



**Digital Educational Resources to Support Families
and Youth Achievement**
November 16, 2021



Agenda

1. Common Sense (Managing Media: Young Kids and Screens)

Vicki Saylor , Manager of Family and Community Education

Diane Jones Lowrey, Senior Director of Partnerships and Community Engagement | FACE Team

2. Get Schooled

John Branam, Executive Director

3. Q&A



Vicki Saylor
Manager of Family and Community Education
Common Sense Media

f: @CommonSenseLatino t: @CommonSenseEd





Managing Media: Young Kids and Screens

November 16, 2021



Takeaways



Media trends in early childhood



Strategies for healthier media and tech use



Common Sense resources to support families



Sneak peek at our Early Childhood Toolkit

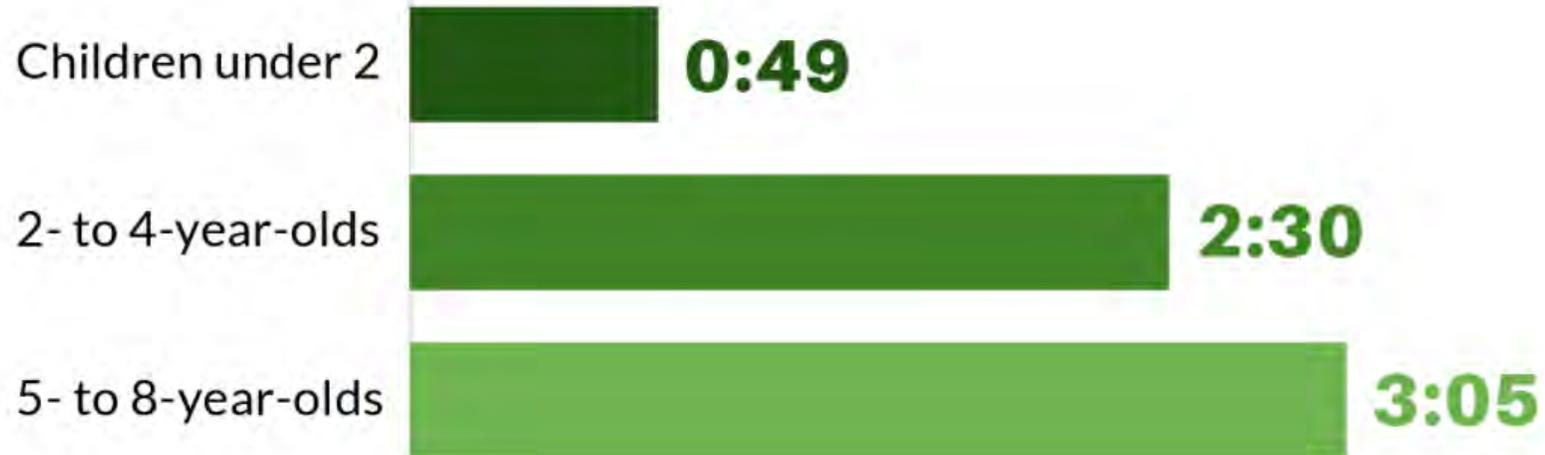
2020

**THE COMMON
SENSE CENSUS:
MEDIA USE BY KIDS
AGE ZERO TO EIGHT**





On average, children 8 and younger use about two and a half hours (2:24) of screen media a day.





Among 0- to 8-year-olds, 73% of their daily screen time is spent watching television or videos.

Rideout, V., & Robb, M. B. (2020). *The Common Sense Census: Media Use by Kids Age Zero to Eight, 2020*. San Francisco, CA: Common Sense Media.

Parents of 0- to 8-year-olds have overwhelmingly positive views of the screen media their children use.

Learning



Creativity



Social skills

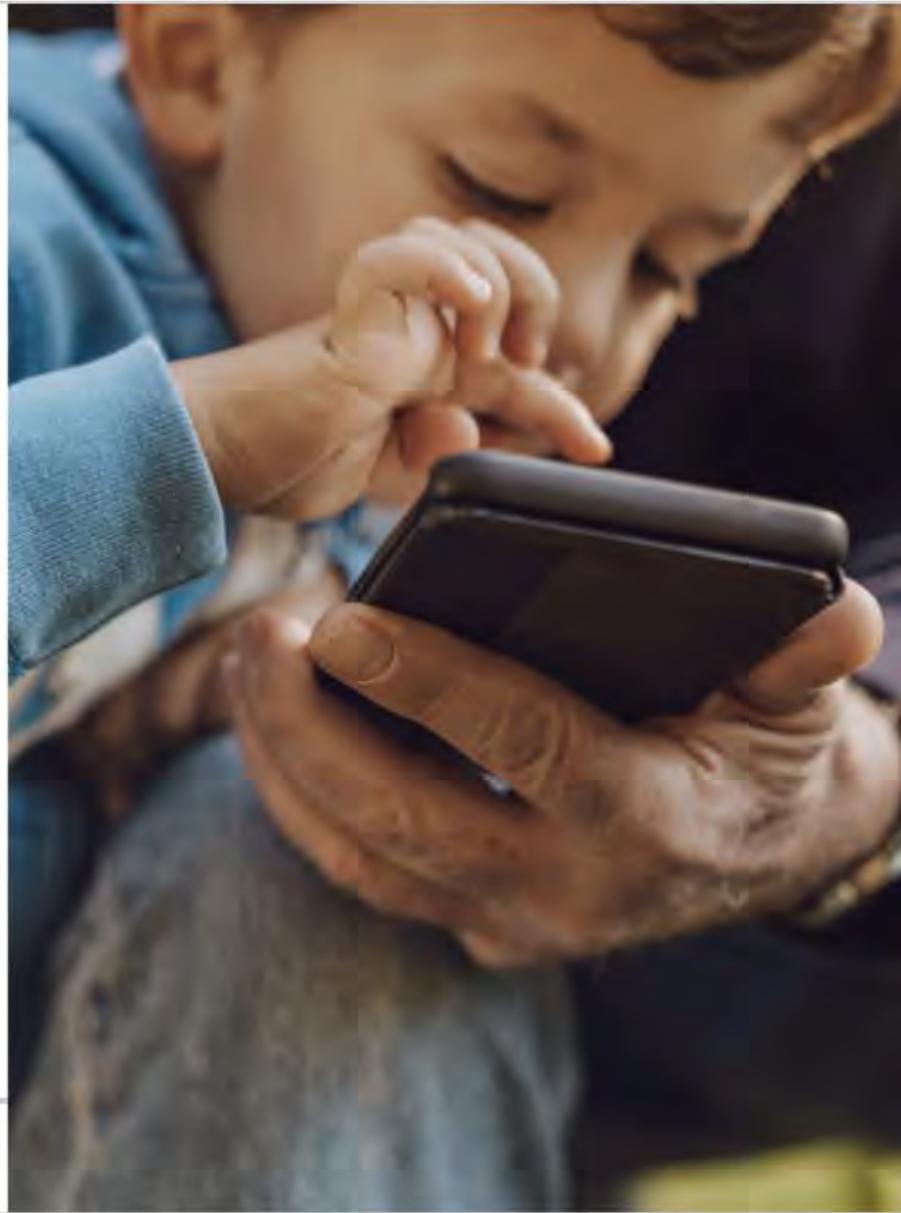


Physical activity



Note: Includes those saying media use helps or hurts "a lot" and "a little."
Doesn't show percent who say "Makes no difference one way or the other."

