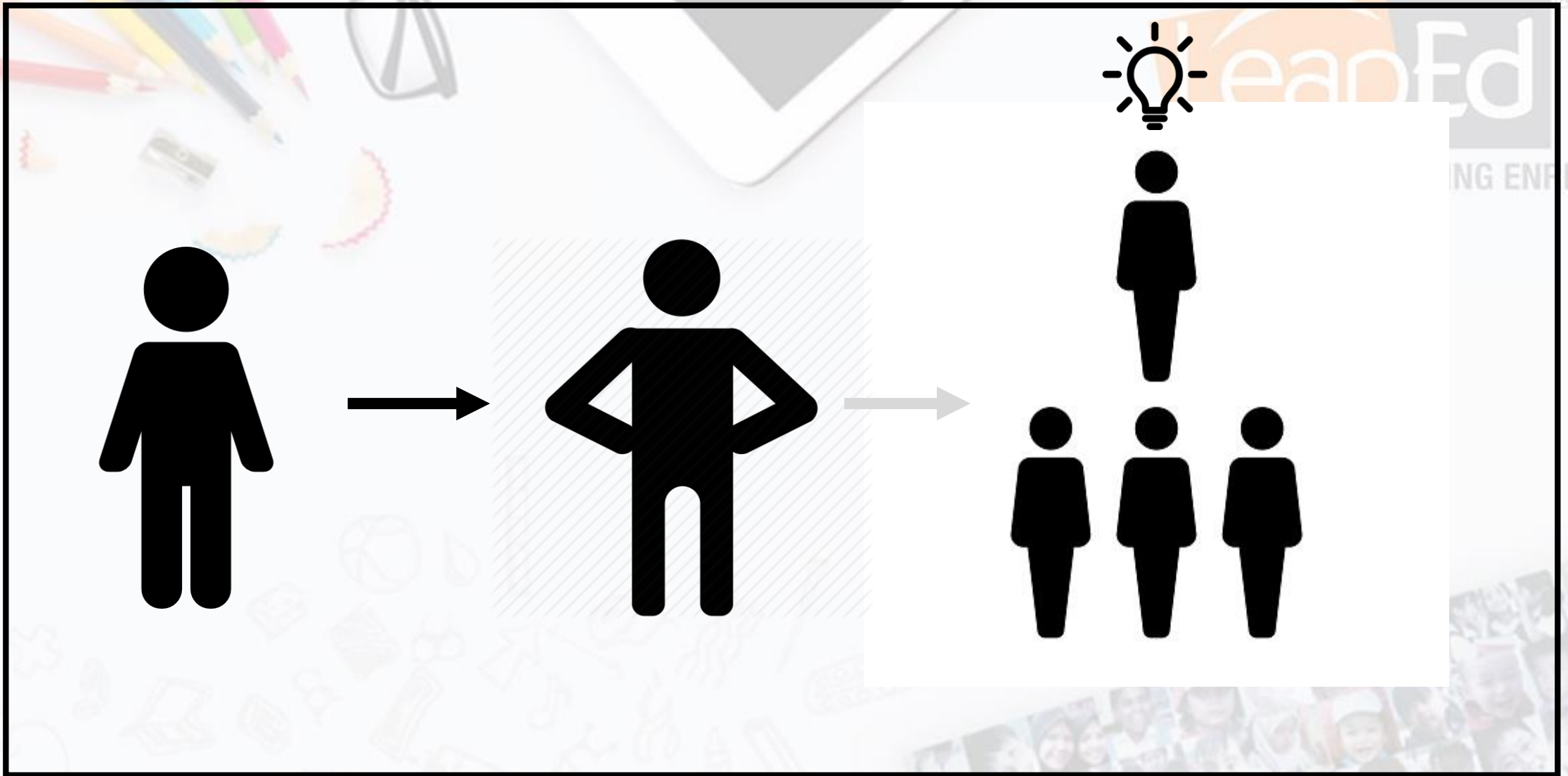
- your name
- your school
- last thing you watched on Netflix (would you recommend it?)





leanEd

ING ENRICHED



# So what?

- Extra 'layer' to communication / access to information / learning
- Some kids are not getting the complete 'message'
- So what?





## More Than Half of Students Are Not Tuning In to Online Classes, Informal Teacher Survey Shows

By LAURA FAY | April 16, 2020



Getty Images

## *As School Moves Online, Many Students Stay Logged Out*

Teachers at some schools across the country report that fewer than half of their students are participating in online learning.

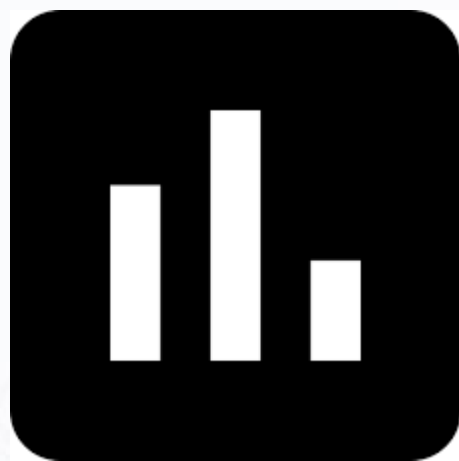
"Right now, online classes' attendance rate is 80 per cent on good days, but it can fall to 50 per cent sometimes. Students cite many reasons, including waking up late, slow internet speed, and helping with house chores."

# APS: Youngest students have lowest participation rate in online learning

But the number of participating students in the youngest grades is much lower. Only 43.3% of Atlanta students in pre-kindergarten and kindergarten logged in at least once during that time span. The district held its last day of in-person instruction on March 13 and then moved to an online and distance learning model in an effort to stop the spread of the coronavirus.

