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# Dare to Do the Digital Dance: 21st Century Tools for Responsive Parenting Education

**Minnesota Rural Education Association Conference**
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# Introductions

- Name

- Where you work

- What is your favorite dance?

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# What are you seeking to learn and/or what are your expectations for this session?

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[The T-Mobile Dance!](#)

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# On a Continuum…

## Comfort Level with Technology

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*"I Need Dance Lessons!"*

*"Ready for Dancing with the Stars!"*

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# Dare to Do the Digital Dance Objectives

- **Brief overview of the iParent**

- **Parent resources (webinars, podcasts, videos and social media)**

- **Strategies for outreach, education and support**

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# Engaging the iParent

Come in We Are Social!

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# Engaging the iParent: Who's Online?

- 80% men, 76% women online (>18 years)
- 80% White, Non-Hispanic
- 71% Black, Non-Hispanic
- 68% Hispanic (English and Spanish-speaking)

- 94% are 18-29 years
- 87% are 30- 49 years
- 74% are 50-64 years

PEW Research Center (August 2011)

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# Engaging the iParent:
# Who's Online?

- People of color are significantly more likely to use social media (70% v. 60%)

- People of color outpace whites in mobile Internet technology (70% v. 50%)

- Nearly 50% of African American Internet users go to a social networking sites daily (1/3 of Caucasian)

Source: PEW Research Center (September 2010)

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# Let's Talk About Lower-Income Populations
# (Less than $30,000 household income)

- 1/3 of people making <$20k per year are not online at all.  Non-users are heavily dominated by older adults.

- 1/3 go online, but don't have broadband at home.

Source: PewResearch Center, 2013

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# Let's Talk About Lower-Income Populations
# (Less than $30,000 household income)

- 32% accessed the internet for free from somewhere other than home in the last 12 months.

- 81% say it is "very important" for the library to provide free access to the internet & computers.

- 35% have used the internet or a computer at a library in the last 12 months.

Source: PewResearch Center, 2013

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# Cell Phone Internet Use

- Nearly 2/3 of cell phone owners use their cell phone to go online

- 1/3 of these cell internet users *mostly use their phone* to access the internet, as opposed to other devices like a desktop, laptop or tablet computer.

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# What are Cell Phone Owners Doing?

- 81% send or receive text messages
- 60% access the internet
- 52% send or receive email
- 50% download apps
- 49% get directions, recommendations, etc.
- 48% listen to music
- 21% participate in a video call or chat
- 8% "check in" or share location

Source: PewResearch, 2013.

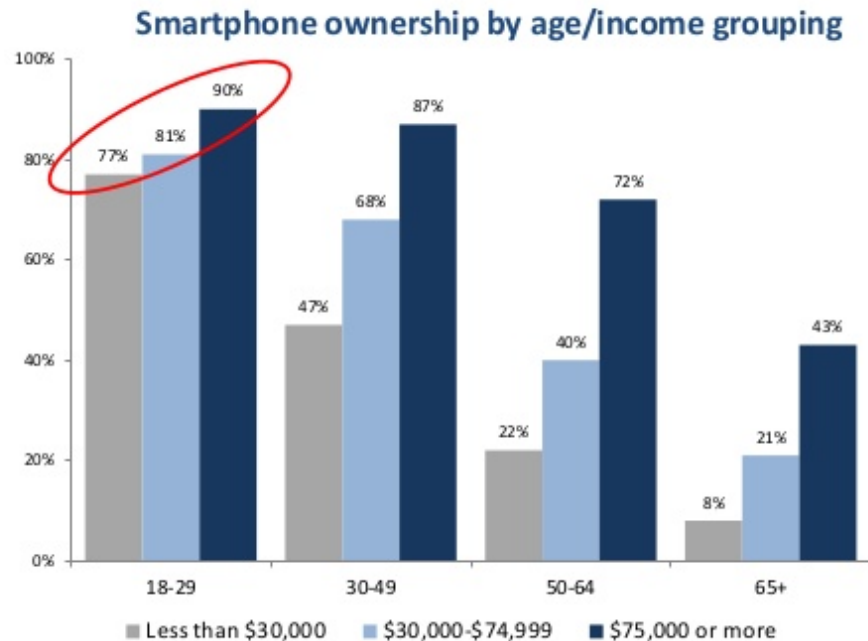Lifetrack
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# But Mobile Devices Are Also Playing a Big Role