Source: [The Common Sense census: Media use by kids age zero to eight, 2020](#)



It is not about

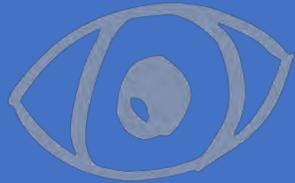
Screen Time

but how they are using tech

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Not all screen time is created equal

Passive



Interactive



Creative



Research demonstrates that when young children

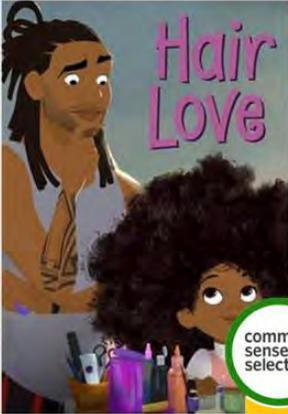
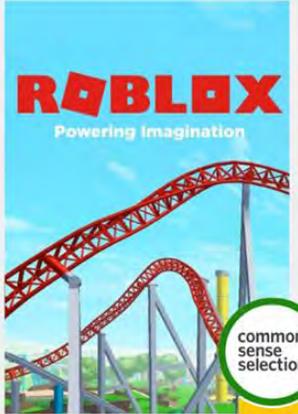
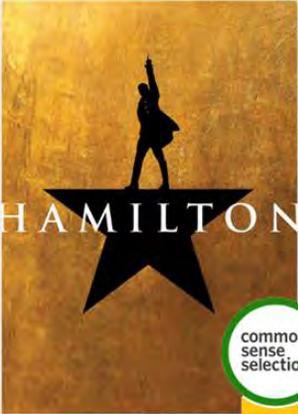
- Use high quality, educational media content;
- Watch, read, and play with an engaged adult who can scaffold learning;
- Balance screen time with other healthy activities

Media and technology can increase pre-literacy and pre-numeracy skills and support social and emotional learning.

 common sense®

Activity: Look up a movie, game, tv show, or app that you would like to know more about.

www.CommonSenseMedia.org
Ratings and reviews of children's content

| Books | Apps | Video Games | Movies |
|--|---|--|--|
|  |  |  |  |
| Book ✓ ages 3+ ★★★★★ | App ✓ ages 5+ ★★★★★ | Video Game ✓ ages 10+ ★★★★★ | Movie ✓ ages 11+ ★★★★★ |
| common sense selection FAMILIES | common sense selection FAMILIES | common sense selection FAMILIES | common sense selection FAMILIES |

common sense | latino

Activity: Find High Quality Digital Media



Find movies, books, and more ...



Sign in

Join

Donate

Movies & TV

Books

Apps & Games

Parents Need to Know

Latino

Research

About Us

Distance Learning

"BEST OF" LISTS

Get age-appropriate ideas and inspiration for every interest:

Best Movies for Kids

Best TV for Kids

Best Streaming Picks for Kids

Best Books for Kids

Best Apps for Kids

Best Games for Kids

Best Websites for Kids

Best Music for Kids

Best for Character Development for Kids

Best TV: Our Recommendations for Families

A cozy night of family TV calls for some really great shows, and we've got them. Whether you're looking for classic kids' TV, educational series, or just something -- *anything* -- new to watch, our "best TV" lists are full of shows that will capture the whole family's attention.

All ages | Preschoolers (2-4) | Little Kids (5-7) | Big Kids (8-9) | Tweens (10-12) | Teens (13+)



Best Kids' TV Shows and Movies on Peacock

NBCUniversal's streaming platform offers fantastic series and fun films -- ads optional.



TV About Racism and Social Justice

These shows can help you start an important conversation.



Feel-Good Family TV Shows

Put some sunshine into your streaming.



Black Lives Matter Movies and TV Shows on Netflix

Stream these.

"Best of" Lists





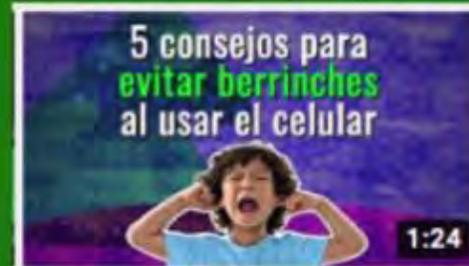
@CommonSenseMedia
@CommonSenseLatino



Helpsters: TV Review



5 Things Parents Should Know About Zoom



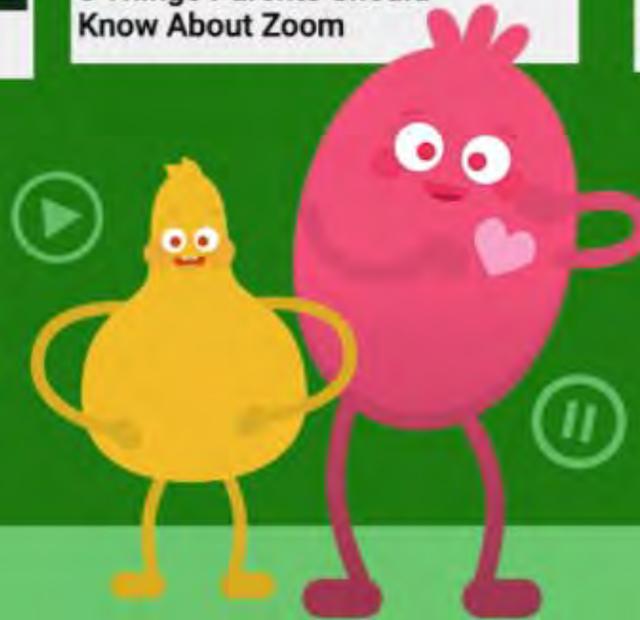
¿CÓMO EVITAR BERRINCHES CON EL CELULAR?



Reseña de Canticos: una serie bilingüe para niños...