# So, what are you currently doing?

## How are you currently doing remote learning?



# My Experience

- Two kids
- Molly is 6 & Frank is 4
- 'Liberal' parenting
- Lots to juggle







- Clear titles / subjects
- Realistic timings
- Adjusted expectations
- Introduce forwarded messages
- Best time to message?
- Specific references
- Summaries are good

Forwarded

◆◆◆ NOTICE ◆◆◆  
BASIC CLASS (ALL)

TUESDAY - 21st APR 2020  
05:30pm - 07:30pm (2 hours)  
Please Wear Taekwondo Dobok

<https://us02web.zoom.us/j/86201121938?pwd=TCtZMTN3a2hodEhiZzdzKzFibzgyUT09>

Meeting ID: 862 0112 1938  
\*Password: \* 020600

\*GROUND RULES:\*  
1) Please use the student's **REAL NAME** in **ENGLISH ALPHABET** when joining the session.  
2) Student are not allow to share anything on screen.  
3) Do not use "Chat" on Zoom.  
4) Please be punctual

THE ABOVE GROUND RULES IS CREATED FOR SECURITY PURPOSES.

BREAKING OF THE ABOVE GROUD RULES WILL LET TO THE REMOVAL OF THE STUDENT TO FROM THE SESSION

16:53

Hello everyone,  
Below are the lessons for Fri 24/4/2020

1) Complete the words

2) Pre- maths - Join the dots and colour the picture.

3) Art - Paste the egg shells to your picture of the hen as shown in our zoom yesterday.

4) Girls don't forget to join your gym class. Enjoy yourselves.

20:00

Teacher Kelly

Gentle reminder Kids have to do their extra curricular activities.  
Tues - TKD  
Wed - Football  
Fri - Gym  
Also Brain Gym and excercises. Tq....  
keep the pictures coming

18:19



## RECENT ACTIVITY

## COURSE

Post:  23 Event

**Mr. Jamaludin bin Ibrahim**  
Assalamualaikum,

Pada hari ini kita akan belajar

- Istinja ialah perbuatan menggunakan batu
- Hal ini terjadi apabila hutan, musim kemarau
- Untuk lebih memah

▼ Show More



Istinja

Today at 12:59 am [Comment](#)



**Mr. Jamaludin bin Ibrahim**

Salam sejahtera murid-murid  
Khamis 23/4/2020

Pada hari ini kita akan belajar

- Buka buku teks muka
- Baca dan cuba faham
- Baca nota yang cikgu
- Murid boleh menont
- Sediakan sehelai ker
- Tulis kata seru dan
- Murid-murid boleh n

▼ Show More



Kata seru  
<https://www.youtube.com/>

Thank you for attending the conference today.

Recap on today's lesson. There are four types of comprehension question format:

### 1) MCQ - Multiple Choice Questions

Please circle the correct answer by circling the most suitable option of A,B,C or D. You are only allowed to choose one answer and make sure you only circle one alphabet.

A.

B.

C.

D.

### 2) Point form questions

In point form questions, you should write only the answer in the provided blanks. Remember you should only write the most suitable answer and do not write it in full sentence.

a. \_\_\_\_\_

b. \_\_\_\_\_

### 3) Subjective questions

Note that, subjective questions should only be answered in full sentence. Make sure your sentence is complete with correct punctuation and construction of sentence.

### 4) Opinion questions

This is a bonus question that might be asked to know your point of view. There is no right or wrong in this question though your answer must be related to the comprehension question and most importantly it should make sense.



Hi, kids!

It has been quite sometime you have practised your handwriting. Today you are required to complete Unit 1 : At School page 13.

Please make sure your handwriting is neat and do not forget to write your day and date.

Do message me if you have any questions.

Thank you and have a nice day.

Regards,



Dear students,

Kindly open your science Super Skills Exercise Book (Pages 49 and 50).

Students also can refer to Science Textbook pages 42 and 43 as a guide. Here I attach a video on how the animals protect themselves from danger or enemies.

For any inquiry, do not hesitate to ask me through a comment or direct message. Good luck everyone!

Best Regards,

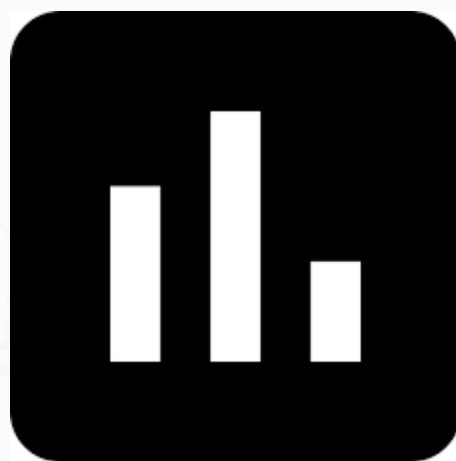
- Be clear about what you want to happen as a result of your message
- Be conscious of overwhelming parents and kids
- Give a reason why you want the kids to do something
- Personalise the messages and activities



1. The MCO has been extended and the school is continuing the home-based learning that commenced on 23.03.2020.

2. Pupils participation varies from 100% in some classes, to as low as 60% in others.

3. Teachers have been sending reminders to parents' schoology accounts, when there is no response from the pupils.

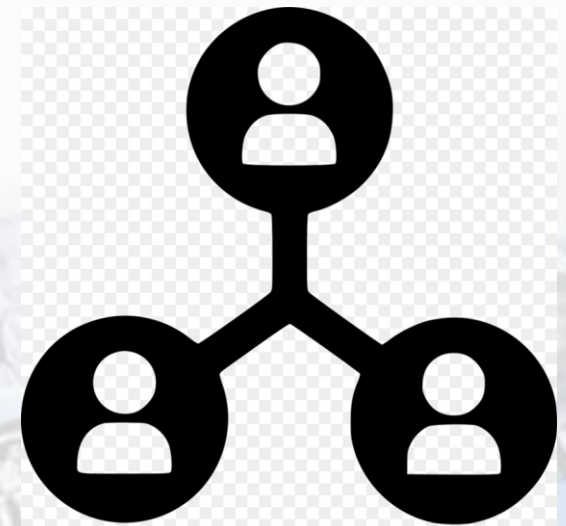


**Why are students not doing the work?**



**What can we do about it?**

**Is it even our responsibility?**





## **EASY**

1. Simple messages
  2. Breaking down complex goals
  3. Reduce friction cost
- E.g: Make it EASY for parents to do*

## **TIMELY**

1. Communicate at the right time for parents, not just for you
2. Demonstrate immediate impact of learning through targeted feedback

**A**

## **ATTRACTIVE**

1. Personalise messages
2. Make it fun!
3. Be creative

**E**

**S**

**T**

## **SOCIAL**

1. Statistics to show similar people also do desired behaviour
2. Online groups showing positive behaviours
3. Commitment to others
4. Collaborative learning

Forwarded

◆◆◆ NOTICE ◆◆◆

**BASIC CLASS (ALL)**

24 TUESDAY - 21st APR 2020

05:30pm - 07:30pm (2 hours)

Please Wear Taekwondo Dobok

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16:53



## Tae Kwon Do

Give your kids the chance to hang out with their friends on Zoom while doing TKD.

