

PTA[®]

everychild. one voice.[®]

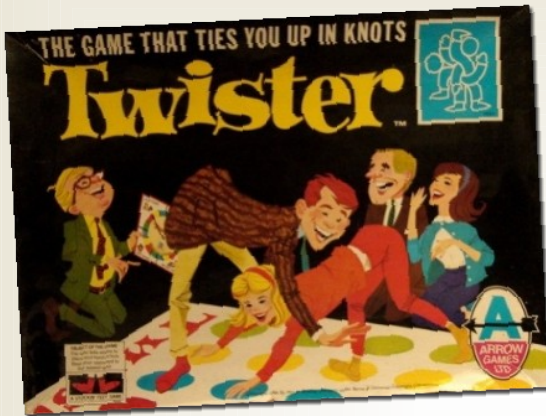


everychild.one voice.®

Education: America in Crisis

Presenter: Byron V. Garrett, PTA National CEO

Do You Know How to Use These?



But Do You Know How to Use *These*?



Who's Online?

By Age:

- 18-29 (90%)
- 30-49 (85%)
- 50-64 (70%)
- 65+ (35%)

By Ethnicity:

- white/non-Hispanic (75%)
- black/non-Hispanic (59%)
- English-speaking Hispanic (80%)

By Location:

- urban (74%)
- suburban (77%)
- rural (63%)

By Household Income:

- <\$30k/year (53%)
- \$30-49k/year (76%)
- \$50-74k/year (85%)
- >\$75k/year (95%)

By Education Attained:

- less than high school (44%)
- high school (63%)
- some college (84%)
- college+ (91%)

Who's Using Social Media?

Facebook

- 10 million users
- 4th most trafficked site in the world
- age 25 & up was fastest growing group in 2008
- every week, 100 more people become "fans" of PTA

MySpace

- 10 million users

Twitter

- 3 million users

LinkedIn

- 25 million users

Parents & Baby Boomers

Baby Boomers: from a Parenting Perspective

- indulgent toward children
- came from a culture of social crusading and rebellion
- significantly higher divorce rate than previous generations
- view financing child's college education as parental responsibility
- more “working moms” than any previous generation
- emphasized children's emotional fulfillment (as opposed to financial independence)

Parents & Generation X

Gen X: from a Parenting Perspective

- “helicopter” parents – always hovering closely, never out of reach
- value a sense of family missing from “latch key” childhood
- vastly more tech-savvy than any previous generation
- five times as many parenting books published today as in 1970
- continued trend of many “working moms”
- use the Internet to research child-rearing issues through task-oriented activities (product review sites, online shopping, etc.)

Parents & Generation Y

Millennials: from a Parenting Perspective

- having “close family relationships” is important
- raised in a culture that stigmatized “hands-off” parenting
- as babies, they were considered “special”
- believe they can change the world – helping others is important
- everything is (or should be) interactive and communal
- use the Internet to research child-rearing issues through connecting with other moms (blogs, video-sharing, online communities, etc.)

21st Century Students, 20th Century Education?

Generation Y in the classroom

- short attention span
- resistant to memorization
- learning style is holistic, kinesthetic, visual – averse to print

How Do You Teach Them?

- learner-centered, not instructor-centered
- group-based activities
- classroom blogs, subject-related YouTube videos
- less lecturing, more engagement

Post-Generation Y

- If we're not up to speed with Gen Y, how will we teach the next?

First in Athletics!



Missing in Math & Science

2006 OECD study of 30 countries:

- **U.S. 15-year-olds rank #25 in math**
- **U.S. 15-year-olds rank #21 in science**
- **U.S. is statistically significantly below the OECD average in math and science**



Why PTA?

Uniting Families, Schools, and Communities

- 112 years as a powerful voice for children
- Over 5 million members across the world
- Local units in 26,000 communities
- *Still* the largest volunteer child advocacy organization in the U.S.
- Great history of accomplishments...

This is Why

Since 1897, PTA has helped...