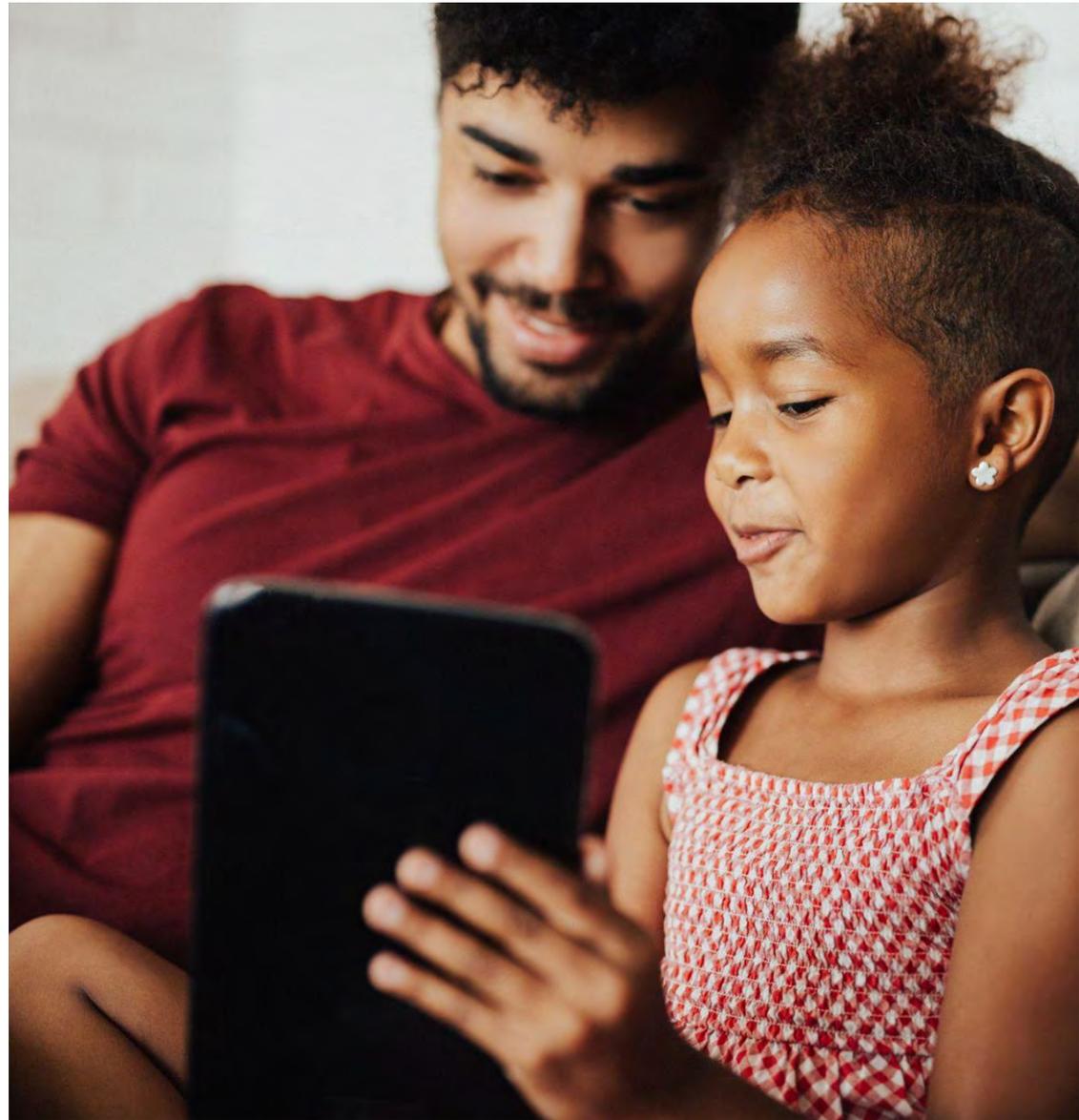
3 APPS de lectura para NIÑOS de PREESCOLAR



Co-view/Co-use

The practice of using media and technology together.

- Creates a safer online experience
- Helps identify any critical issues
- Reinforces family values
- Encourages conversations
- Increases trust and bonding
- Promotes learning and making connections



Practice Balance

 common sense®

Family Activity: Review expectations

COMMON SENSE MEDIA

Family Media Agreement



I, _____, will:

... take care.

- I will take care of the device I'm using and tell my family if it's broken, stolen, or lost. As a family, we have agreed on the consequences if I lose or break a device, and I understand those consequences.
- Unless I have paid for a device with my own money or it was a gift, I understand that the device belongs to the family member(s) who bought it.

... stay safe.

- I will not create accounts or give out any private information — such as my full name, date of birth, address, phone number, or photos of myself — without my family's permission.
- I will not share my passwords with anyone other than my family. I will ask my family to help me with privacy settings if I want to set up devices, accounts, or profiles.
- If anyone makes me feel pressured or uncomfortable or acts inappropriately toward me online, I'll stop talking to that person and will tell a family member or other trusted adult about it.

... think first.

- I will not bully, humiliate, or upset anyone online — whether through sharing photos, videos, or screenshots, spreading rumors or gossip, or setting up fake profiles — and I will stand up to those who do.
- I know that whatever I share online can spread fast and far. I will not post anything online that could harm my reputation.
- Whenever I use, reference, or share someone else's creative work online, I will give proper credit to the author or artist.
- I know that not everything I read, hear, or see online is true. I will consider whether a source or author is credible.

COMMON SENSE MEDIA

Acuerdo familiar sobre el uso de los medios



Yo, _____, me comprometo a:

... cuidar mis dispositivos.

- Me comprometo a cuidar el dispositivo que estoy usando y a avisarle a mi familia si se rompe, me lo roban o lo pierdo. Como familia, hemos acordado cuáles serán las consecuencias si pierdo o rompo un dispositivo, y entiendo esas consecuencias.
- A menos que haya pagado mi dispositivo con mi propio dinero o que me lo hayan regalado, entiendo que el dispositivo le pertenece al miembro de mi familia que lo compró.

... no correr riesgos.

- No abriré cuentas o daré información privada — por ejemplo, mi nombre completo, fecha de nacimiento, dirección, número de teléfono o fotos — sin el permiso de mi familia.
- No compartiré mis contraseñas con personas que no sean de mi familia. Si quiero configurar un dispositivo, una cuenta o un perfil, le pediré a mi familia que me ayude con las configuraciones de privacidad.
- Si alguien me presiona, me hace sentir incómodo o tiene comportamientos inadecuados hacia mí por Internet, dejaré de hablar con esa persona y se lo contaré a un familiar u otro adulto de confianza.

... pensar primero.

- No agrediré, humillaré o enfadaré a otros por Internet — ya sea compartiendo fotos, videos o impresiones de pantalla, haciendo correr rumores o chismes o creando perfiles falsos — y me enfrentaré a quienes lo hagan.
- Sé que todo lo que comparto por Internet se puede difundir rápidamente a todas partes. No publicaré nada por Internet que pueda dañar mi reputación.
- Cada vez que use, mencione o comparta el trabajo creativo de otra persona por Internet, daré al autor o al artista el reconocimiento que merece.
- Sé que no todo lo que leo, escucho o veo por Internet es cierto. Evaluaré si una fuente o autor es confiable.

Review expectations for young children

Tech Tips & More

Tech Tips for Grown-Ups (check all that apply)

- Co-view and Co-play—talk with your child, watch, listen and play along
- Choose media that matches your child's interests, and is age-appropriate
- Be a role model by limiting your own media usage.
- Stick to our _____ Family Screen Time Plan
- _____

Tech Tips for Kids (check all that apply)

- Ask your grown-up before using a new app, or visiting a new website.
- Use media to be creative!
- Don't download apps, movies or games without permission.
- Ask your grown-up for fun educational apps, games and shows.
- _____

We will turn off our screens when: (check all that apply)

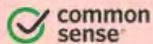
- It's time to do something else—like eat dinner, or go to school.
- The timer goes off.
- It's screentime bedtime.
- Our grown-up need the device for something important.
- We'd rather do something else, like play, read, draw, or talk!
- _____

Where will your devices charge overnight: _____

This publication was supported, in part, by funds from the New York State Library's Family Learning Library Services Program and the New York City Council as part of City's First Reader.

