

2023-2024

EARLY LEARNING IMPACT

Annual Report





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PBS SoCal Early Learning Programs

In 2023-2024, our efforts continued to ensure that all young children across California have the resources and opportunities to be ready for school by helping to bridge opportunity gaps for the earliest learners. Over the past year, we continued to focus on empowering all adults in a child's life in the critical years of early childhood. We partnered with schools, community organizations, and nonprofits to improve access to early education opportunities in LA County, Orange County, and across the state.

PBS SoCal's team created digital content and curriculum resources for parents and caregivers. We also provided access to over 200 virtual and in-person family workshops that equipped adults with skills and strategies to enhance their child's learning. Additionally, we expanded our collaboration with the early childhood community locally while engaging families across California. As always, we supported parents and educators as they sought tools and resources to engage early learners, focusing specifically on reaching underserved and Spanish-speaking communities.



Our Learning Neighborhoods

Over 30 local community partners worked with PBS SoCal to reach parents and children in the following communities across Southern California.

Reach

- 5,264 in Orange County
- 2,372 in Compton
- 2,128 in East LA
- 548 in Central LA
- 166 in Antelope Valley

Caregiver Demographics

- 99% female
- 1% male
- 91% Hispanic/Latino
- 7% Black
- 1% White
- 1% Asian
- 61% speak Spanish at home with their child
- 39% speak English at home with their child



Early Learning Program Highlights

Workshops

- Over 19,800 caregivers and children participated in Early Learning workshops and outreach events in Southern California.
- Over 29,600 parents and children received educational materials and resources through in-person and virtual family workshops, outreach events, and fairs.
- 5,752 parents participated in Family Math workshops and outreach events.
- 991 parents were reached through PBS SoCal's Ready To Learn (RTL) program in East LA.
- 119 parents participated in STEM programming and received PBS KIDS resources.
- 316 educators were trained to use high-quality PBS resources in the classroom.

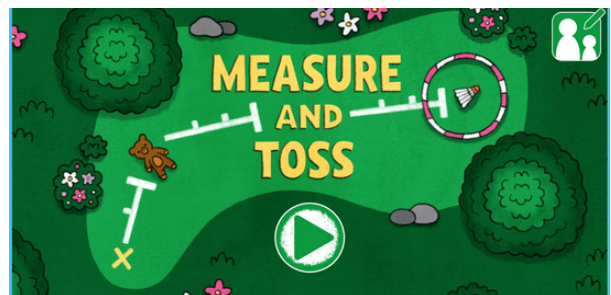
Broadcast

- Our broadcast channels provide access to educational content, including Family Math messaging, to 1.8 million families.
- The 24/7 KIDS Channel reached a predominantly Hispanic, low-income population.
- 81% of the audience was from Los Angeles County.
- 78% of the audience was Hispanic. 44% of these viewers mainly spoke Spanish at home, and 24% spoke only Spanish.
- 71% of the audience has less than \$50K annual household income

Early Learning Digital Programming

Family Math Games

We partnered with Makefully Studios to release six new bilingual digital games on the PBS SoCal website. The digital games coincide with Family Math's core foundations: counting, sorting, patterns, measurement, shapes, and spatial sense. The games aim to foster a co-playing format for families and have customization features that allow parents and caregivers to tailor the games to their children.



[Click image to play!](#)

Early Learning Digital Programming

Family Math YouTube Channel

We launched the new [Family Math YouTube Channel](#), @FamilyMathKids, which has garnered over 600,000 video views and over 22,000 subscribers.

- We created 12 Family Math music videos in English and Spanish that cover math topics like shapes, sorting, patterns, and measurement. We also released a music video song guide (in [English](#) and [Spanish](#)) to support parents and caregivers with co-viewing the music videos with their children.
- We published a new food series called [Cooking Counts](#) featuring eight cooking experiences for families, four in English and four in Spanish. The video series hosted by social media star Patty Rodriguez and her son Oliver Bonfiglio introduces young learners to math fundamentals through easy recipes families can make together in 10 minutes or less.



