

Online and Blended Learning: Helping Your Community Understand the Best of Both Worlds





Where are we today?

Nearly 93% of Households With School-Age Children Report Some Form of Distance Learning During COVID-19

Students you serve



Medically.
Fragile



Athletes



Homeschool

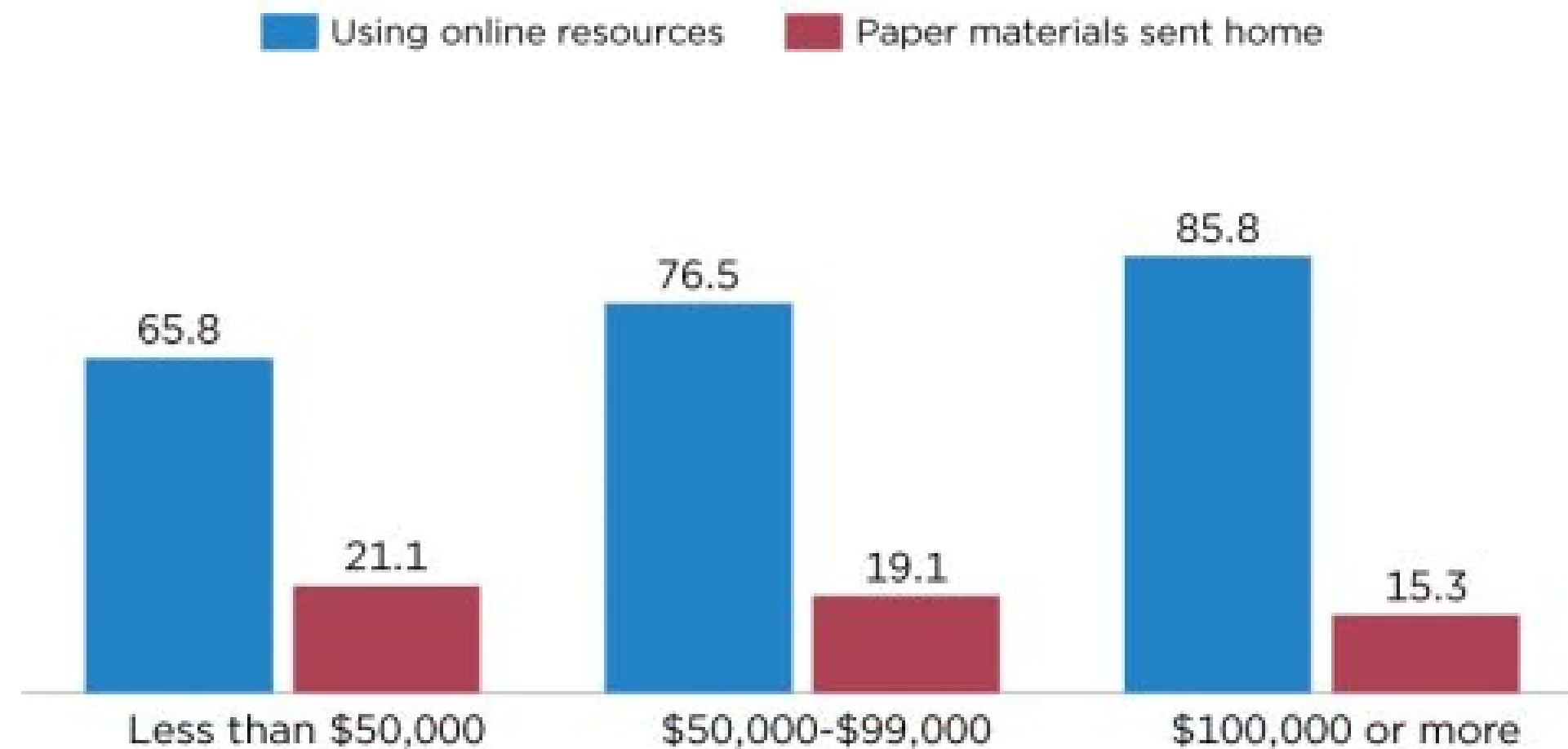
Unique Circumstances

One district reported they have a high population of immigrants who are afraid of the vaccine and therefore don't want their children going to school. 30% of population will stay home in the virtual learning environment!



What resources are available?

**Online Learning and Paper Resources Provided to School Children
by Household Income From May 28-June 2, 2020**
(In percent)



Note: Totals may not sum to 100% as the question allowed for multiple categories to be marked.
Source: U.S. Census Bureau, Household Pulse Survey, Week 5.