Resources for Parents and Caregivers:
App Reviews and Recommendations: commonsense.org
AAP Screen Time Recommendations: bkkjybo.org/aap/screen-time
BPL Tech Tips & Programs for Little Kids: bkkjybo.org/littlekids

Inspired by the American Academy of Pediatrics Family Media Plan guidelines available at familymedia.org



FAMILY NAME _____

Family Screen Time Plan

GROWN-UP NAMES

KIDS NAMES AND AGES

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Create a family screen time use plan that works for you! Work on this guide together to set guidelines for using all kinds of digital media with children ages 0-5 at home. When you are done, hang it in a place that is visible to everyone, like the fridge, or bulletin board. **Let's get started!**



Consejos tecnologicos

Para adultos (marque las casillas pertinentes)

- hable con su hijo, mire, escuche y juegue
- Elija medios que coincidan con los intereses de su hijo y sean apropiados para su edad
- Sea un modelo a seguir limitando su propio uso de medios.
- Siga nuestra familia Tiempo de pantalla Plan
- _____

Para niños (marque las casillas pertinentes)

- Pregúntale a tu adulto antes de usar una nueva aplicación, o visite un nuevo sitio web.
- Use medios para ser creativo!
- No descargues aplicaciones, películas o juegos sin permiso.
- Pide a su adulto apps educativas y divertidas, juegos y espectáculos.
- _____

Apagaremos nuestras pantallas cuando:

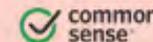
- hora de hacer otra cosa, por ejemplo cenar o ir a la escuela
- El temporizador se apaga
- Es hora de apagar las pantallas
- Nuestro adulto necesita los aparatos para algo importante
- ¡preferimos hacer otra cosa, como jugar, leer, dibujar o hablar!
- _____

¿Dónde se cargarán tus dispositivos durante la noche: _____

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Tiempo Delante De La Pantalla: Plan De La Familia

APELLIDO _____

LOS ADULTOS

LOS NIÑOS/AS Y SUS EDADES

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

¡Cree un plan para tiempo delante de pantalla familiar que funcione para tí! Trabajen juntos con esta guía para establecer pautas para el uso de todo tipo de aparatos digitales con niños de 0 a 5 años en casa. Cuando haya terminado, cuélguelo en un lugar que sea visible para todos, como la nevera, o tablón de anuncios. ¡Impecemos!



Self-reflection activity

Fill in the wheel with the IDEAL amounts of time you would like you and your family to spend on these activities.

Model: Be a good example

Engage: Use media to make connections

Aadjust: Choose appropriate content

Limits: Set healthy habits for yourself

Support: Support your family & friends

Ideal MEALS

Arts & Crafts Books/Reading Social Media
Video games Family Time Music/Dance Friends
Sports/Times Television Other activities

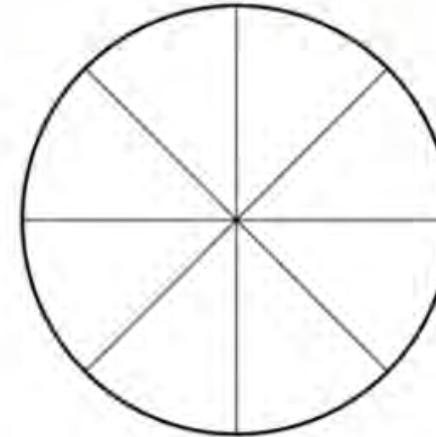
M

E

A

L

S



 common sense

All bilingual marketing assets available for your schools and orgs to promote!

www.CommonSense.org/TechBalance

FOR PARENTS OF 3-TO 8-YEAR-OLDS

PARA PADRES CON NIJOS ENTRE 3 Y 8 AÑOS

common sense | latino

Tech Balance

¡Recibe mensajes de texto con consejos sobre cómo mantener el balance de la tecnología en el hogar!

1 Envía la palabra **familia** en un mensaje de texto a este número **21555**

2 Contesta una corta encuesta.

3 ¡Y eso es todo! Recibirás mensajes semanales con consejos y mucho más.

Este programa es totalmente GRATIS. Cargos de parte de tu proveedor móvil pueden aplicar.

Para más información, visita www.commonsense.org/techbalance. Common Sense es la organización líder, independiente y sin fines de lucro dedicada a ayudar a los niños a prosperar en un mundo lleno de medios y tecnología.

Sumas las Ciudadanas Digitales.

common sense

Just text the word **kids** to this phone number **21555**

We, the Digital Citizens!

Receive free text message tips about how to practice healthy media habits at home with your family!

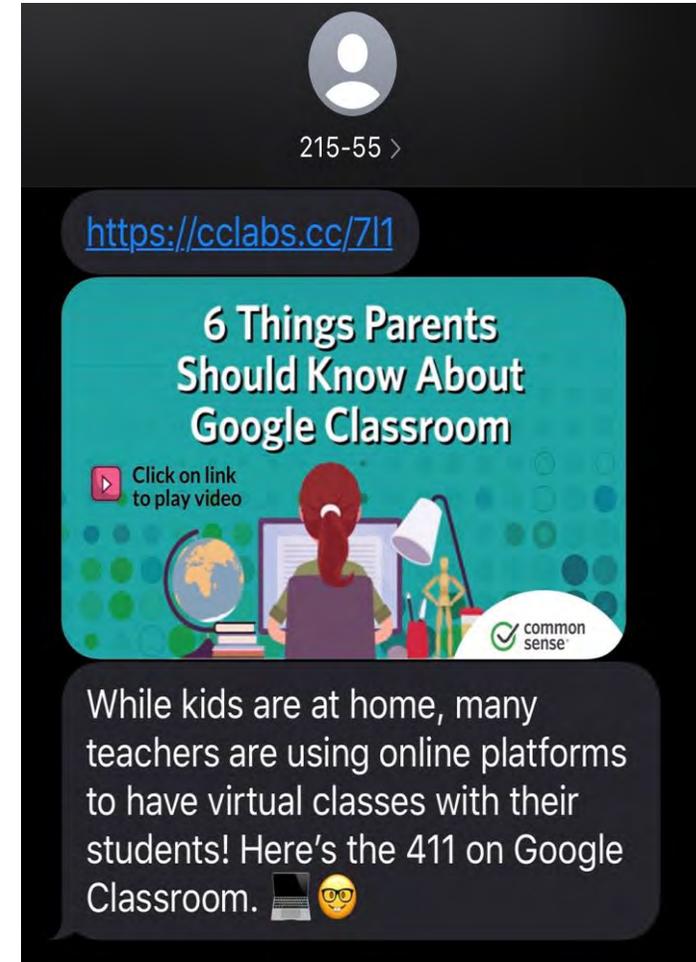
common sense | latino

Envía la palabra **familia** en un mensaje de texto a este número **21555**

Sumas las Ciudadanas Digitales.

Este programa es totalmente GRATIS. Cargos de parte de tu proveedor móvil pueden aplicar.

Sample Text messages



Grounded in Research

The workshop activities are based on Common Sense's in-depth analysis of the relationships between children's use of high-quality media content and their screen time, and the development of executive functioning skills:

Children, Executive Functioning, and Media: A Review 2020.

Children, Executive Functioning, and Digital Media: A Review, 2020



This research landscape analysis reviews the impact of digital media use on young children's healthy development, specifically their executive functioning. The review focuses on scientific studies of children from birth to age 8. As media use trends continue to age down, kids are encountering technology and devices earlier in life. Their first eight years represent a critical window for brain development in which early experiences can have lasting and cascading impacts.

We reviewed more than 150 journal articles, press articles, industry papers, and books for this report. Read the full literature review for our in-depth analysis of the relationships between children's use of high-quality media content and their screen time, and the development of executive functioning skills. In addition, learn why supportive relationships are essential to healthy development, even during media experiences.

[Read full report.](#)

[Sign Up or Sign In](#) to access the full report.

