

2024-2025

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 continued to expand nationally via the Family Math Toolkit and providing other PBS stations and organizations with programmatic support.

Impact

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

- 6% increase in their confidence to support their child's learning of early math skills.
- 4% increase in their knowledge and awareness of foundational math skills.
- 11% increase in their feelings of positivity and enjoyment about helping their child with math.

Reach

- Hosted 115 Family Math workshops and outreach events, including introductory workshops, Peg + Cat FCL workshops, Peg + Cat Camp, Family Math Game Nights, and Family Storytime events.
- We distributed over 36,000 educational resources, including activity kits, books, and iPads.
- Reached 12,566 parents and caregivers, 18,396 children, and 2,722 educators/providers through workshops and events.



Family Math Digital Programming

Family Math YouTube Channel

Our YouTube channel published 25 new videos featuring storytimes, activities compilations, and remixes of existing content, such as bilingual music videos and kid-friendly crafts. Throughout the year, our content captured more than 690,000 video views and gained more than 25,000 new subscribers. We reached new audiences within the YouTube ecosystem by garnering more than 7,400 views on YouTube KIDS and more than 2,800 via YouTube Music. Our videos were watched for more than 9,600 hours. A partnership pilot for new videos with KidTime StoryTime helped us expand our production capacity and test a fun new format by collaborating with a successful read-aloud content creator.



[Click image to watch!](#)



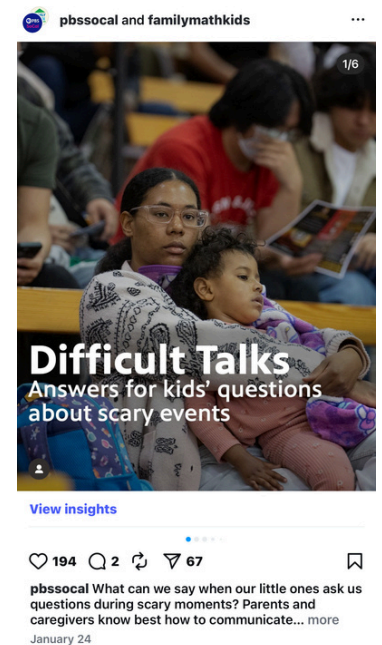
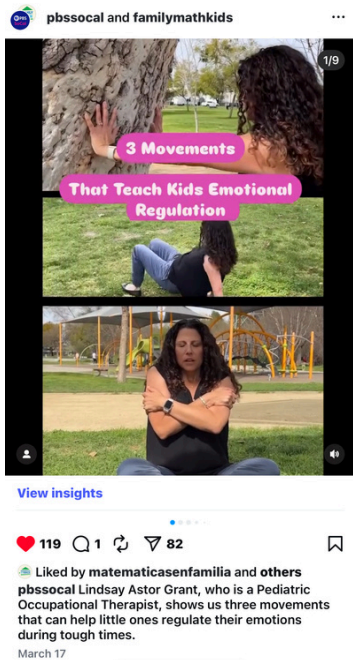
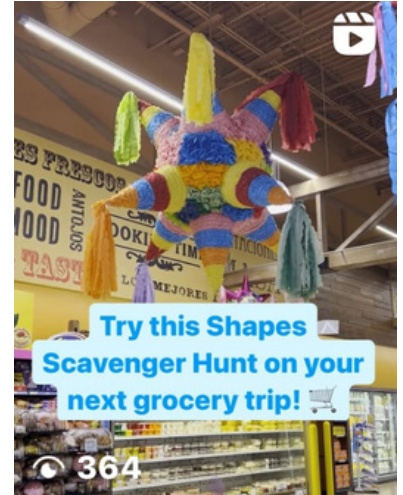
[Count and Find Shapes While Making Kid-Friendly Quesadillas |...](#)



Family Math Digital Programming

Family Math on Instagram

Our Instagram accounts, @familymathkids and @maticasenfamilia, had over 150 posts featuring our staff, partners, and friends in the community. We shared family-friendly activities and playful math tips, as well as resources to support our audiences during times of crisis. We reached more than 400 followers and thousands of families across the U.S. by engaging in collaborations with partners such as Carl the Collector producers, Northgate Market, and entrepreneur Patty Rodriguez.



