





WebEx How-To

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Claudia Haines
Homer Public Library



Chip Donohue
TEC Center



Tamara Kaldor
TEC Center



Erin Silva
Erikson Institute

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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

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Family Engagement in the Digital Age: Early Childhood Educators as Media Mentors



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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.*

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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.



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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



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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



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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



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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



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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.



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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



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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



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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.



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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



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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



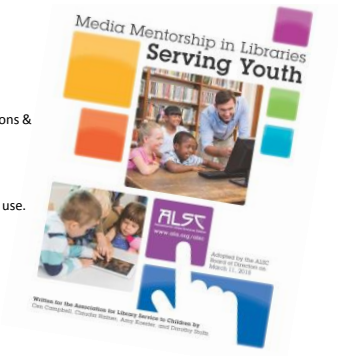
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What is Media Mentorship?

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!



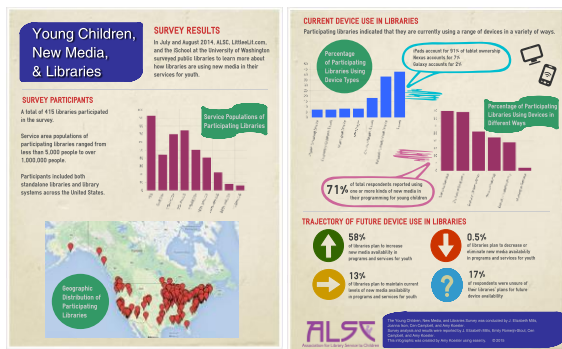
photo from NewAmerica.org

Media Mentorship Belongs in the Library



photo from Toca Boca via Flickr

Librarians are Media Mentors



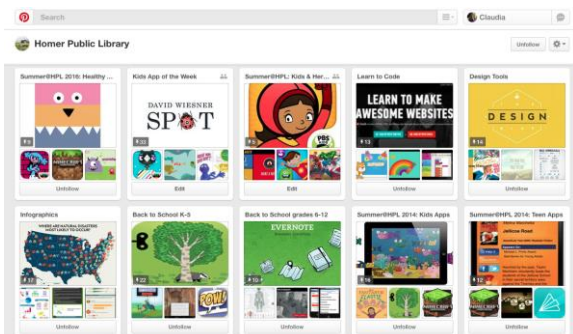
Librarians Connect Families with



Librarians Review, Curate & Recommend



Librarians Review, Curate & Recommend



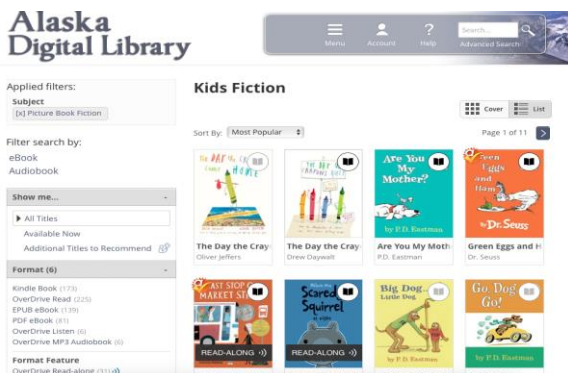
Engaging With Families



3 Ways to be a Media Mentor



Access to Curated Content



Access to Curated Content



Access to Curated Content



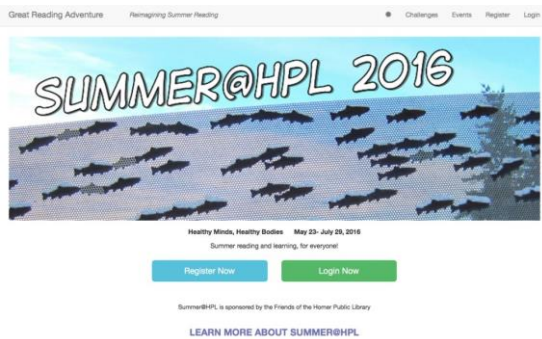
Media Advisory: In the Media



Media Advisory: Nightly News



Programming: Summer Reading



Programming: Pokémon Go!



Programming: Storytime



Programming: Maker Camp



Programming: Parent Workshops

DIY: FELTBOARDS

Feltboards combine early literacy practices and play to help young kids get ready to read. Join us for a **FREE, HANDS-ON WORKSHOP** for parents, educators, and caregivers and learn how to make your own!

SATURDAY, OCTOBER 18TH 10AM-NOON
Homer Public Library Meeting Room

THIS PROGRAM IS JUST FOR ADULTS!
Registration required. Space is limited to 20. Refreshments provided!

Sponsored by Homer's Early Childhood Coalition and the Homer Public Library
Call 255-3180 or email chaines@cityofhomer.ak.gov to register.

Bridging the Distance

Tuesday, 9/27 6-7:30pm

Tips, Tricks, and Tools

to help your family stay connected and support early learning when a parent or relative works, lives, and travels away from home

Homer Public Library
255-0001 | www.cityofhomer.ak.gov/library

Facebook Twitter YouTube

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



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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



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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



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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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TEC Center



Claudia Haines
Homer Public Library
chaines@ci.homer.ak.us
@claudiahaines
nevershushed.com



Chip Donohue
TEC Center at Erikson Institute
CDonohue@erikson.edu
@chipdono
<http://teccenter.erikson.edu>



Claudia Haines
Homer Public Library



Chip Donohue
TEC Center

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Q & A

Ask questions in the Q&A panel



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