ALSC and the TEC Center at Erikson Institute present a TEC Center Webinar

Media Mentors and Libraries: Family Engagement in the 21st Century

July 27, 2016

WebEx How-To
You will automatically be connected to the Audio Broadcast with your computer.

Ask questions in the Q&A panel.
Media Mentors and Libraries: 

*Family Engagement in the 21st Century*

- Family engagement in the digital age – Chip
- Tech skills and media mentors – Chip
- Backchannel buzz, questions, comments – Tamara
- What is media mentorship – Claudia
- Librarians as media mentors – Claudia
- Family engagement in the library – Claudia
- Final thoughts on media mentors – Chip & Claudia
- Backchannel buzz, questions, comments – Tamara
Empower parents and engage families

*Strengthen a parent... and you strengthen a child.*
Fred Rogers

*You already have what it takes.*
VROOM

**Family engagement is about what we do with families, not to families.**

From the joint position statement

Technology tools offer new opportunities for educators to build relationships, maintain ongoing communication, exchange information and share online resources with parents and families. Likewise, parents and families can use technology to ask questions, seek advice, share information about their child, and feel more engaged in the program and their child’s experiences there.

Family engagement matters

Intentionally use technology to:
- Improve communication
- Strengthen the home-school connection
- Build community and connect with communities
- Encourage parent-to-parent sharing
- Increase parent/caregiver involvement
- Enhance family engagement
- Empower parents and families
Family engagement matters

In the digital age...

• Be aware of barriers to access
• Meet the parents where they are
• Provide multiple pathways
• Understand the power of “nudges”
• Welcome new allies
• Be media mentors to parents so they can be media mentors to their children

What works? Need to push and pull

✓ Email campaigns and social media
✓ Text messages
✓ Video clips
✓ Just-in-time and on-demand learning
✓ Customized tips (age, stage, culture, language...)
✓ “Nudges”
✓ Parenting tips + digital skills
✓ Affirming and empowering messages

Messages that engage and empower parents

*Use technology to support human connection, in healthy ways, to engage, empower and inspire your child*

• Relationships matter
• Use technology in ways that bring you closer
• Quality time together can include screens
• Connect screen experiences to real life
• Use technology to complement the real world, not replace it
• Use media to encourage creativity, curiosity and wonder
A provocation
Librarians and early childhood educators are not unequipped but may feel ill-equipped to select and use new technology and digital media for young children.

Tech skills for educators
Educators across professional roles and age ranges are expected to have competency in the use of technology for learning. This competency includes knowing how children learn through technology and having the ability to integrate that knowledge into practices that support development and learning.

These professionals need better support in the use of technology and more opportunities to learn how to use technology appropriately, effectively, and to its fullest potential to foster early learning for children aged 0-8.

Institute of Medicine/National Academy of Science (2015)
Transforming the Workforce: A Unifying Foundation, p. 283

Tech skills for educators
Teachers need continuous, just-in-time support that includes professional development, mentors, and informal collaborations.

...more than two thirds of teachers say they would like more technology in their classrooms, and roughly half say that lack of training is one of the biggest barriers to incorporating technology into their teaching.

U.S. Department of Education
National Education Technology Plan
Future Ready Learning:
Reimagining the Role of Technology in Education, 2016
A provocation
• Every child needs a media mentor
• Every parent and family needs a media mentor
• Every librarian and educator needs to be a media mentor

Media mentors work at the intersection of child development, early learning, early literacy and children’s media.

Who mentors the mentors?
Just follow the leaders...
• Children as knowers, communicators and collaborators
• Children as tinkerers, makers and creators
• Children as investigators, inventors and designers
• Children as scientists, engineers and mathematicians
• Digital media literacy requires foundational knowledge and positive tech mindsets
  • Learn how to use technology
  • Learn with technology
  • Learn about technology

Media mentors come in all shapes and sizes
• Parents, caregivers and families
• Children’s librarians and other informal educators
• Early childhood educators and teacher educators
• Pediatricians and allied health professionals
• Child Life specialists
• Disability/Inclusion specialists
• Media developers
• Policy makers
What is Media Mentorship?

A media mentor:

● supports children & their families in their media decisions & practice around media use.
● has access to and shares recommendations for and research on children’s media use.

What is Family Engagement?

...family engagement entails respectful partnerships, offering the information, guidance, and opportunities for families to be active in children’s learning and development.

- Public Libraries: A Vital Space for Family Engagement
  Public Library Association and Harvard Family Research Project
Librarians as Media Mentors

Hi, I'm Lisa Guernsey! In 2014, I introduced the idea that families need a media mentor during a TEDx talk about digital media and kids. Librarians are natural media mentors!

Media Mentorship Belongs in the Library

Librarians are Media Mentors
Librarians Connect Families with

Librarians Review, Curate & Recommend

Librarians Review, Curate & Recommend
Engaging With Families

3 Ways to be a Media Mentor

Access to Curated Content
Media Advisory: Nightly News

Programming: Summer Reading

Programming: Pokémon Go!
Programming: Storytime

Programming: Maker Camp

Programming: Parent Workshops
Thoughts about Media Mentors

Today’s young children who are using technology to learn and create while working with adults who can set good examples and guide them to new heights are receiving tremendous advantages. If only the privileged few have the opportunity for that kind of tech-assisted but human-powered learning, divides will only grow wider.

Lisa Guernsey, 2016

Thoughts about Media Mentors

Digital media can be used not only to provide families with information, but also, to increase their understanding to use that information effectively and creatively. By doing so, families take on the roles as lifelong educators and learners: they become powerful teachers for their own children who also gain new skills themselves.

Lopez, Caspe & Weiss, 2016

Thoughts about Media Mentors

Now it is time to both upgrade the skills of these professionals and envision new professional roles to help families understand and become savvy users of the digital media and interactive communication tools that are part of children’s nested environments.

Guernsey & Levine, 2016
Thoughts about Media Mentors

My hunch is that if we allow ourselves to give who we really are to the children in our care, we will some way inspire cartwheels in their hearts.

Fred Rogers’ keynote address at the 1993 NAEYC Annual Conference in Anaheim, CA.

It’s not about the technology. It’s about relationships.

Chip Donohue in the foreword to Becoming a Media Mentor: A Guide for Working with Children and Families.

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Q & A

Ask questions in the Q&A panel
Thank You!

Please fill out the survey to let us know how we are doing!