

At Home Learning Initiative Phase II Update

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Background - Phase I to Phase II

Phase I - March 14, 2020 - July 31, 2020

- Featured curated content, aired on television.



**AT-HOME
LEARNING**

A Free Resource from PBS North Carolina

Phase II - August 2020 -

- CARES/ESSER I funds supported.
- Features NC teacher-generated content.
- Main components of Phase II include **Lesson Development, Learning Supports, Research & Evaluation, and Reporting & Dissemination.**



Background - Collaborative Partnerships

Essential Components of Literacy & Math Lessons:

- Standards Alignment (PK-12)
- Common Language (Science of Reading)
- Integrating Resources (Tech/Non-Tech)

Internal and External Partnerships:

English Language Arts & Office of Early Learning/Read to Achieve Literacy Consultants

UNC Literacy Fellows

WolfpackWORKS

Math Consultants

Publication Partnerships

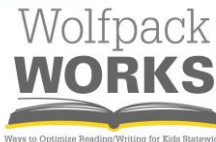


William and Ida Friday Institute
for Educational Innovation



THE UNIVERSITY OF
NORTH CAROLINA SYSTEM

NC STATE College of Education



Ways to Optimize Reading/Writing for Kids Statewide



North Carolina Department of
PUBLIC INSTRUCTION



PUBLIC SCHOOLS OF NORTH CAROLINA

State Board of Education | Department of Public Instruction

Phase II - Classroom Connection



Accessing the Phase II Content

- **#GoOpenNC**
 - Curated by Grade, Subject, Standard
 - Accessibility
- **YouTube Channel**
 - Organized by Grade, Subject, Standard
 - Open to Parents
- **UNC TV Broadcast & Classroom Connection Website**
- **Rethink K-12 Education Grant**

#GoOpenNC



RETHINK EDUCATION
North Carolina Department of Public Instruction



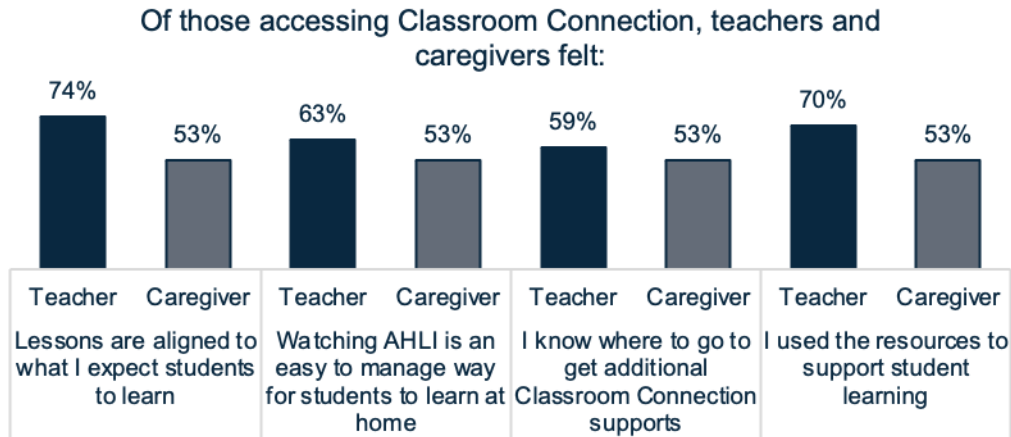
Program Evaluation Findings

- Content Curation & Development
- Internal Capacity Building
- External Impact
- Modifications to Existing Program
- Recommendations for Sustainability & Scalability



Content Curation & Development

- **41 NC** teachers from **22 counties** were showcased in Classroom Connection and Teacher Time
- Lessons were **adapted** for a broadcast setting
- **100% alignment** to NC Standards and learning frameworks
- Equity in **accessibility** and **ease of use**
 - Broadcast
 - Spanish translations
 - Easy to use



Note. Results show percent “agree” and “strongly agree.”