The Counting Song: I Can Count Anything I See! | Family Math



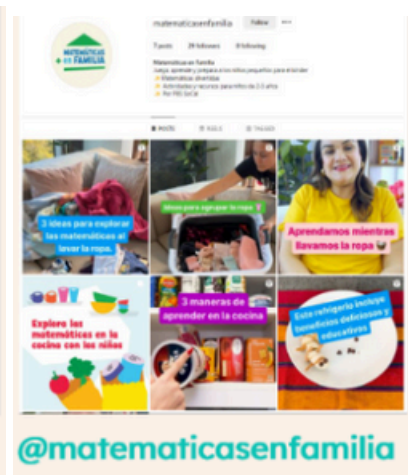
[Click image to watch!](#)

Early Learning Digital Programming

Family Math on Instagram

Built new Family Math social media platforms on Instagram (@familymathkids and @matematicasenfamilia) with engaging, bilingual content specifically designed for parents and caregivers to support the Family Math curriculum, featuring tips, activities, and inspiration to make math fun and accessible for everyone.

Click image to visit!



PBS KIDS Platforms

We reached an average of 500,000 monthly users across PBS KIDS platforms, including the PBS KIDS Video and PBS KIDS Games apps and pbskids.org.

PBS SoCal Education Website

The PBS SoCal Education website got over 100,000 visitors this year.

Local Spotlights

Early Learning Convening

- We hosted our annual Early Learning Convening on May 10, 2024, a virtual event that brought together over 40 partner organizations, funders, and leaders in the early childhood space. We shared about our Early Learning work and resources and provided a space for partners to engage in breakout room discussions about curiosity and learning.
- Gregg Behr and Ryan Rydzewski, authors of *When You Wonder, You're Learning: Mister Rogers' Enduring Lessons for Raising Creative, Curious, Caring Kids*, were the keynote speakers at the convening. Gregg Behr is the executive director of The Grable Foundation and founder of Remake Learning. Ryan Rydzewski is an award-winning author, speaker, and education reporter. Their book offers guidance on fostering creativity, curiosity, and compassion in our children, drawing on Mister Rogers' enduring legacy.

Summer Learning Day

We hosted Summer Learning Day on June 9, 2024, at the California Science Center. Over 8,500 families attended the event, where they had the opportunity to engage in interactive educational activities, meet their favorite PBS KIDS characters, and experience live music entertainment with musical group Baila Baila and live performances from the PBS KIDS podcast *Jamming on the Job*.



Local Spotlights

City of STEM

Over 25,000 attendees enjoyed a fun day of exploration at the City of STEM event. Over 600 families and children visited the PBS SoCal educational resource booth. The event featured a Family Math Workshop focused on non-standard measurement, a live musical performance of the Family Math Sing-Along from Baila Baila, and opportunities to meet a PBS character.



LA Festival of Books

Families participated in a sing-along musical performance featuring Family Math Songs. PBS SoCal distributed the new Family Math Activity Book, *Math in the Kitchen*.

Local Spotlights

Compton USD STEAMFest

We joined Compton USD at their 5th annual STEAMFest for an interactive day of STEM exploration! Over 8,000 families attended from Compton USD elementary, middle, and high schools. The PBS SoCal Family Math booth allowed families to explore weight comparisons through a fun, hands-on scale activity and take home the new Family Math Activity Book. Families received over 500 activity materials.



Cross Collaboration in the Compton Learning Neighborhood

- We partnered with the LA County Department of Public Health (LACDPH) to host our first public workshops at the Martin Luther King, Jr. Center for Public Health.
- Based on the communities' request, we offered increased opportunities for engagement and greater cross-collaboration among local partners.
- We aimed to bring together families across the Compton Learning Neighborhood.

Local Spotlights

Spark Project/Proyecto CHISPA in Santa Ana

- We partnered with SAELI, a parent leadership network in Santa Ana, on the SPARK project/ Proyecto CHISPA to empower parents and caregivers to take on leadership positions within their communities and schools.
- We helped parent leaders design themed booths to engage families and early learners. Parent leaders helped families complete the Family Math Pattern Parrot and Family Math Counting Octopus activities.



CII Full STEAM Ahead

We joined Children’s Institute Inc. (CII) at their Full STEAM Ahead event for a day of design and collaboration. We distributed math resources to over 150 families at the PBS SoCal booth.

Skid Row School on Wheels

We participated in the Skid Row School on Wheels Back to School event in August, where the partnership provides school supplies and other resources for free to many unhoused youths. We distributed additional free resources to over 100 families.