Managing Media: Young Kids and Screens Early Childhood Toolkit



Resources

- [Common Sense.org](#)
- The Research: [Media Use By Children Zero to Eight](#)
- Family Media Agreement [English](#) [Spanish](#)
- Family Screen Time Plan via Brooklyn Public Library [\(English\)](#)
- Family Screen Time Plan via Brooklyn Public Library [\(Spanish\)](#)
- [Ratings and Reviews](#): Apps, websites, games, music, books
- [Best of Lists](#)
- [Spanish Resources](#)
- [Tech Balance Program](#)
- [Common Sense Media account registration](#)
- [Common Sense Executive Functioning research report](#)



John Branam, Executive Director Get Schooled



The Challenge



Structural and racial inequities in schools prevent low-income, minoritized, and first generation college students from accessing essential college information & resources.

The Answer



Mission To help young people get to college, find first jobs, and succeed in both.

About

America's only FREE, all-digital college and first-jobs counselor

1 Million+ young people, ages 16-24

Designed for the needs of the underserved, but serving all students

Reaching students in all 50 states – urban and rural – with disproportionate number Latinx, African American, and low-income





2020-21 Impact Summary

Our mission is to help young people get to college, find first jobs, and succeed in both.

Reach



1M+

Get Schooled web visits



1.7M

pages of educational content consumed



1.1M

video content views



40K

job searches conducted



450K

social media interactions



50K

texts sent by young people



They helped me feel less lonely during the beginning of the pandemic. I was stuck on a computer all day, every day to be in school. From entering giveaways to posting things about stress and anxiety during the pandemic, it helped me feel less lonely knowing I'm not alone during these times.

- Anthony D.



My experience with GS has been very helpful and gave me confidence throughout this journey. I remember first starting out looking for a job. I had no confidence, and I was having trouble with finding jobs. Once I found GS, it gave me confidence and led me to a good path in finding job opportunities, and gave me very helpful resources.

- Nyuma G.

Impact*

Getting to College



99%

said we were supportive on their journey to college



96%

said we were useful in helping navigate the FAFSA

Succeeding in College



89%

said we gave them more confidence they belonged in college



79%

said we helped them transition to their first year of college

Finding a Job



100%

said our job search tool was useful in finding a job



99%

said our job resources were useful in helping them find jobs

Community



112K

students registered



5K

educators subscribed



120K+

social media audience

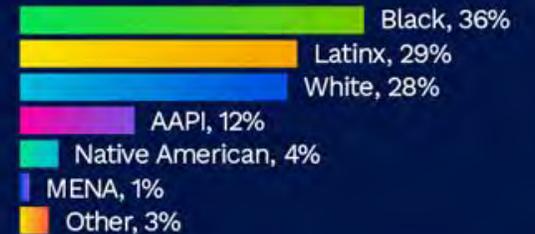


25K+

text line members

Student Demographics

Self-Identified Race



First-Generation College Students



Students In Financial Need



*Results from a July 2021 survey of 751 representative young people

Learn More at [GetSchooled.com](https://www.getschooled.com)

Three Journeys of Support

We combine research-based strategies & technology to support youths' three journeys.



Getting to College

Find the essential information & support to navigate into college.



Succeeding in College

Congrats! You're in college. Now let us help you master college's early challenges.



Finding a Job

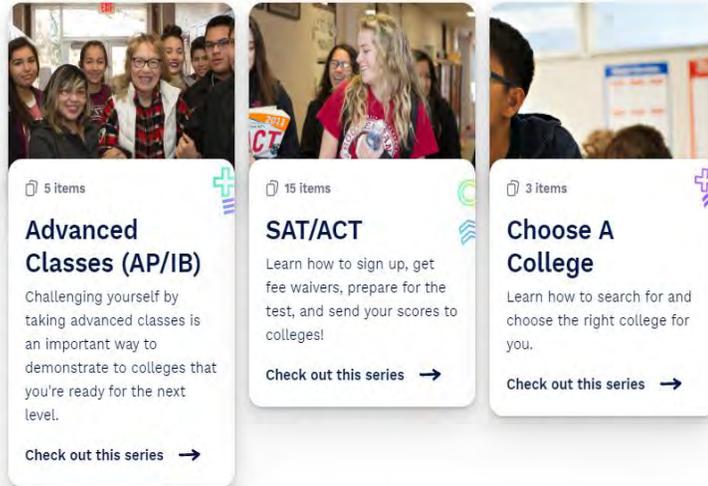
Use our tips, helpline, and job search tool to find and do well in your first job.

Our Formula



Get to College →

Find the information and support to help you on your path to college.



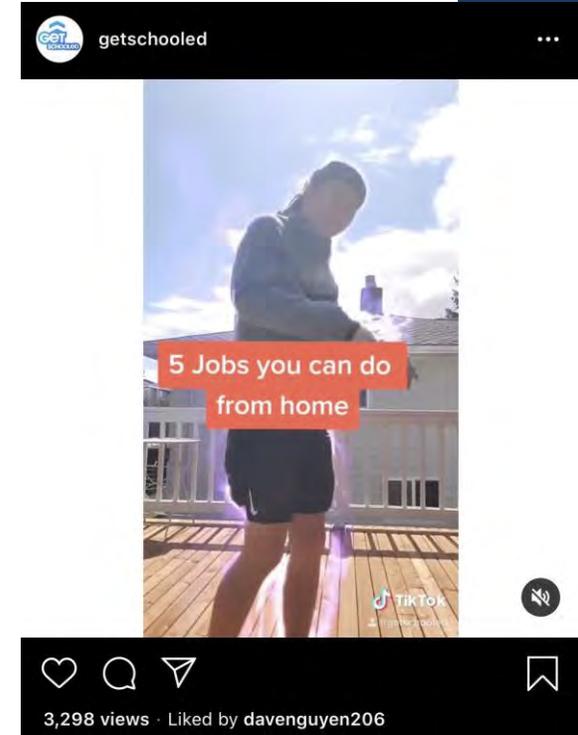
GS: Hey [name]! I know things are strained and uncertain right now due to COVID-19. Everything ok with you? I'm here for you & can help connect you to any resources you might need 🙋

Angelica: Yes I'm fine but I would like to know about resources just in case

GS: That's what we're here for! What do you need help with? Internet, food, shelter, school?

