

# Bridging the Communication Gap between Teachers & Parents

Creekside Middle School  
March 2021

## Problem:

**Sporadic** or **nonexistent** communication between teachers & parents

## Solution:

Help the middle school design an **app** for parents to stay updated on school news and their children's classes and activities.

## **Analytical goals**

WHY: Quantity impact on student test scores

HOW: Identify what parents want to know about

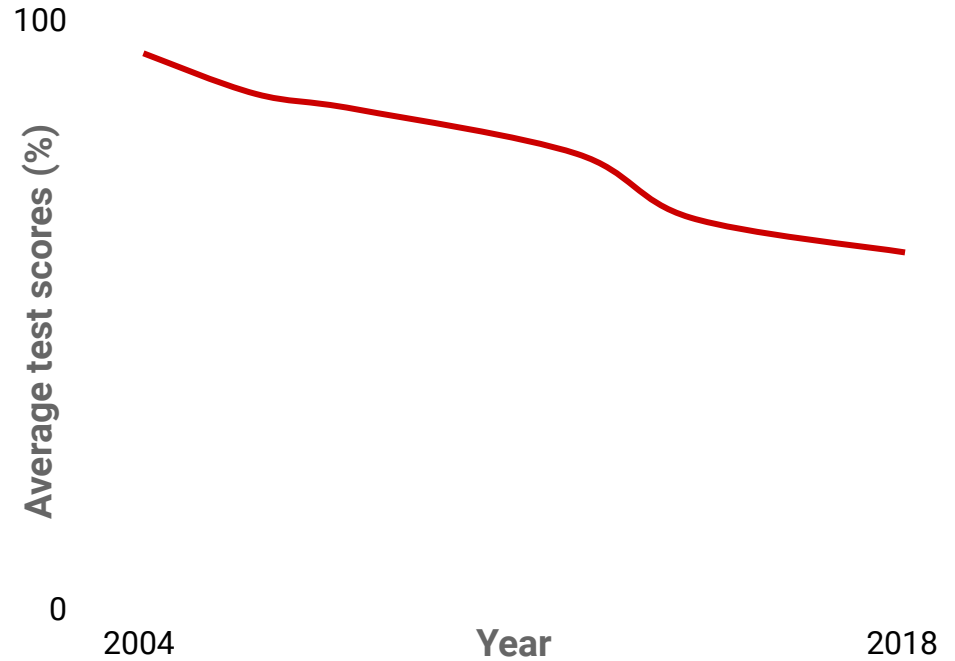
## **Analytical goals**

WHY: Quantify impact on student test scores

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## Downward Trend

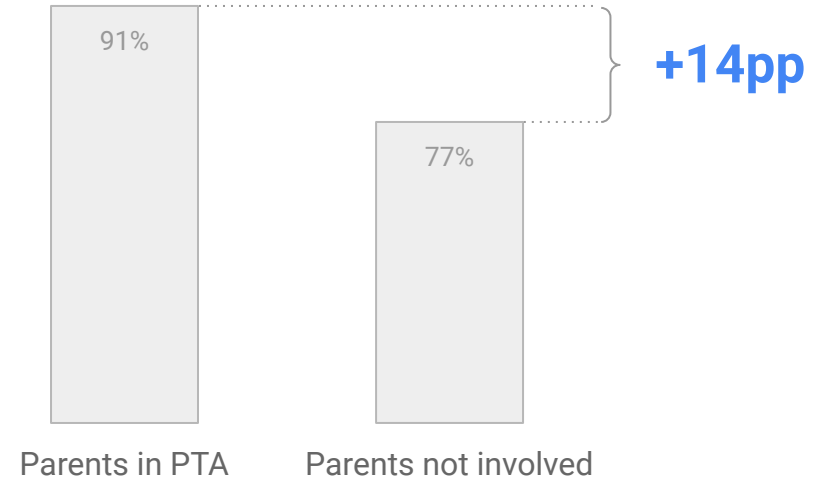
Student test scores have been **falling** since 2004.



Source: Average test scores from 2004-2018 annual state mandated tests at the end of the year (n=500 students)

## The Reason

Parental involvement has also dropped since 2004, despite a **+14pp** impact on average test scores.



Source: Average test scores from 2004-2018 annual state mandated tests at the end of the year (n=160 students)

Thus, we need to **increase parental involvement** to improve student test scores.

## **Analytical goals**

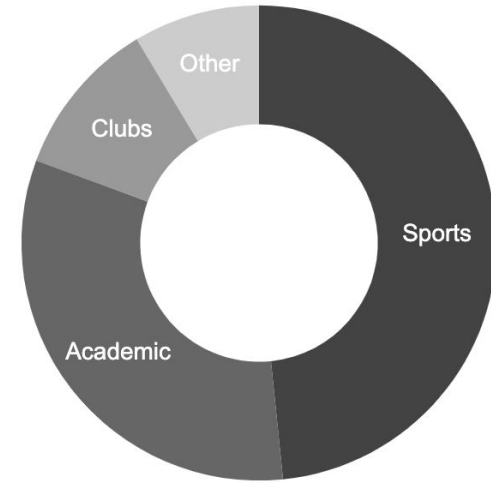
WHY: Quantity impact on student test scores