Internal Capacity Building

Designing, Planning, and Implementation

- Increased capacity of all partners to serve early learners across the state

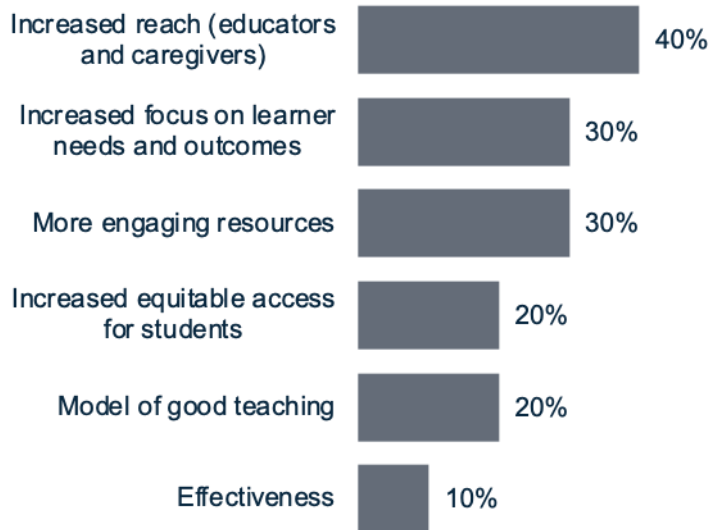
Impact on Lead Teachers

- Changes in reflection and teaching practices
- Positive impacts for students and families

Reach and Support Target Audiences

- Multiple platforms
- Close collaboration
- Strategic marketing

How has participating in the AHLI lesson development and filming impacted the way you support young learners?



Note. Taken from open-ended survey responses and includes multiple responses from individual teachers.



External Impact: Awareness & Use

26

Million

Impressions



Number of times
advertising & media
outreach appeared for
users

577,954

Total views in
Raleigh/
Durham
Market



- Weekdays
between 8am-
10am
- March- July 2021

82,357

Children and
families tuned
in for
Classroom
Connection



Total number of
households that
tuned in for at least
one broadcast

42,242

Page views
on PBS North
Carolina's
AHLI website



Number of times the
AHLI website was
accessed between
8/1/2020-8/31/2021



External Impacts: Skill & Engagement

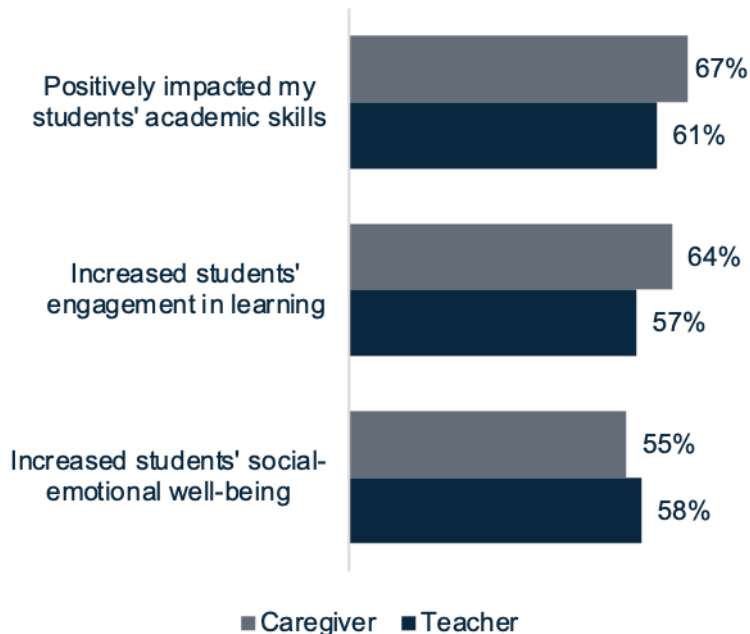
- **At-Home Learning Initiative Teachers:**

- Increased **reflection** on teaching practices
- **Integrated** AHLI lessons into their classrooms
- 100% felt lessons were useful and **positively impacted students' academic skills**

- **Caregivers and Teachers:**

- Resources were useful for supporting **student learning**
- Increased **student engagement, social-emotional well-being, and academic skills**
- PBS brand increased the **confidence** that caregivers placed on the quality of resources.

The teacher-led video lessons and resources have:



Modifications

- Highlight **accessibility supports** (e.g., Spanish translation, colorblind access)
- Improve website **navigation/add to PBS Learning Media** site (if possible)
- Modify program **schedules** when students are in school
- Provide additional **supports for caregivers**
- **Share information** earlier in the school year

Sustainability & Scalability

- Continue to provide **access** to lessons both **online** and through **broadcast television**
- Continue to **promote** the program through **diverse channels** (e.g., social media, through DPI, websites, etc.)
- Leverage existing and develop new **partnerships**
 - *PBS Stations* across the country
 - *Colleges of Education*
 - *State organizations* (e.g., Boys and Girls Club)



Concluding Remarks

- PBS NC, The Friday Institute for Educational Innovation, UNC Literacy Fellows, publishing companies, and DPI staff have been instrumental in this work.
- This partnership has resulted in 192 literacy and math lessons for North Carolina Teachers BY North Carolina Teachers.
- Select Classroom Connection Media Releases:
 - [Behind the Scenes](#)
 - [At Home Learning Initiative](#)



Questions & Comments