Angelica: Just with finding food, my meal card got shut off

GS: check out this guide we put together - there are fortunately several options right now, including local food banks and mutual aid funds. getschooled.com/covid



Meaningful
Content

+

Personalized
Advice

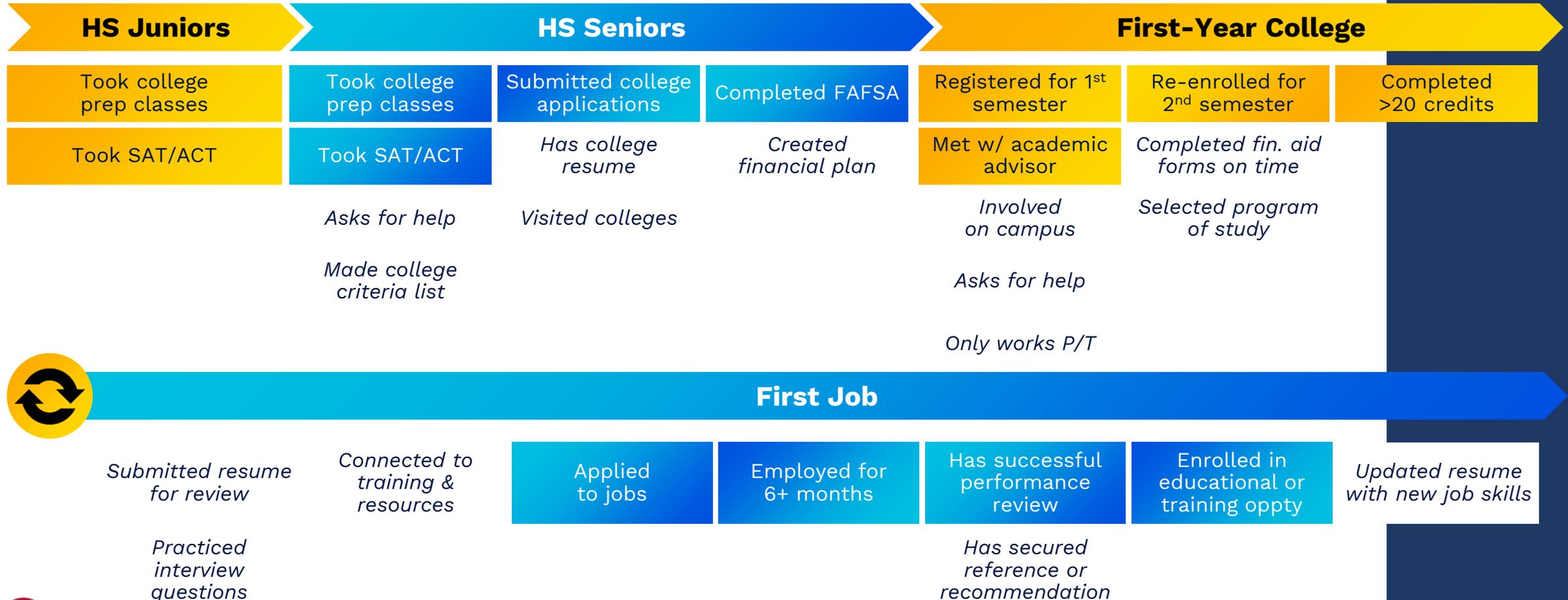
+

Powerful
Social

Milestones We Best Affect & Measure



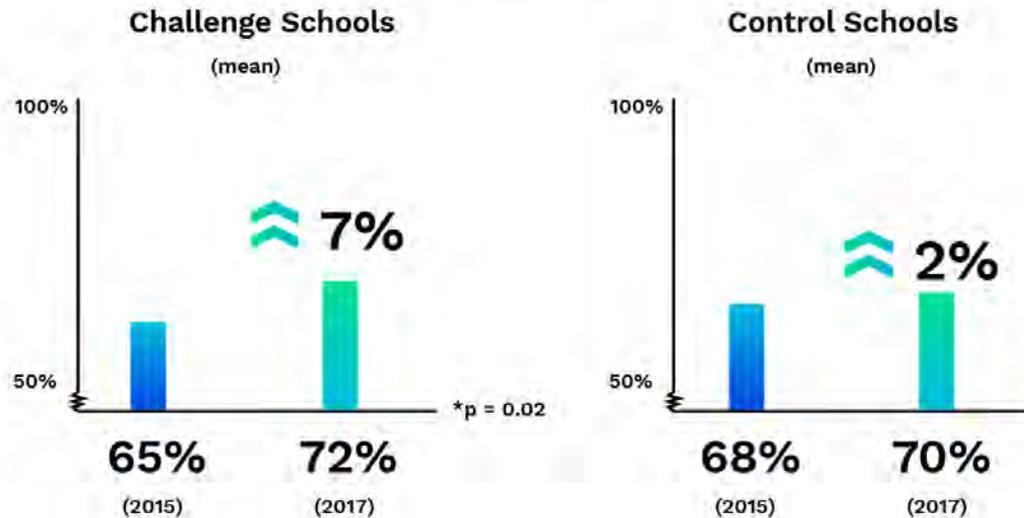
We focus on a subset of milestones where we have a unique value proposition and successful track record.



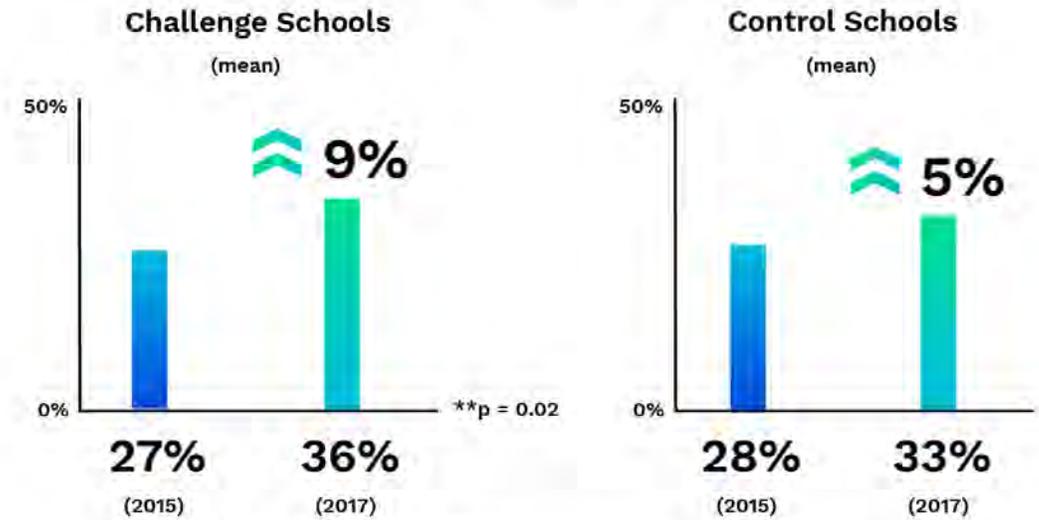
Statistically Significant, Proven Results

Third-party, random control trial show our programs have a statistically significant impact on the milestones that matter for college matriculation

FAFSA/CADA Application Rates Increased More in Schools Participating in the Challenge



College Enrollment Rates* Increased More in Schools Participating in the Challenge



**As measured by students who were paid a Cal Grant award by the California Student Aid Commission

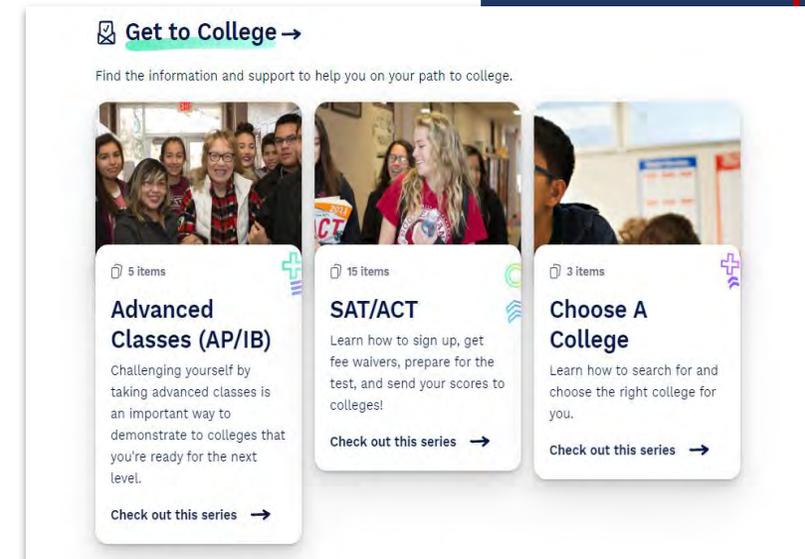
Augenlick, Palaich and Associates (APA) served as the external evaluator for the First in the World (FITW) grant from the U.S. Department of Education, awarded to USC in the fall of 2014. APA worked with USC to develop and implement a randomized control trial design to evaluate the impact of Get Schooled's *Mission: Admission Challenge* (which became called the College Challenge). There were 25 treatment schools and 27 control schools, all high schools in California.

