



Technology Use

- Most popular tech tools for parents: computers, cell phones, email, search engines and news websites
- 25% of parents admit that they play video games on a weekly basis
- 70% visit a school or district website weekly
- 1/3 are turning to parent education websites regularly for information and support
- Over 50% of parents are satisfied with the amount of technology at their child's school and the online safety protections in place; over 2/3 of the parents are not satisfied with the priority placed on technology use at their school, the amount of time their child spends using technology at school and how well technology is integrated into core academic subjects.
- Online predators, inappropriate websites and privacy issues are the top concerns for parents regarding their students' use of technology.
- If they were on a tech committee at a school, parents say that the best financial investments would be in:
 - Computers in classrooms
 - Software to support curriculum
 - Useful school website
 - Advanced computer classes for students
 - Tools to help parents and teachers communicate

Communications

- 41% of parents want school information and updates "pushed" out to them via email – only 13% want information to come via the traditional printed flyer sent home in a backpack
- 57% say that they are most likely to be at home when they pick up online info or emails from their child's school or teacher – 31% however say they are at their workplace
- 77% believe students should be allowed to bring a cell phone to school for emergencies and connecting with parents on rides home and after school activities – but they should be turned off during the day. Only 56% of teachers buy into that same policy.

Science, math and 21st century jobs

- 55% believe that all students need a good understanding of math and science to be successful in the 21st century.
- Parents have significant concerns about their child's future:
 - 37% worry about the impact of global job competition for their children
 - 44% worry about their child getting into a good college – 31% believe that their child is going to need more than a 4 year degree to get a good job
- A majority of parents (52%) do not believe that their child's school is doing a good job of preparing their child to compete for jobs and careers of the 21st century – and they have a long list of their own ideas on how to fix this situation.

Additional profile data on our Speak Up Parents

Involvement in their children's schools:

- Member of a PTA or other parent support group or booster club – 29%
- Volunteer regularly in the classroom – 13%
- Attend school board meetings – 6%

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