Last week, we had **8 of your 11 class mates**.

What: 45 min fun TKD Zoom

When: **6 to 6:45** (we know you're busy during the day!), **tomorrow (Friday, 24th April)**

Where: Follow this link [zoom.meeting.123456](https://zoom.us/j/123456)

Who: **Frank, we need you!**

Mummy & Daddy, we have sent a calendar invite to your email address. Please accept and **let Microsoft remind you**. One less thing to worry about.

08:05 ✓✓



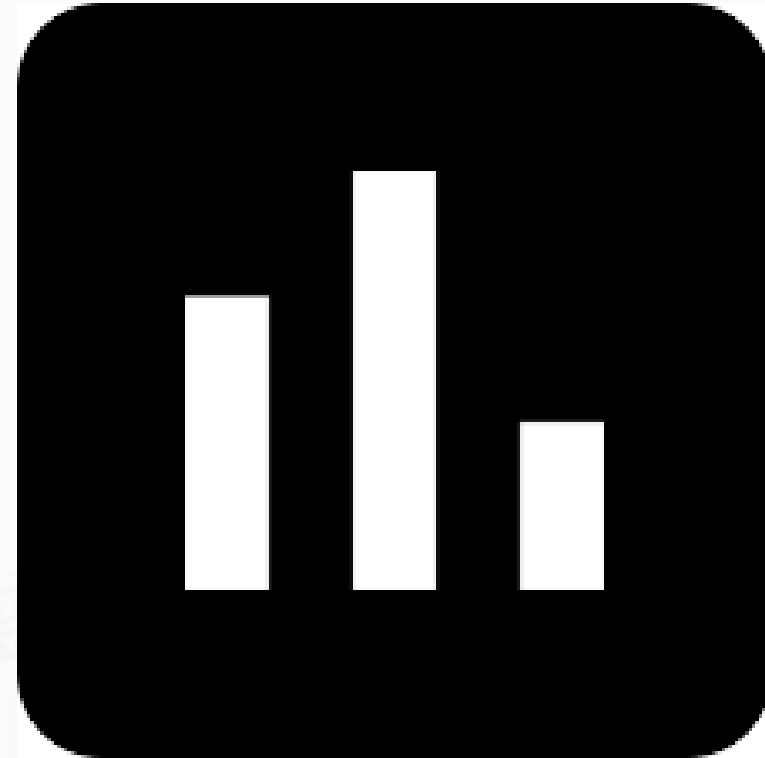
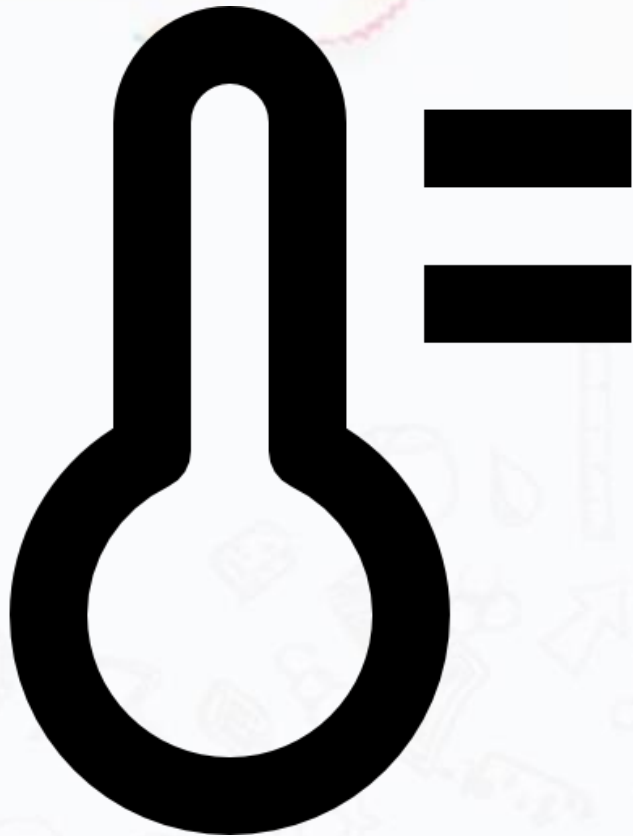
## Tae Kwon Do