Website

- Accessible, mobile-first design
- User-centered, first-gen friendly
- Only relevant, research-based info. Not too much, not too little
- Content supports students' goals and helps solve specific problems
- Written in youth-friendly ways
- Always fresh, increasingly video
- Easy-to-find information backed by a powerful CMS
- Student-informed content



Mobile



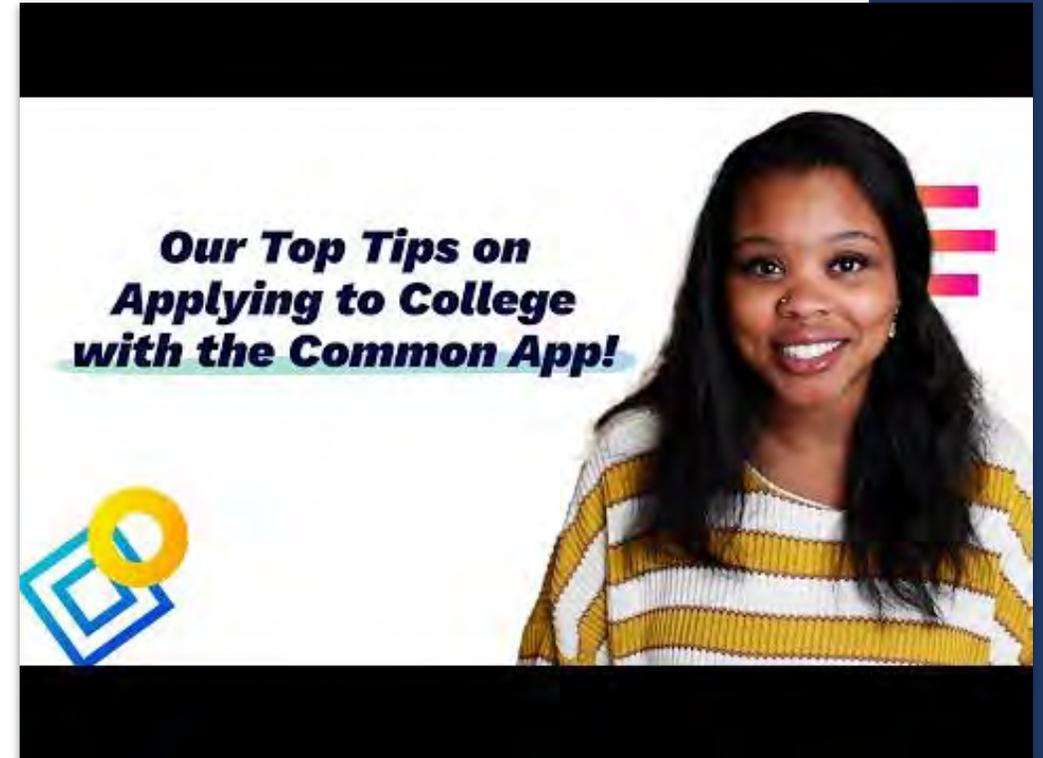
Desktop & Tablet

Social

A powerful vehicle to connect with + motivate youth. Our engagement strategies include:

- Relevant & Digestible Content
- News & Updates
- Fun & Engaging Trends
- Hope & Encouragement
- Youth-centric brand
- Video

Check out our social media presence by clicking on the icons below!



**Click on video image to watch video*

Personalized Support Through Texting



Texting is a powerful tool to personalize engagement. We use an impactful, smart mix of AI and real humans. Here's how we help students persist via text:

- **Connecting:** building relationships through meaningful, personalized exchanges
- **Sharing:** research-based, best-in-class resources that nudge and supporting students
- **Advising:** financial aid, college decisions, and more recently housing, food, and other COVID-related support

19,720

Youth
Subscribed

5,694

Personalized
Sessions

18,218

Website clicks
from text

Supporting FAFSA Completion: New + Renewal

National Engagement Numbers for the 2020-2021 School Year

Received Useful FAFSA

Support from GS Advisors **96%**

GS FAFSA Web Content Views **34K**

Youth Supported w/ FAFSA **38,089**

Video Content Views **55k**

FAFSA Social Reach **250K+**



Top FAFSA Content & Support

- Find A FAFSA Workshop Near You
- How to Create an FSA ID
- My FAFSA got flagged for verification, what should I do?
- Didn't Get Enough Financial Aid? Ask For A "Change In Circumstances" Form

Fostering Belonging Among Students.

Research proves students can help other students get to and through college by sharing their stories and advice! #WeBelongInCollege is a storytelling campaign where students share about challenges they've overcome in an effort to help other students persist through college.



***YOU can inspire
others to go
to college!***

Share your story.

***Win \$2,500
for College***

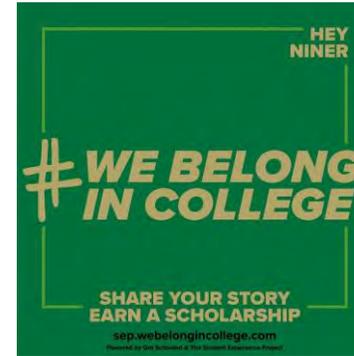
***Learn more at
WeBelongInCollege.com***



Learn more at webelongincollege.com

#WeBelongInCollege Stats

| | |
|--|--------------|
| Video Views | 926K |
| Social Engagement <i>not including video</i> | 20K |
| Social Impressions | 12M |
| Social Referrals | 21.5K |
| WeBelongInCollege.com Content Page Views | 102K |
| Scholarship Page Views | 43K |
| Curriculum Page views | 2.4K |
| Stories Shared | 800 |



GET SCHOOLED PRESENTS

HBCU **2021 WEEK** **JANUARY 18-24**



MARTIN LUTHER KING JR.
MOREHOUSE COLLEGE ALUMNUS

Get Schooled hosted 'HBCU Week' to inspire more youth to explore the many benefits of attending these outstanding institutions of higher education.

