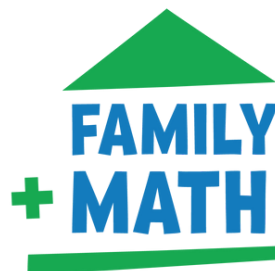


2023-2024

FAMILY MATH IMPACT

Annual Report



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.

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.

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.
- 84% of families identified as Hispanic/Latino, and 60% spoke primarily Spanish at home with their children.



Family Math 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!](#)

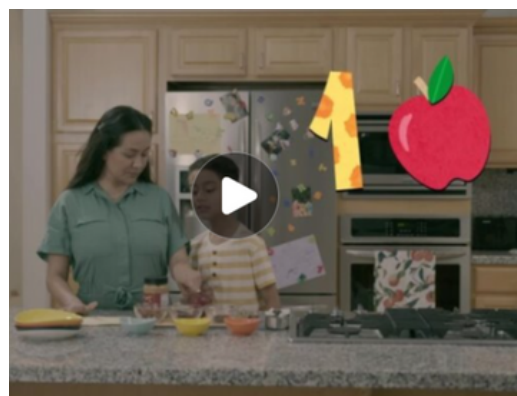
Family Math YouTube Channel

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!](#)



[Click image to visit!](#)



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.

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.

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.



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

APTV Station Spotlight

Alabama Public Television (APTV) 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

Family Math Professional Development

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.

Participant Feedback

“Enseñar matemáticas puede ser muy divertido y espontáneo. Actividades fáciles y familiares pueden ser aprovechadas para enseñar/aprender matemáticas.”

Teaching math can be a lot of fun and spontaneous. Easy, family-friendly activities can be leveraged to teach/learn math.

“Math is all around us. It’s important to help parents see what math is, that it’s not what we usually think of (+-x÷).”

“I enjoyed the new song to teach the children and activities to share with parents.”

“Making positive connections and memories of math. Math is everywhere, it’s so important for students to learn the concept even if they don’t know the terms.”