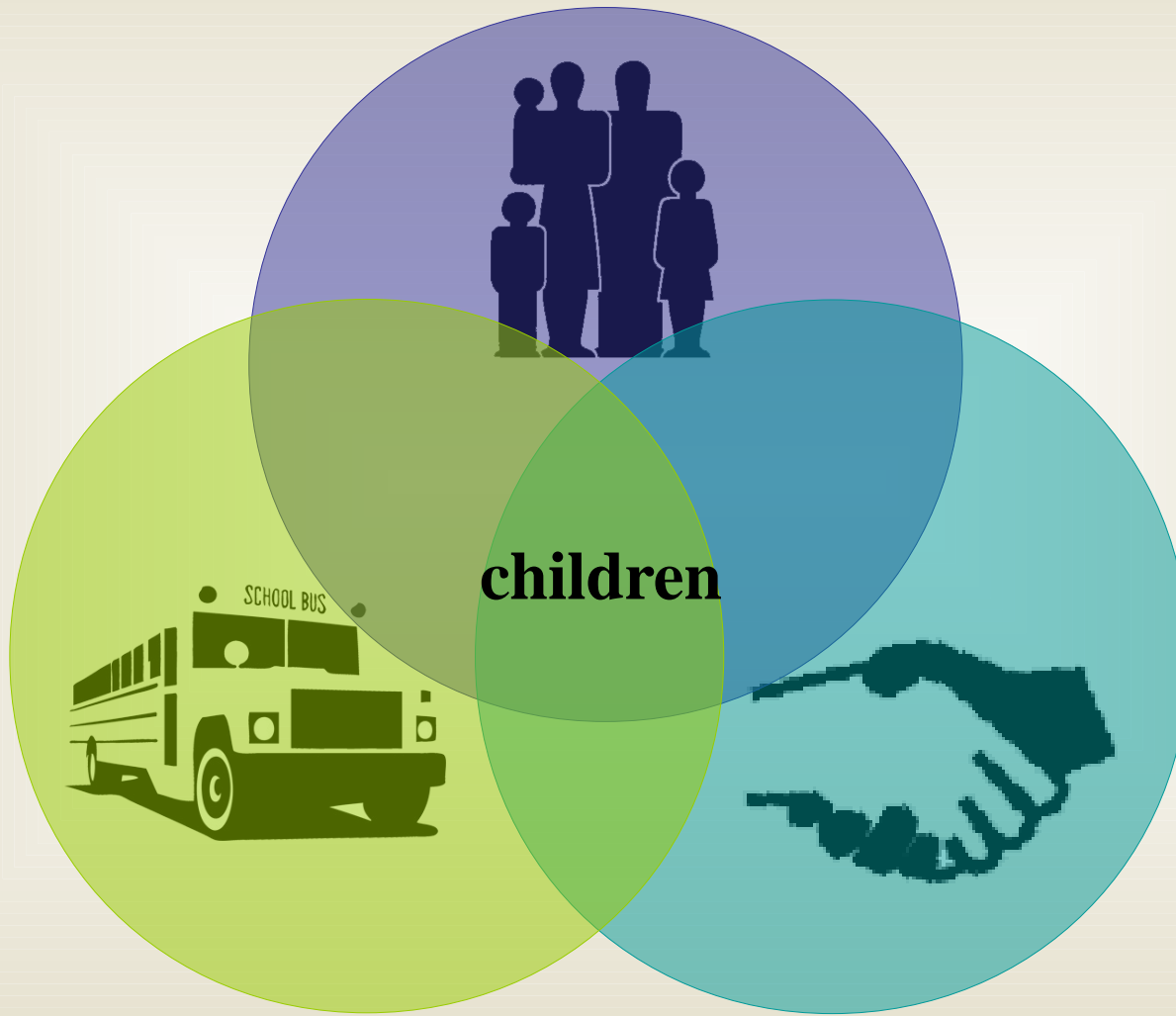
- create a juvenile justice system in America
- establish a national hot lunch program
- make kindergarten part of the public school system
- reduce infant mortality rates
- bring parent groups to segregated schools – 30 years before Brown vs. Board of Education
- develop and distribute the Salk polio vaccine
- establish the United Nations
- spread good-will worldwide as official U.S. ambassadors

Parent Involvement = Student Success

The Connection Between Parents & Achievement

- Research shows: when families are involved in their children's learning (at home and at school), children do better in school
- Race/ethnicity, class, parent's level of education are not factors in the effect of involvement on student success
- All families can contribute to their children's education
- PTA encourages all families to get involved

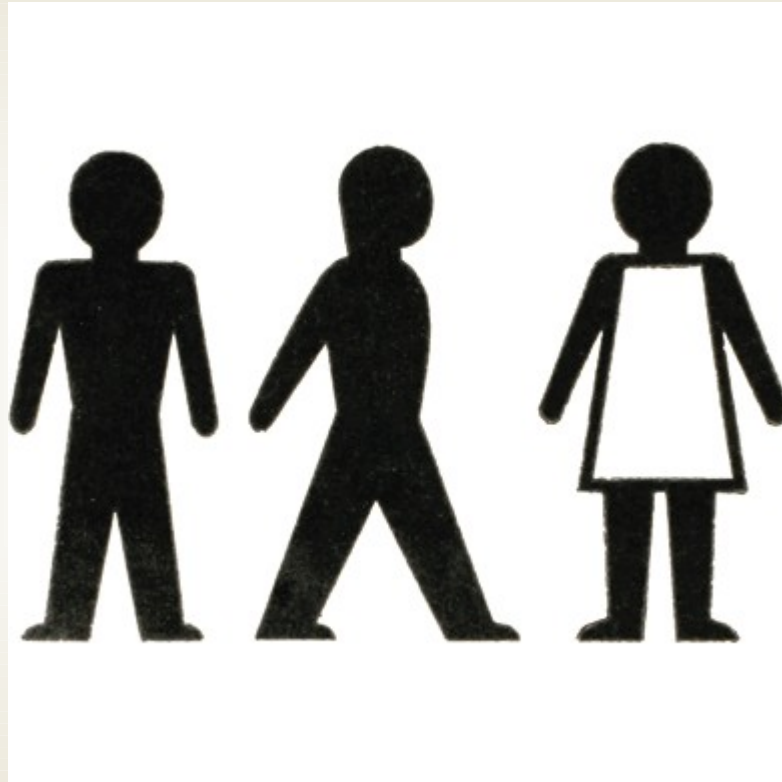
Family-School-Community



8am-3pm vs. 3pm-8am



One Out of Three...



Not Your Mom's PTA

Leading the Way In the 21st Century

- providing a voice for every child
- raising involvement in urban areas, and with more dads
- working with more businesses
- engaging more community members
- promoting diversity and cultural competence
- connecting with the digital natives

(800) 307-4PTA (4782)

www.pta.org

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