Family Math Toolkit

Our Toolkit for partners and educators across the U.S. had nearly 600 registrants accessing our hundreds of resources in a variety of formats, in both English, Spanish and in a limited number of pieces, in traditional Chinese.

PBS SoCal Family Math Website

The [PBS SoCal Family Math](#) website got over 67,000 visitors this year.

Local Spotlights

City of STEM

Over 25,000 attendees enjoyed a fun day of creating and STEM exploration at the City of STEM and LA Maker Faire event. Over 700 families and children visited the PBS SoCal educational resource booth. Families received Family Math activity kits and resources, played the Adventure Cube, a board game focusing on computational thinking, and had the opportunity to meet a PBS KIDS character.



LA Times Festival of Books

Over the course of this two-day event, 1,000 families and children visited the PBS SoCal educational resource booth to learn about early learning programs and receive educational resources. PBS SoCal distributed math-related books on patterns and spatial sense along with hosting a hands-on Family Math activity exploring patterns.



Local Spotlights

Storytime in Santa Ana

SAELI, a parent leadership network in Santa Ana, took on the opportunity to train 35 parents and caregivers on the Family Math Storytime Training of Trainers! The parent and caregiver leaders will facilitate Family Math Storytime workshops at various elementary schools across Santa Ana. Over half of the participants had previously engaged in a Family Math workshop or event.



Training of Trainers at Hope Street

Hope St. successfully launched our newest offering: Training of Trainers. We conducted two sessions, training a total of 70 educators. This training focused on facilitation techniques and provided an in-depth overview of the goals, pedagogy, and implementation strategies for the Family Math initiative. Additionally, Hope St. received two implementation boxes, each containing workshop materials and resources to support sessions for 30 families.

Empowering Student Leaders at Magnolia Science Academy

We trained 10 high school juniors and seniors from Magnolia Science Academy, a Pre-K through 12th-grade school, on facilitating a Family Math Storytime workshop. Each participant received a certificate of completion to include on their college application and resume. The students will use the training and supplies from their implementation boxes to facilitate Storytime workshops and activities in the PreK and Kindergarten classrooms at their school. Magnolia Science Academy will be counting all participation as volunteer hours for each student.

Family Math National Expansion

This year, we also launched a survey to gather information on how organizations are using the resources in the Family Math Toolkit across the country. We sought to understand who these organizations have been reaching with Family Math resources and how. We are excited to share that 42 organizations responded including school districts, other PBS stations, libraires, and statewide and national agencies/non-profits.

Impact

- Organizations reported distributing 16,930 Family Math resources.
- Organizations reached a total of 24,082 parents/caregivers, children, and educators to date through Family Math events and workshops across the country.
- 71% of respondents shared Family Math digital resources, including links to YouTube, videos, and digital games.



“KET has been sharing these resources for over 2 years and we plan to continue for years to come. Thank you for creating high-quality, bilingual, FREE resources for our families!”

Family Math Evaluation with Stanford Center on Early Childhood

This year, we expanded our evaluation work with the Stanford Center on Early Childhood to launch a national evaluation of Family Math. Led by Principal Investigator Dr. Philip Fisher, the study captured the impact of Family Math on children, families, and educators in California, Arizona, and Alabama.

The results of that study demonstrated that:

- Both parent/caregiver and educator/provider participants across all three sites reported significant increases in all three core metrics of Family Math: math positivity, math confidence, and knowledge of children's foundational math skills.
- Participants noticed improvements in their children's math skills, especially in number sense and counting, after participating in a workshop series.
- Workshop facilitators reported a strong desire for their stations to continue offering Family Math.

The Stanford team also noted that “our findings show that we can collect meaningful information about an early childhood initiative even if implementation varies from site to site, which is a lesson about the power of adaptability in evaluation design.”

“That has helped me a lot because [before] I...didn't think about [how] we can find math anywhere...I have enough tools and the necessary knowledge to be able to help him strengthen his education...And every time I have the opportunity, I always share it with my family friends, because they are workshops where we really learn a lot.”

- Workshop Parent

“Being able to share the great resources with families and educators. Seeing their excitement and then noticing that math is everywhere! This experience was priceless!”

- Arizona PBS Workshop Facilitator

“It is a great program. Our state is really focused on early math and literacy right now, so it is timely. The fact that it is put together so well and easy to use makes us want to use it.”

- Alabama Public Television Education Lead



Read the full report by scanning the QR code.