HOW: Identify what parents want to know about



## Student Activities

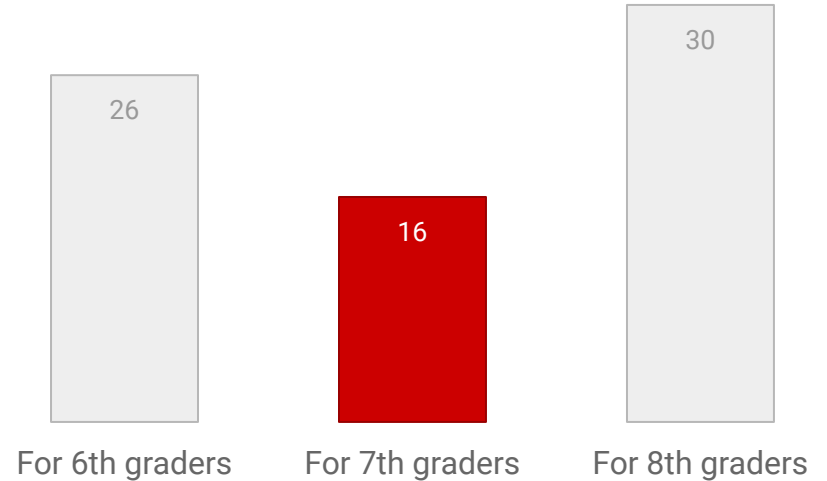
Most student activities can be grouped into **3 categories**: sports, academics, and extracurricular clubs.



Source: 2018 survey asking student what activities they are involved in during school hours (n=350 students)

## Prioritize 7th Graders

Currently, **7th graders** receive the least attention with the fewest number of news alerts published.



Source: Number of news alerts published on Creekside Middle School's website and newsletters in 2018

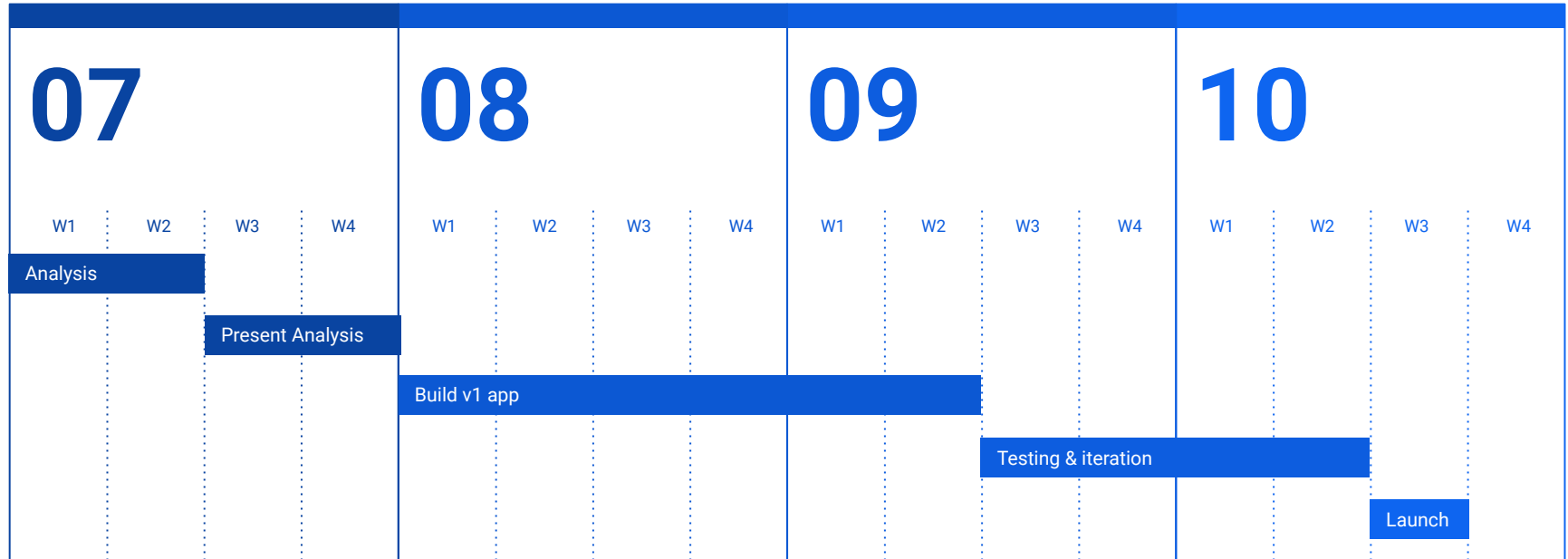
Thus, we should design our app with **3 tabs** for each category and prioritize our test launch for **parents of 7th graders**.

## **In Summary**

WHY: Parental involvement correlated with higher test scores.

HOW: Create 3 activity category tabs in app  
Prioritize v1 launch for parents of 7th graders

# Timeline of Events



## **Further Exploration for v2**

What is the impact of having multiple children enrolled in the same school?

What is the impact of having one caretaker involved vs. multiple?

Thank You.