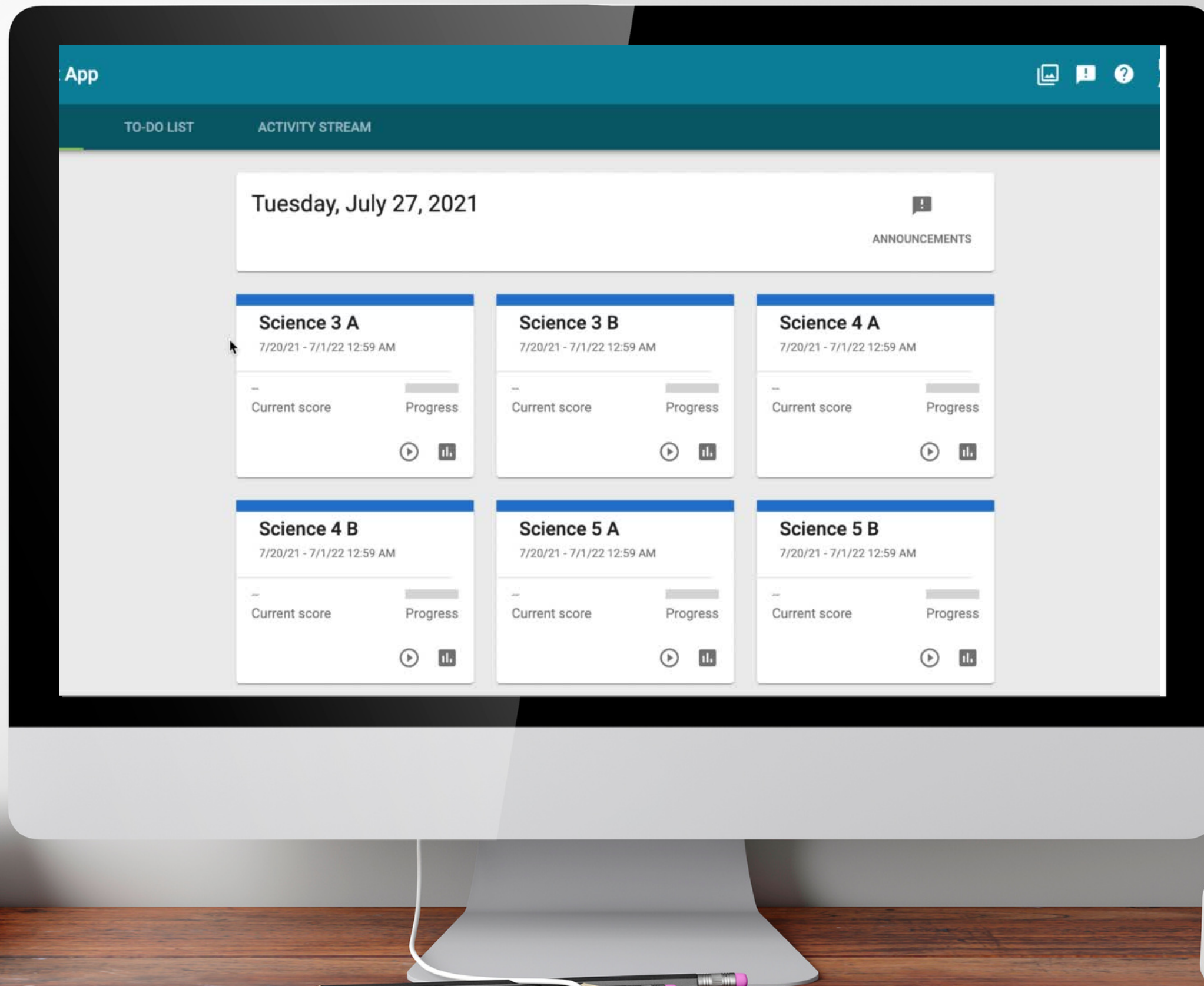
How do we engage these families?



What about a Family Engagement Session?

- Live Audience
- Active Q&A
- Polls/Surveys
- Platform Demo





STEP 1

WHO?

IDENTIFY YOUR
TARGET
AUDIENCE

STEP 2

WHAT?

ESTABLISH KEY
TALKING
POINTS

STEP 3

WHEN?

PICK
A
DATE

STEP 4

WHERE?

CREATE
THE
CONTENT

STEP 5

WHY?

CLEAR &
CONSISTENT
COMMUNICATION

STEP 6

HOW?

ORGANIZE A
FOLLOW UP
PLAN

Questions?



Thank you!

Lauren Lichtenberg

Family Engagement Specialist

Pearson Virtual Schools

lauren.lichtenberg@pearson.com

Rhiannon Delano

Oregon District Partnership Specialist

rhiannon.delano@pearson.com