Tomorrow @ 6 – There are **only 10 spaces**

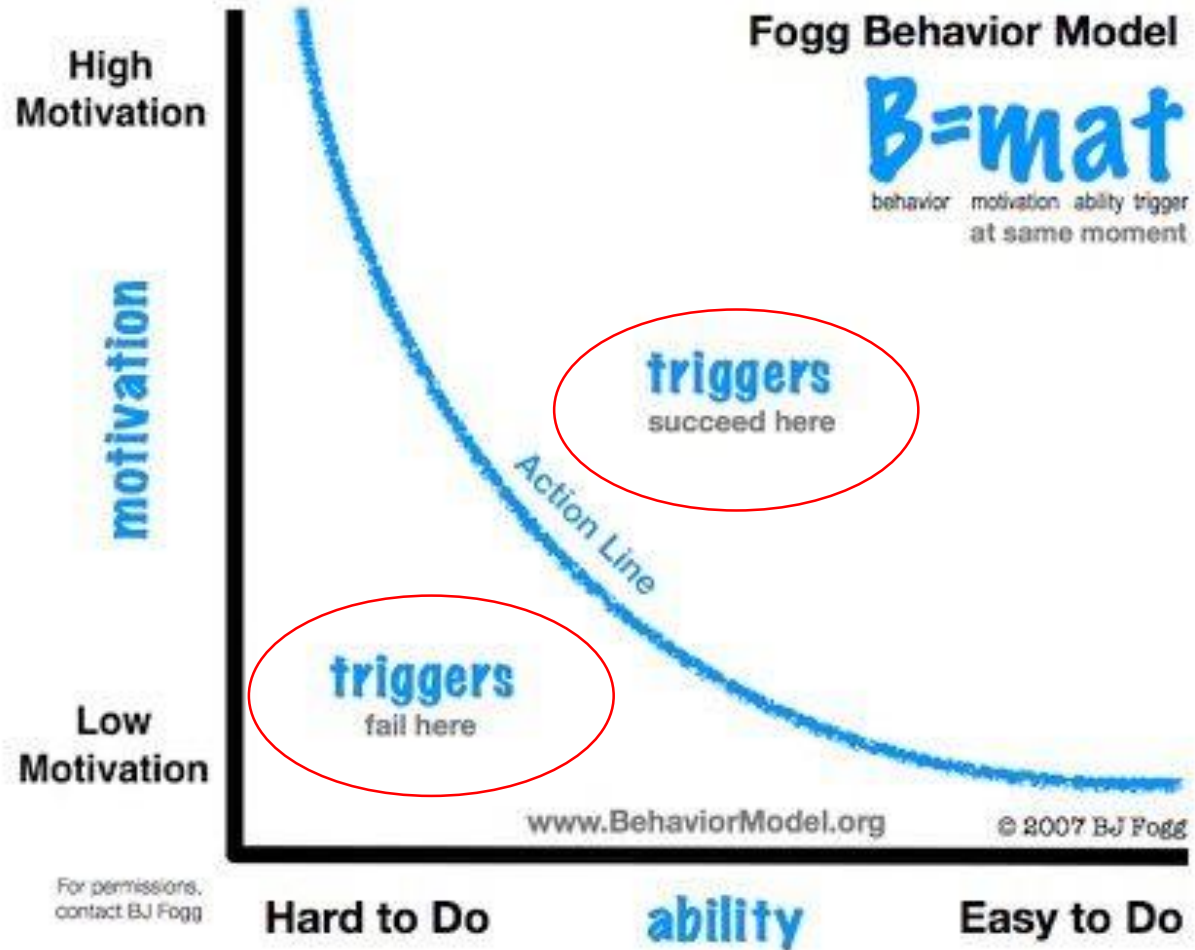
1. Danial
2. Hafiz
3. Nurful
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

11:17 ✓✓

# Temperature Test



Trigger = prompt (e.g. WhatsApp message)





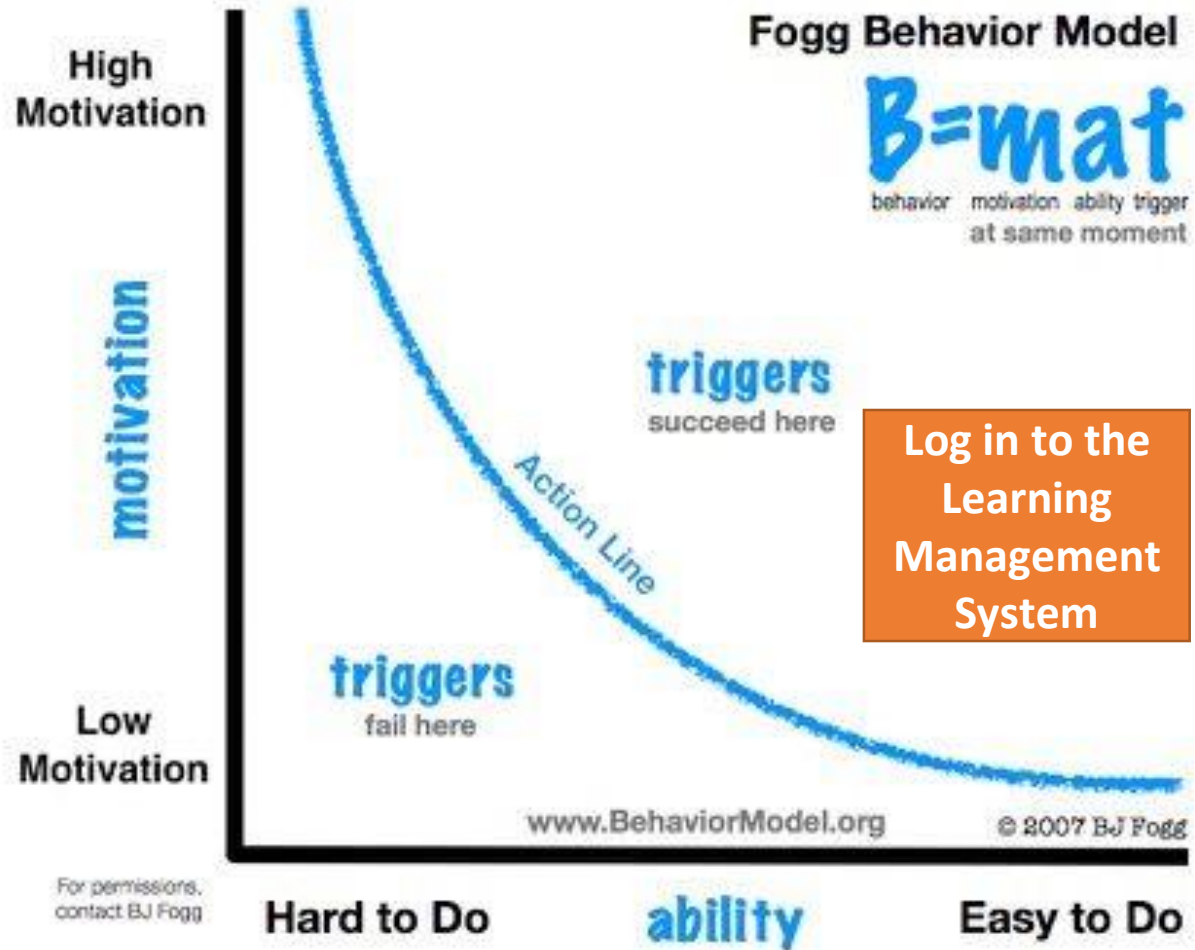
Trigger = prompt (e.g. WhatsApp message)



