

FOR IMMEDIATE RELEASE

October 20, 2016

CONTACT

caitlin@whiteboardadvisors.com

202-479-7177

Survey Finds Boston Parents Value Technology in the Classroom and Want to Extend Use of Technology at Home

New poll shows near universal support among Greater Boston parents for the expanded use of technology as a valuable tool for personalized learning.

BOSTON, MA – The Learning Assembly, a national network made up of education nonprofits including LearnLaunch Institute that helps educators rigorously implement and assess innovative tools to support teaching and learning, today released the results of a national parent survey designed to gauge parent perceptions of technology in school. In a Greater Boston-specific set of findings, 95% of parents believe in the application of technology to tailor student learning.

Parents in Greater Boston show strong support for technology in the classroom, and a large majority (93%) support its greater use for learning. Access to technology is on the rise, with 63% of parents in Greater Boston saying technology has been used more in their child’s school in the past several years. Of these parents, 61% note an increase in access to devices, compared to 51% nationwide. Further, 89% of Boston parents say they want to increase access to education technology outside the classroom in order to extend learning time, compared to 84% nationally.

“Teachers are increasingly interested in engaging students and personalizing learning for them using technology,” said Eileen Rudden, Board Chair of the Boston-based [LearnLaunch Institute](#), focused on piloting edtech tools in Boston schools and growing the education technology ecosystem to drive innovation.

The attitudes of Greater Boston parents mostly reflect those of parents across the nation:

- 84% of parents nationally say they want their child to have access to educational technology outside of school to extend learning time beyond the school day, 89% of Boston parents want the same. Today, 1 in 3 parents of children who use devices in school in Boston and across the country report that their children have more opportunities to learn outside the classroom.
- Among parents nationally who say technology is being used more in their child’s school, 64% say it has become more integrated into the way teachers teach and students learn; 70% of Boston parents say the same.
- 41% of parents nationally say digital communication is the most frequent way they communicate with teachers (including email, text, and digital applications), while 33% of Boston parents communicate digitally with their child’s teacher.

Ann Koufman-Frederick, Director of Educator Initiatives at LearnLaunch Institute observed, “The teachers we work with say they understand their students’ learning needs better. They also report that students are more excited about learning since they began using instructional software that makes learning more personalized.”

The Learning Assembly, which commissioned the national and Boston polls, is a network of nonprofit organizations working with schools across the country to improve learning outcomes by implementing and testing new tools and strategies in the classroom. The member organizations have developed pilot sites in cities like Boston, Chicago, and the San Francisco Bay Area.

Nationally, parents see a growing role of technology in schools, with 66% of parents indicating that technology use has increased over the past few years. The national survey shows that while 93% of parents believe technology is a valuable tool to tailor student learning, only 1 in 3 believe that schools are currently doing an excellent job using technology for this purpose.

The national findings reflect a shift, in recent years, from a focus on access to technology in the classroom to the purposeful implementation of technology that can help educators better engage students, differentiate instruction, and improve student learning. Parent views on technology, according to the survey, appear to vary based on the perceived quality of implementation. Parents who report their children's schools are doing an "excellent" job using technology to tailor learning are two and a half times more likely to report that their children learn more and that their children are more engaged than parents who report their schools are doing a "fair" or "poor" job.

Last school year, Learning Assembly member organizations, funded by the Bill & Melinda Gates Foundation, partnered with 101 schools and 368 teachers serving 13,400 students to pilot and evaluate education technologies and innovative teaching strategies. These organizations help schools select the right tools to support their goals, provide training and support for educators, and identify which approaches are improving outcomes for students.

Learn more at www.LearningAssembly.org.

The national poll was conducted by YouGov September 13 – 23, 2016 with a national sample of 1,000 parents with kids in public school and 250 parents with kids in public school in the Boston DMA.

About the Learning Assembly

We believe that by fostering collaboration between great educators and technology innovators, we can truly transform learning. The Learning Assembly members include Citizen Schools, Digital Promise, Highlander Institute, iZone, LearnLaunch, LEAP Innovations and the Silicon Valley Education Foundation. The members of the Learning Assembly collaborate with educators, edtech companies, and research partners to:

- Rigorously assess and curate the best edtech tools in the market
- Collaborate with teachers and schools to identify the best edtech tools to support teaching and learning
- Provide edtech companies with critical feedback from teachers and students to improve their products
- Raise the bar for quality in the edtech market by analyzing and sharing evidence of learning outcomes

About LearnLaunch Institute

LearnLaunch Institute catalyzes a community that drives innovation to transform learning and increase achievement. Our education innovation ecosystem mobilizes educators, entrepreneurs, learners, investors, and industry affiliates. As a nonprofit, the Institute offers learning opportunities, supports

services, and a school pilot network. We believe in expanding access to learning that is engaging, personalized, and effective. Edtech is a critical component of achieving this vision at scale. For more information, visit www.learnlaunch.org. LearnLaunch Institute is a part of LearnLaunch.

About LearnLaunch

LearnLaunch is dedicated to connecting, supporting, and growing the education technology ecosystem to drive innovation and transform learning. We are a vibrant community, delivering educational events, a selective accelerator program and a collaborative co-working space. We are based in Boston, a world education hub. For more information, visit www.learnlaunch.com and follow LearnLaunch on Twitter at @learnlaunch.com.

###