

Parent Engagement in *Family Literacy*

Family Literacy relies on family relationships to engage users. Parents who are naturally willing—even eager—to set aside time on a regular basis, soon realize they are opening doors for their children they had no idea existed. They learn to read, for example, from a series of activities (think of lego-like building bricks), taking them inexorably toward a new understanding or big idea!

Once one of their children has created a learning goal and they sign off on it, parents will be motivated to log into the program to check on his or her progress. Once children see a little success (our activities take only 2-5 minutes each), they gain motivation to keep going. And once adults see their children learning, they become inspired to try a few activities themselves.

The sequence of events to create engagement therefore, looks like this:

1. The organization's Learning Center Admin creates a Family Admin and any other known learner accounts and notifies the Family Admin that they can use the program.
2. The Family Admin creates accounts for any other learners who want to try it.
3. Learners create learning goals, and their family members sign off on those goals.
4. Learners use the software.
5. The Family Learning Company checks reports for use and notifies the customer.
6. Family members encourage each other to continue use to completion.

In addition, there are numerous *Family Literacy* features designed to engage users:

1. **Goal setting:** All learners are asked to set goals for themselves before starting the learning activities, and a family member must sign off on that goal. By recruiting others to support goals, every learner has a family member aware of, and involved in, their effort.
2. **Videos:** Our introductory video explains why it is important for family members to work together, and each product introductory animation shows in an engaging visual manner how to use that product.
3. **Multiple logins:** The family is the key to engagement, and research supports this. That is why *Family Literacy* encourages multiple family members to log in at the same time to use the program together on one screen.
4. **Collective mastery:** *Family Literacy* gives every logged-in family member individual credit for what the team does, displayed as green stars for mastery.
5. **Family reports:** *Family Literacy* allows family members to see the progress other family members are making, engaging them in each other's learning, as well as their own. Parents can see their children's reports—and children can see their parents' reports.
6. **Constructivist approach:** *Family Literacy* provides the means for learners to share their writing, and to share learning activities they create themselves, with family member. Few experiences are more engaging than creating things for the entire family.