Learn a new  
Learning  
Management  
System



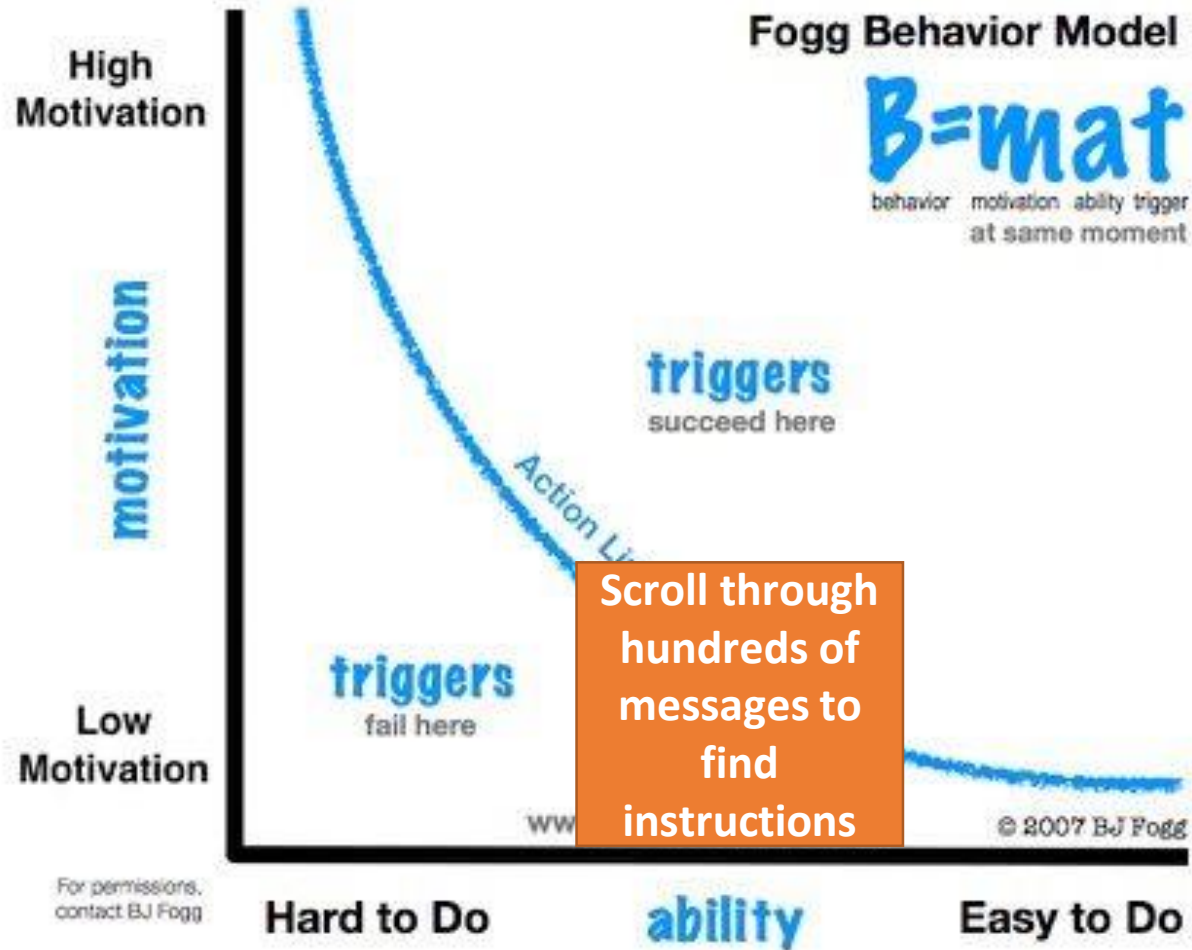
Trigger = prompt (e.g. WhatsApp message)