Smartphone or non-smart phone? Depends on your income...
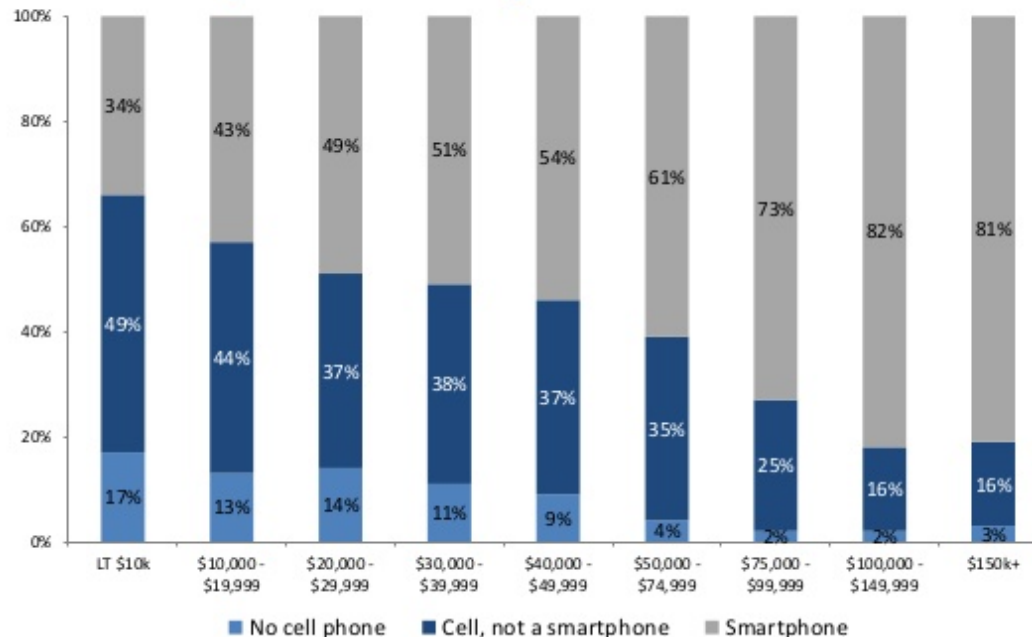
# Smartphone Ownership by Age/ Income



...but especially your age

Smartphone ownership by age/income grouping

# Engaging the 21st Century Parent (iParent): Who's Online?

- Parents are more apt to use social media than non-parents for almost everything

- Staggering 462% increase in social media among mothers between 2006-2009

- Moms consider the Internet to be their "essential" media

- Moms spend more than 2.5 hours online daily

Source: NM Incite, a Nielsen/McKinsey Company (September 2011)

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# Early Learning Counts Results Project in Partnership with MDE

Where do you find information when you have parenting concerns? (could check more than one)

- 79% Internet

- 28% Parenting Class

- 52% Family/Friend

- 39%  Other

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# Early Learning Counts Results Project in Partnership with MDE

Have you ever attended ECFE?

- 54% yes
- 46% no

Where are you located?

- 24% Twin Cities
- 76% Other

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# Early Learning Counts Results Project in Partnership with MDE

What prevents you from participating in ECFE?

- The times offered for the classes/seminars conflict with my work schedule.

- It doesn't fit into my schedule. I work during the day and I want to be at home with my children and family in the evenings.

- My mom brings my son to an ECFE class while I'm at work. Evenings are pretty hectic to try to do ECFE courses at night.

- It seems that all the moms that go get to stay home with their children… and makes the moms feel bad that have to work for a living.

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# On a Continuum…

## Use of Technology in Parenting Education

←——————————————————————————————→

*"What's a 'Dance Card'?"*

*"My Dance Card is full!"*

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# Engaging Parents

[The Web is what you make of it](#)

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# Staying Connected with iParents

# Parent Resources and Tools

- [Help Me Grow](#)
- [Tufts Guide](#)
- [Mom Enough](#)™
- [Zero to Three](#)
- [Parent Further](#)

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# Parent Resources and Tools

- [LifeBalance Solutions](#) (Solutions for Parents)

- [Early Learning Counts Webinars](#)

- Early Learning Digest

- Getting Ready for Kindergarten Activity Calendars

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# Online Parent Education (ECFE)

- Minneapolis Public Schools

- Rochester Public Schools - PAIIR

# What do you think?

How are you using technology?

How can technology/social media

be used for *outreach*?

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# What do you think?

What are the barriers you experience to using technology for *parenting education*?

# What do you think?

Are there ways in which ongoing communication, *support* and networking can be provided through Internet tools?

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# Online Community of Practice Example

- [Minnesota Coalition for Targeted Home Visiting](#)

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# New "Dances" for 2020…

- How will we support the iParent through parenting education?

- What would/could it look like?

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# Now on a Continuum…

Use of Technology in Parenting Education

*"Not sure that I want to dance…"*

*"Ready to rock n' roll!"*

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# [Dance with Me!](#)

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