Family Math

PBS SoCal's Family Math initiative is a research-based, multi-platform, bilingual program in English and Spanish that focuses on building math positivity, confidence, and knowledge of foundational math skills for families with children ages 2-5. Family Math equips parents and caregivers with strategies and resources to facilitate meaningful math experiences at home through playful learning and hands-on activities.

Participating in Family Math over the last year allowed families access to in-depth virtual and in-person workshops, educational activity nights, family story time sessions, and PBS KIDS camps. We continued to explore the needs of Southern California families and amplified their voices by co-creating our programs and educational resources with a wide range of community collaborators. We expanded nationally by releasing the Family Math Toolkit and providing other PBS stations with Family Math grants.

Reach

- Hosted 143 Family Math workshops and outreach events, including introductory workshops, Parent Academies, Peg + Cat FCL workshops, Peg + Cat Camp, Family Math Toolkit Workshops, Learn & Grow Workshops, Family Math Nights, and Family Story Time events.
- We distributed nearly 19,000 educational resources, including activity kits, books, and iPads.
- Reached 5,752 parents and caregivers, 2,847 children, and 317 educators/providers through local workshops and events.

Impact

Parents and caregivers who participated in Family Math programming experienced a:

- 16% increase in their confidence to support their child's learning of early math skills.
- 17% increase in their knowledge and awareness of foundational math skills.
- 12% increase in their feelings of positivity and enjoyment about helping their child with math.



Family Math National Expansion

The Family Math Station Grant Initiative provided ten stations with grants to implement Family Math in their communities. It served as a unique opportunity to boost PBS station capacity around family engagement while providing stations with resources to grow their early learning math initiatives. The initiative also helped stations amplify their evaluation strategies by supporting them in using their stories of impact to garner sustainable fundraising. The grants helped stations strengthen community relationships with bilingual resources, bolster existing early learning initiatives with math content, and grow families' math confidence and positivity. Station grantees broadcasted 8,700 Family Math Helpful Tip Spots in English and Spanish. Over 23,000 materials, including the Family Math Activity Booklet, Family Math Booklist, and math-focused children's books, were distributed to parents, caregivers, and early childhood educators. Three stations hosted 39 Family Math workshops, reaching 761 caregivers and 628 children.

A significant focus of the Family Math Station Grant Initiative was to support station capacity building by helping them amplify their evaluation strategies and tools. We provided stations with ongoing support in evaluating their Early Learning Programming and using their stories of impact to garner sustainable fundraising. With the addition of facilitating workshops, stations distributed the Family Math Workshop Survey to families to assess participants' workshop perceptions and their confidence in supporting math at home. PBS SoCal provided stations with individual data reports that summarized their findings as an additional tool to share impact with funders, organizational leadership, and other stakeholders.

Highlighted Findings from the Family Math Workshop Survey

- 85% of caregivers rated the Family Math Workshop with five stars.
- 99% of caregivers believed the workshop activities would help them practice important math concepts with their child(ren).
- 98% of caregivers were motivated to think of creative ways to teach their child(ren) math at home.
- 98% of caregivers were more confident in creating opportunities for their child(ren) to learn math at home.
- 97% of caregivers learned new ways to make math fun and engaging for their child(ren).



"Since having the opportunity to offer a curriculum in foundational math, we have found a great deal of support from organizations and the families they serve. All of the workshops touch on foundational skills that many of the caregivers we interact with have identified they did not learn in school and, if they learned it, were unaware of the significance of that particular skill." - KERA in North Texas

"We conducted a Family Math Workshop with pre-service educators at Mesa Community College, one of the first in AZ to now offer a 4-year degree in early childhood education leading to teacher certification. The college is extremely excited to offer this content to pre-service educators as a new resource they can weave into their curriculum!" - Arizona PBS

APT TV Station Spotlight

Alabama Public Television (APT TV) leveraged its Family Math grant to help meet the statewide goals of the Alabama Numeracy Act, which was introduced in 2022 to improve math instruction and support for children after Alabama schools were ranked 52nd in the country for math proficiency. The Family Math grant served as a unique opportunity to bolster the efforts of the Alabama Numeracy Act to teach children and families the fundamentals of math before they enter elementary school. As Alabama families participated in the Family Math program, they learned fun and exciting ways to teach their children math fundamentals.