Log in to the  
Learning  
Management  
System

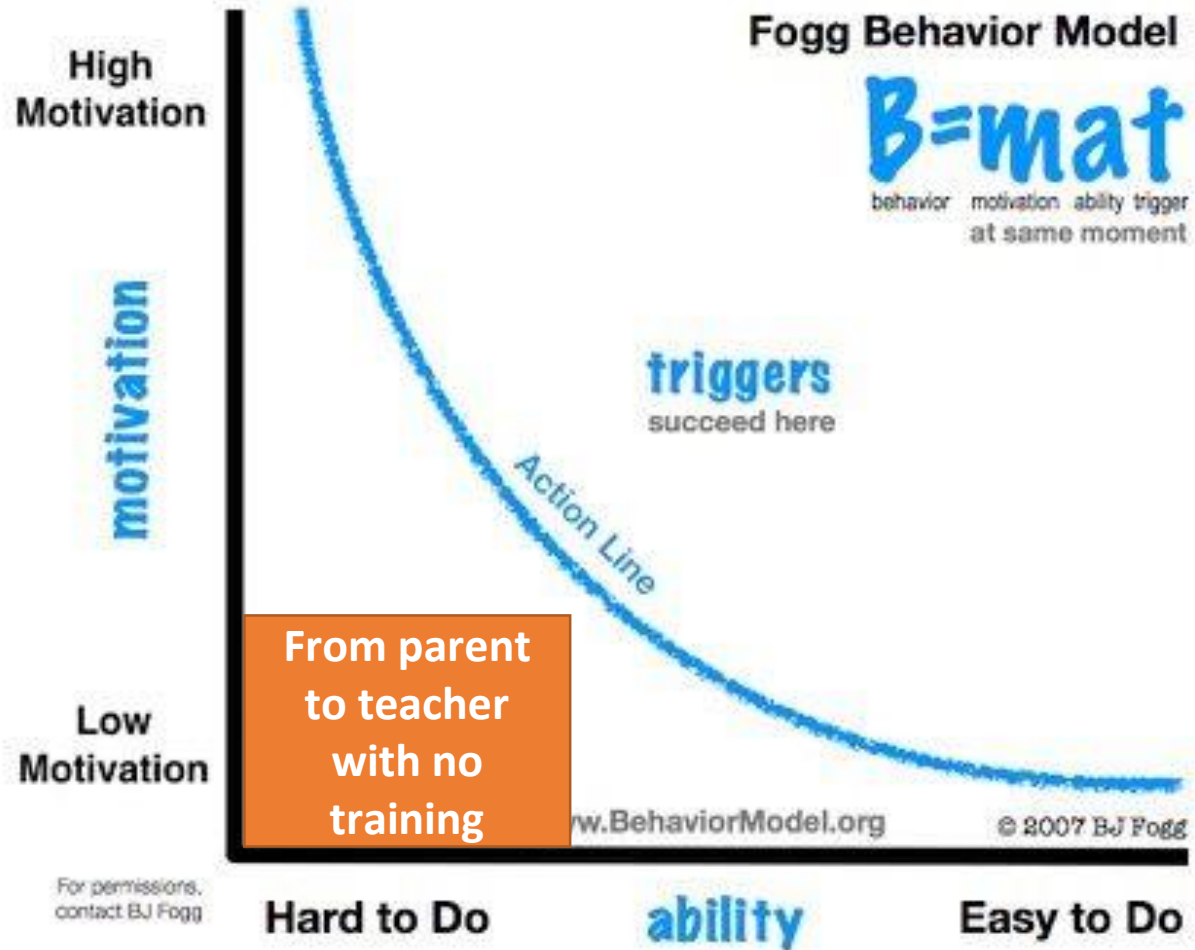


Trigger = prompt (e.g. WhatsApp message)



Scroll through hundreds of messages to find instructions

Trigger = prompt (e.g. WhatsApp message)