HBCU Week Stats



Map of HBCUs



| | |
|--------------------------------|-------------|
| Social Impressions | 665K |
| HBCU Videos Views | 15K |
| Social Engagement | 17K |
| HBCU Content Page Views | 2K |



HBCU Week led to:

102% Increase on Social Conversations about HBCUs

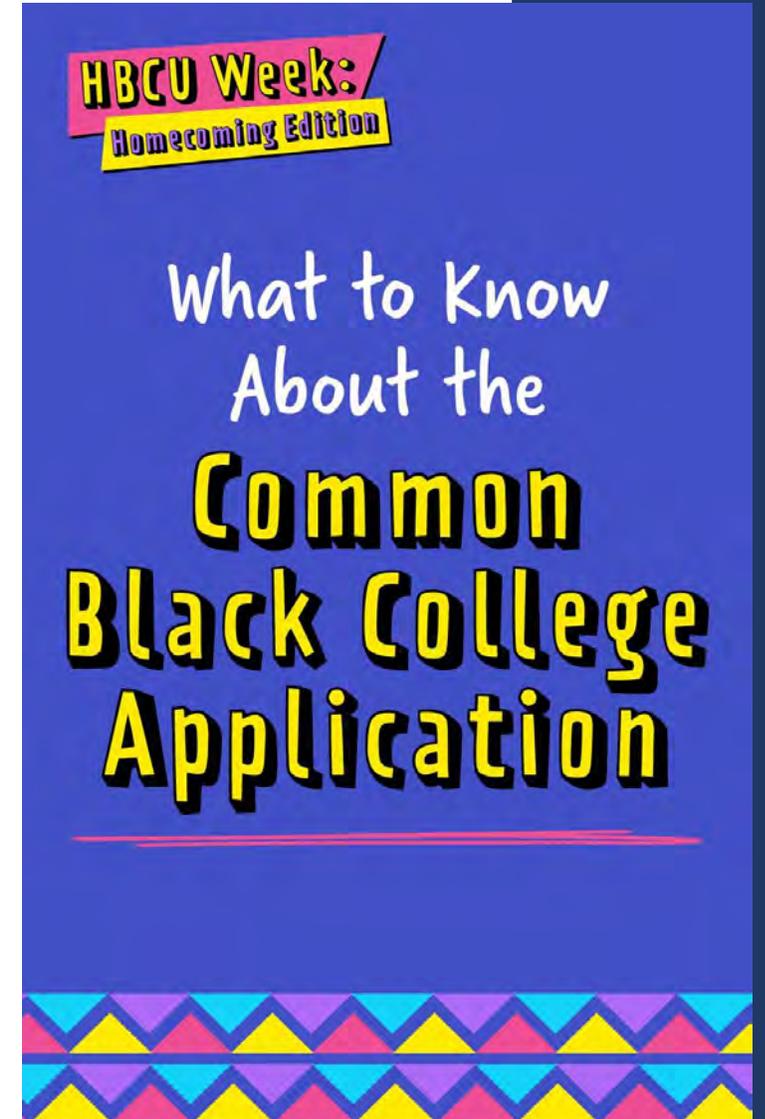
Partnerships with 38 Different Organizations & Institutions



Common Black College Application



To promote college-going access and success among low-income Black youth, GS has partnered with the [Common Black College App](#) whose single application is accepted by 65 HBCUs.



Helping Youth Find, Succeed & Upskill in their First Jobs

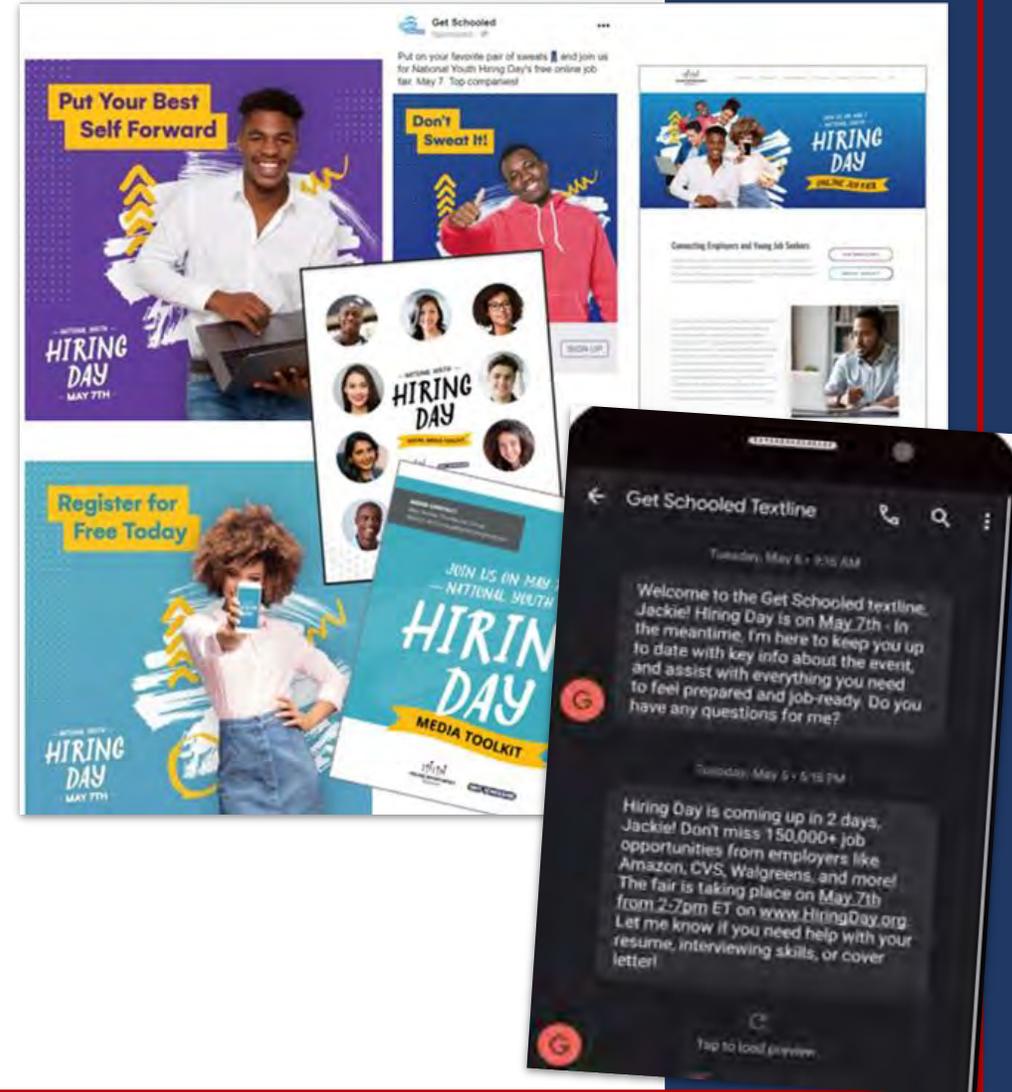


- **Free Resume Help:** Youth can secure help creating a resume, and will receive actionable feedback and advice from a trained job advisor.
- **Youth-Centered Job Search Tool:** Designed to make it easier for young people to find entry-level jobs near them.
- **Job Tips & Career Advice:** Individualized job help from trained advisors, plus content about the latest job and employment trends.

Career Exploration & Skill-Building



- **Career Exploration:** Empowering youth to explore career pathways in industries that exist outside of their networks (e.g. professional services industries, healthcare, technology, etc.)
- **Build A Skill library:** Quick, virtual upskilling opportunities for on-demand, 'lite' skill growth.
- **Access & Connection to Employment Opportunities:** Get Schooled partnerships will offer direct access to employment opportunities and supportive service programs to help youth kick start their careers.



Partnerships with PHAs



- **Text Support:** Promote youth support and engagement via text, for free.
- **Essay + Resume Review:** Promote free college application, scholarship and resume review.
- **Webinars:** Potential for occasional, free, subject-specific webinars on college-going or first jobs topics.
- **Customized Supports:** Potential for partnering around scholarships, customized content and geo-fenced engagement.



Q & A