"The most notable and encouraging feedback received was after we did our Shapes training for all the families at our partner Preschool Partners. Multiple parents shared how encouraged they felt after the training that incorporating math concepts and helping their child learn them was much simpler than they thought. They shared that they often felt like the activities they did with their child needed to be or look "perfect," but the training helped them see that just by being aware and engaged with their child throughout the day, they can help their child learn." -Alabama Public Television

"This grant has allowed us to share with families how simple it can be to create an environment where a child can be curious and learn. By providing books and resources such as the family math booklet, we are able to encourage families to continue the learning at home in simple, time-effective ways." -Alabama Public Television

"For us Family Math was the program that opened up a world of partnerships that have allowed for our strategic vision to begin to come to life. We get to build out our bilingual network statewide. Thank you for this incredible collection."
—Nebraska Public Media

Ready To Learn

The PBS SoCal Ready To Learn (RTL) Learning Neighborhood is an innovative community engagement model. Through the 2020-2025 Ready to Learn grant, CPB and PBS SoCal provide resources that support children's intergenerational learning and skill development in literacy, critical thinking, and collaborative problem-solving while providing opportunities to explore the World of Work knowledge and skills in age-appropriate ways.

Grounded in listening and honoring history and culture in the East Los Angeles community, PBS SoCal and local partners engage parents and caregivers in co-designing family engagement experiences. The Learning Neighborhood provides access to a comprehensive set of touchpoints, content, and learning resources to encourage the sustained use and impact of the Ready to Learn Initiative.

Local Reach

- Hosted 40 RTL workshops and events, including introductory workshops, *Molly of Denali* FCLs, Play & Learn Science FCLs, Learn & Grow Workshops, *Work It Out Wombats* FCL workshops, *Ruff Ruffman* Camp and FCL workshops, and educator professional development opportunities.
- We reached 991 caregivers, 1,137 children, and 320 educators.
- We distributed 4,700 educational resources, including activity kits, books, and iPads.

Impact

Parents and caregivers who participated in RTL programming experienced a:

- 18% increase in confidence in helping their child learn early critical thinking and science skills.
- 20% increase in their enjoyment of helping their child with problem-solving and science.
- 16% increase in their knowledge and awareness of early foundational science skills.

East LA Program Highlights

Molly of Denali Family & Community Learning Workshops

In partnership with the East Los Angeles Library, PBS SoCal hosted a *Molly of Denali* Family & Community Learning workshop to explore informational texts. The workshop invited families to think of the places in their community they explore during the summertime. Families made a map of their community and an artifact to represent a special place in their community.

“We all loved the program! The program puts me in a vacation mood! A 4-year-old said to me when I asked her where she’d want to go for vacation, “I want to go to the library for my vacation”. And Pablo was awesome! He remembered every kid’s name and was great with the families!” - Children’s Librarian

Learning Bundles

In partnership with East Los Angeles College’s Child, Family, Education Studies department, PBS SoCal hosted two workshops for educators to review and use the “Try, Learn, Try Again” learning bundle. This computational thinking (CT) bundle menu aims to support caregivers in identifying and cultivating opportunities for using CT skills in children’s lives. Educators learned how to use the Learning Bundle in their planning and explored digital games, articles, and conversation starters from the learning bundle.

“The partnerships and initiatives we have worked on together have truly made a positive impact on our community and the families we serve. We are incredibly grateful for the support, resources, and expertise that PBS SoCal has provided, which has enriched the educational experiences of our students, parents, and staff members and all who have joined. Your dedication to our shared goals of promoting early childhood development and parental involvement is truly commendable.”- ELAC Community Partner



RTL Statewide Expansion

With the support of the Corporation for Public Broadcasting, we expanded the reach of our Ready To Learn resources statewide through two partnerships with California State Library and the Child Care Resource Center.

Play Kits for FFN Caregivers with Child Care Resource Center (CCRC)

Partnered with Child Care Resource Center (CCRC) to co-create and distribute 350 play kits for Family, Friend, and Neighbor providers. The kits provide information, educational resources, and activity ideas to foster computational thinking with children and guide adults in being media mentors when co-viewing and co-playing digital content.

Lunch at the Library with the California State Library

Lunch at the Library is a statewide program that offers free meals to children who typically get their meals at school during school closures. Eighty-five libraries implementing Lunch at the Library programs received a box of resources this summer that aligns with their Farm to Summer theme, containing activities, books, educational resources, and more.