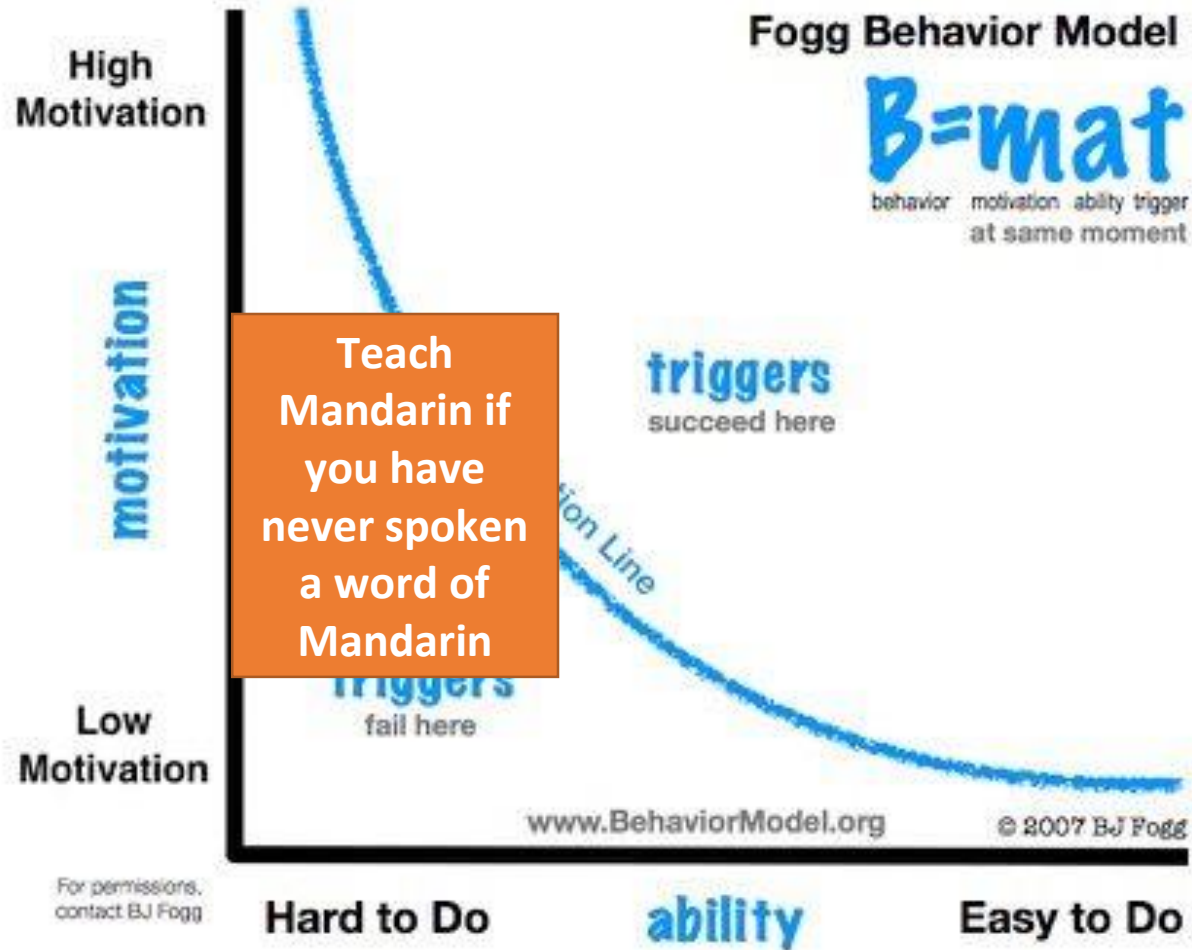


From parent  
to teacher  
with no  
training





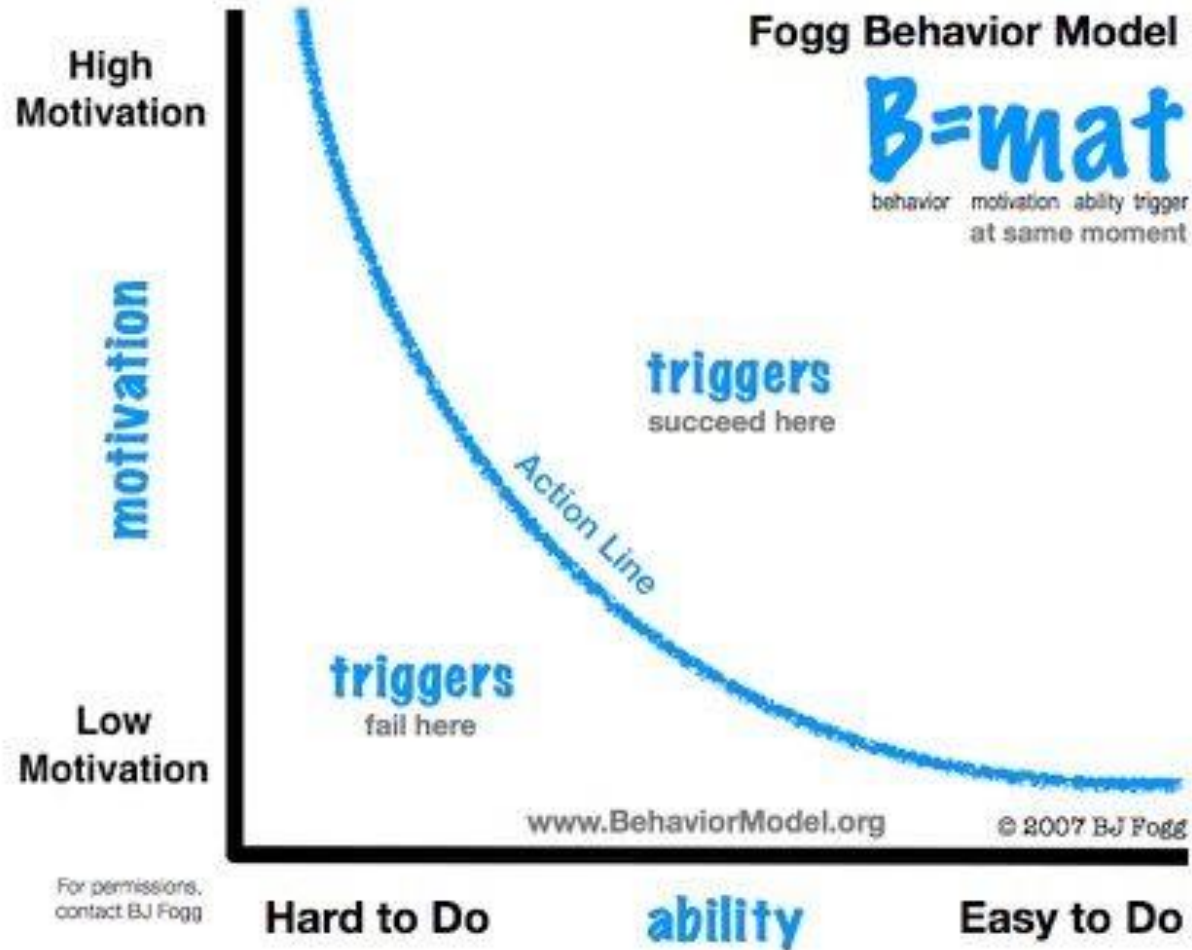
Trigger = prompt (e.g. WhatsApp message)



Teach  
Mandarin if  
you have  
never spoken  
a word of  
Mandarin



**Trigger = prompt (e.g. WhatsApp message)**



Learn a new  
Learning  
Management  
System

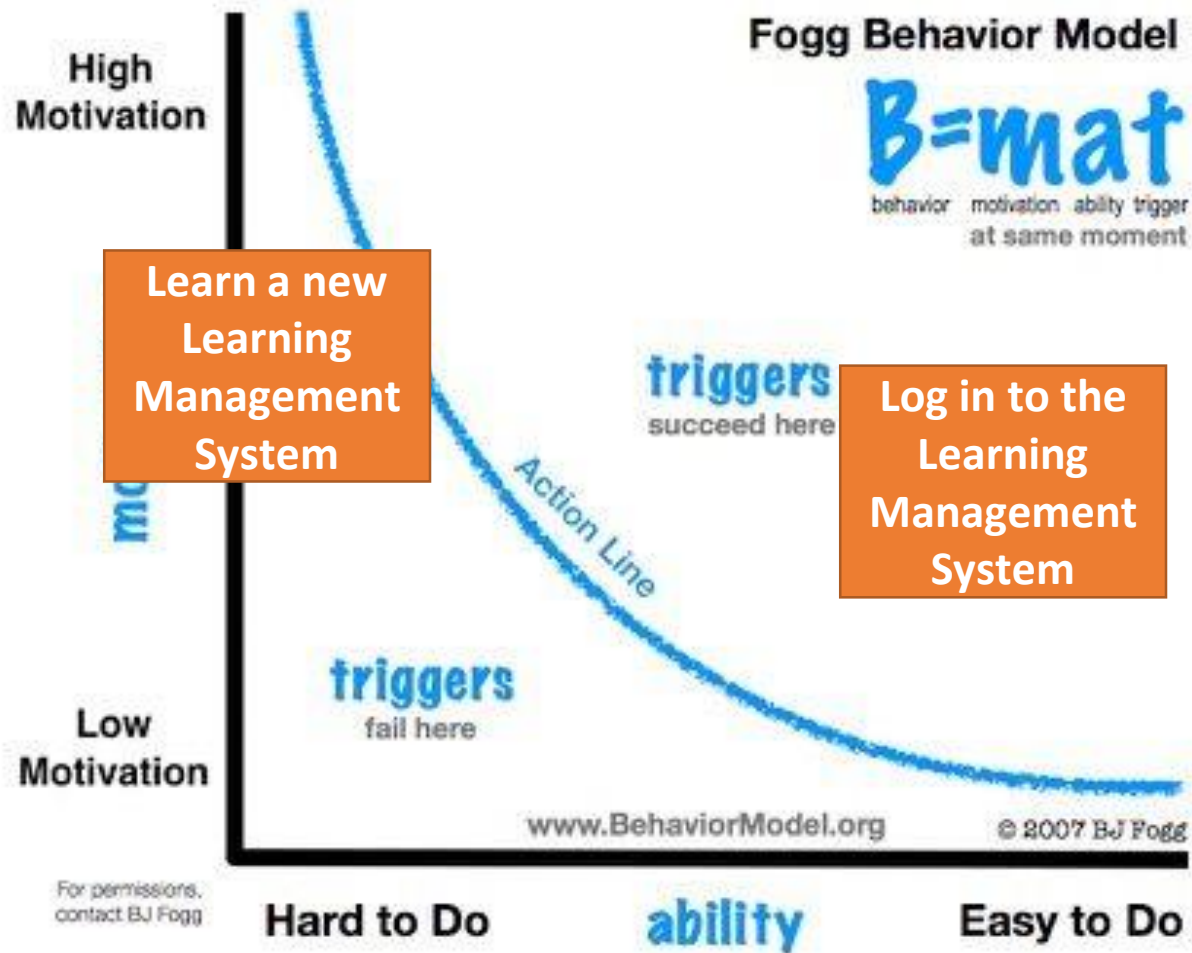
From parent  
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Log in to the  
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Teach  
Mandarin if  
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Scroll through  
hundreds of  
messages to  
find  
instructions

**Trigger = prompt (e.g. WhatsApp message)**



Learn a new Learning Management System



Log in to the Learning Management System

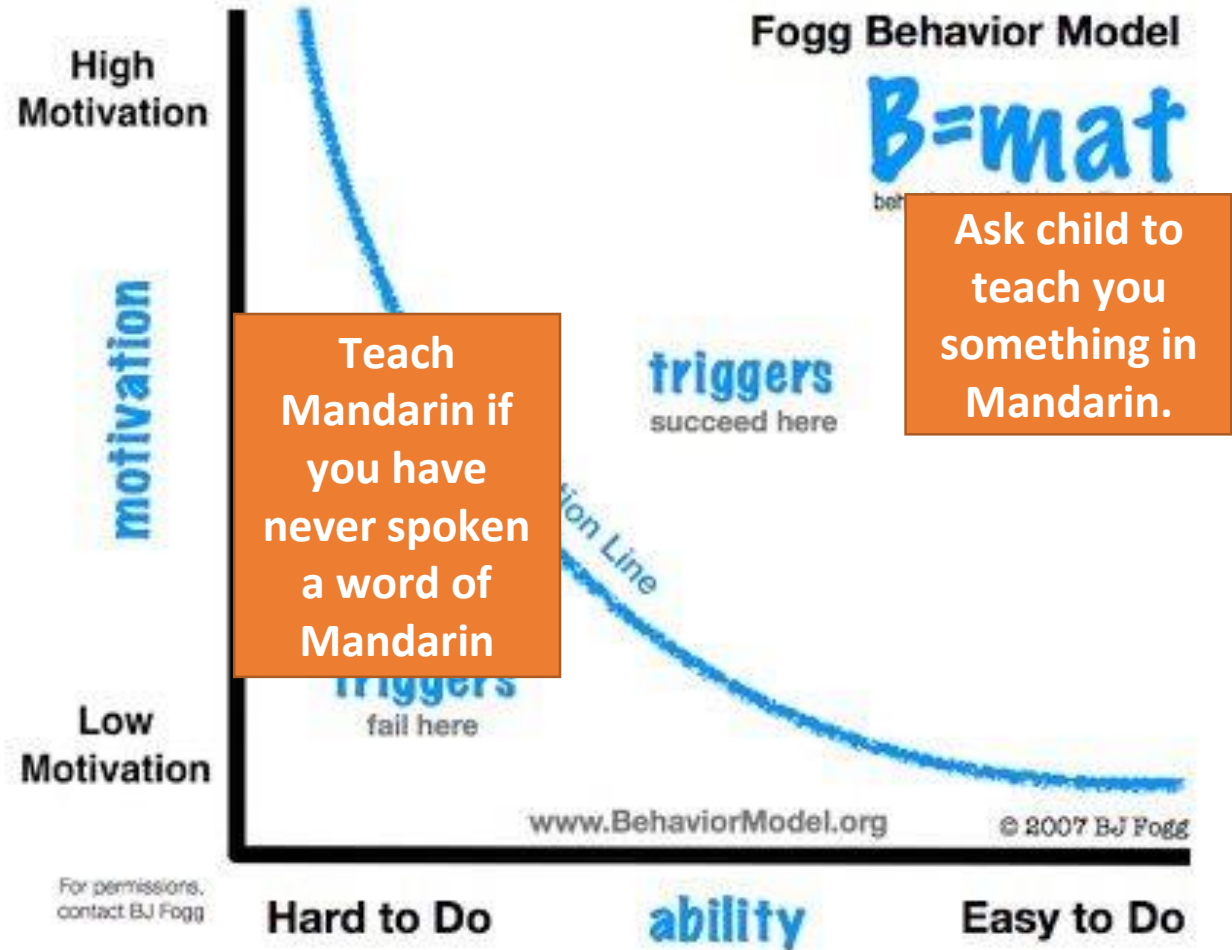
Dear parents,  
Today, we would like you to simply log on to the Learning Management System.

1. Find the username (your child's name + [2025@edu.my](mailto:2025@edu.my) e.g. [molly2025@edu.my](mailto:molly2025@edu.my))
2. Open your email to find the password (search your emails for the subject: Schoology Password)
3. Enter the username and password
4. Once you are in, click on the message icon in the top right corner
5. Send me a message saying hi 😊

Thanks parents. If we work together, we can ensure your child continues learning.

08:45 ✓

Trigger = prompt (e.g. WhatsApp message)



Teach  
Mandarin if  
you have  
never spoken  
a word of  
Mandarin



Ask child to  
teach you  
something in  
Mandarin.

Dear Parents,  
Most of you do not speak Mandarin. But do not worry. Your child can still make progress in Mandarin. Let's make it easy.

- 1) Ask your child to **teach you one thing in Mandarin**.
- 2) Ask your child to show you which page from their textbook they reached before MCO.

Thanks, parents. Together we can support your child.

11:32 ✓



# Summary



- Parents need our support
- Making communication and learning tasks that are **Easy, Attractive, Social, & Timely** **WILL** increase engagement
- Design communication and tasks that are **Motivating** for parents and that they have the **Ability** to do – then **prompt** parents to do the behaviour you want
- Build your parent community – make them your number one fans!
- Feedback link in the chat box



**Questions?**