RTL Watch Party with Libraries

PBS SoCal partnered with libraries across California to host a special read-aloud and screening of two new episodes of *Molly of Denali*. Each library site hosted at least one *Molly of Denali* watch party between November 2023 and January 2024 to coincide with school holiday closures.

We delivered 19 *Molly of Denali* watch party resource boxes filled with materials to create a fun and engaging learning experience for families. Each box contained materials for 50 families, including *Molly of Denali* placemats that foster conversation around informational text, instructions on how to screen an episode of *Molly of Denali* accompanied by a copy of the corresponding *Molly of Denali* book for each family, and informational resources about PBS KIDS content.

Across the 19 library sites, 97 parents and 165 children attended the watch parties. 100% of parents who responded to a follow-up survey reported that the PBS KIDS Watch Party was a valuable and educational experience for their children and that the resources provided to them would help their family have conversations about informational texts.

“I loved being able to take a book home. My kids love books. Having an art activity and cookie at the end was fun too.”

- Parent at Watch Party

“Public libraries partnering with public television is a natural partnership as we share many of the same goals for the people we serve: to enrich, educate, and provide connections. That can all happen through entertainment, when it's done right.”

- Children’s librarian

“This was one more opportunity to remind families that public libraries are more than just books!” - Children’s librarian



Educator Professional Development

In FY24, PBS SoCal reached new audiences by providing professional development opportunities and training to 316 educators, childcare providers, and pre-service educators.

RTL Hybrid Professional Development

PBS SoCal facilitated a hybrid professional learning experience on "Supporting Play with Media and Technology" in March 2024. We piloted the experience with a cohort of 10 educators from various settings, including home-based providers, districts, and early childhood centers.

PBS SoCal assessed how a hybrid professional development experience increased educators' understanding of incorporating playful learning in early childhood settings and utilizing developmentally appropriate media and technology. Educators were appreciative of the virtual discussions and idea-sharing with other educators.

- Educators' knowledge of how technology can enhance learning in early childhood education settings increased by a statistically significant 30%.
- Educators' confidence in their ability to identify and include developmentally appropriate pieces of high-quality media in their program increased by a statistically significant 27%.
- Educators' confidence in their ability to design learning activities and environments that support playful learning, curiosity, and creativity grew by a marginally significant 19%.
- 100% of educators shared that they enjoyed taking the PBS KIDS online self-paced course, "Supporting Play with Media and Technology," and engaging in the virtual learning and discussion component of the hybrid experience via Zoom.
- 100% of educators shared that participating in the hybrid professional development series was a valuable use of their time, reporting that they learned tools and strategies to apply directly to their program.

“A well-rounded curriculum can help children learn important concepts and have a better understanding of how to use technology. I am planning to share the PBS website and app with my parents and encourage parents to talk to kids about the content of the screen that they are watching so that it can enhance their learning.” - Educator

Family Math Professional Development and Toolkit Training

In October and November 2023, PBS SoCal partnered with Quality Start Los Angeles to offer early childhood providers four credit-bearing professional development opportunities. Home-based providers, district coordinators, center-based educators, and family advocates learned about strategies and resources to facilitate meaningful math experiences with families through playful learning and hands-on activities. 103 early childhood providers were trained in using the Family Math Toolkit and offering workshops to the families they serve.

One provider shared that she learned that “math can be enjoyed in singing and movement, and math can be fun in any age and area.” 97% of providers planned on offering Family Math workshops or resources with families at their early learning site at least once in the next year.

Child, Family, and Community Course with ELAC Pre-Service Educators

In collaboration with East Los Angeles College (ELAC)’s Child, Family, and Education Studies Department, PBS SoCal created and implemented two class sessions that were part of the course Child, Family, and Community. These sessions were co-designed with ELAC faculty and students and modeled how to utilize PBS KIDS and Ready To Learn resources to support emotional regulation and problem-solving. Forty-six students engaged in hands-on activities and discussed early childhood classroom applications.

- 100% of the students who responded to a follow-up survey deepened their understanding of how to help children and families identify emotions, cope with emotions, and problem-solve.
- 100% of students also reported increasing their knowledge of how to use PBS KIDS resources in a classroom context.

“The most valuable aspect of the content today was learning how to approach emotions and coping mechanisms in a calm, creative, and insightful way.” - Student at ELAC