



Center for Family Math

**Strategic Plan Executive Summary
and Logic Model**

Field-Informed Strategic Process

May 2021 – March 2022

- First Round interviews with 20 beneficiaries, leaders, and experts across the country to surface major opportunities, barriers, and concerns
- Strategic Planning Committee (& Working Groups with additional experts) totaling 32 people to design the strategy
- Second Round interviews with 14 people & focus groups with 38 people - community-based leaders, family-facing practitioners, parent and family leaders, school/district program managers, and state policy experts - to react to proposed goals and objectives
- A total of 100+ people engaged in the field



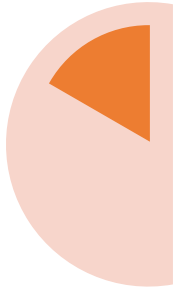


What is Family Math?

Culturally-relevant math activities and interactions occurring in the informal contexts in which families engage with young children

Beyond the activities families engage in, it includes:

- Awareness of math embedded in activities at home and in their communities
- Enthusiasm for and Comfort with engaging in math and in supporting young children's math learning
- Access to resources for supporting early math learning and Knowledge about how to use these resources.



Why Family Math?

The Challenge

- Children who consistently struggle with math are less likely to receive a high school diploma or attend college
- Fewer than ten percent of children from families least well served by the nation's social, economic, and educational systems can count to 20 in preschool, a skill that correlates to the strongest math achievement in first grade



Why Family Math?

The Opportunity

- Young children's mathematical abilities are broad and deep and develop from birth into and through high school and beyond
- Entering kindergarten with early math skills is the best predictor of 8th grade performance regardless of race, gender, or family socioeconomic status
- Early math skills predict later academic performance more than reading abilities or socio-emotional development



Why Family Engagement?

Math skills and knowledge develop everywhere, all the time—not just in schools

Research shows that the ways that families talk to children about math, do math activities with them in the home and in the community, and connect with communities and schools around math, improves children's math outcomes

Children can develop a positive self-identity around using math—rather than defaulting to a sense that “I’m not a math person”—and to understand and enjoy the power of math to solve problems, support critical thinking and problem-solving, and to open doors to a successful future



Why a Center for Family Math?

Establish a national home for the growing family math movement

- special attention to systems and equity

Convene existing organizations to set the table for greater collaboration

- special attention to a common policy agenda & shared research agenda

Expand interest & develop new partnerships

- support STEM educators for family engagement & vice versa
- engage field of Early Education, and beyond

Elevate the field

- promote established/agreed-upon best practices & support innovation
- curate, “translate,” and disseminate research & evidence

Provide a go-to, one-stop shop for practitioners, communities, and families



Family Math

Executive Summary of Strategic Planning Goals and Objectives

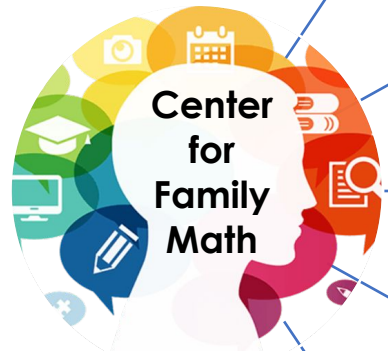
Family Math is a way to support millions of children, particularly those from low-income families, at home and in communities for academic success. Family math can help people develop a positive self-identity around using math—rather than defaulting to a sense that “I’m not a math person”—and to understand and enjoy the power of math to solve problems, support critical thinking and problem-solving, and to open doors to a successful future.





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Clearinghouse – Identify and expand, and co-design, impactful and accessible and culturally sustaining family math practices.

Scale – Ensure that quality and scale travel hand-in-hand.

Practitioner Capacity – Elevate, nurture, and support practitioners' knowledge, skills, and mindset in family math and family engagement.



Strong Partnerships – Build the capacity of existing partners and expand the range of family math partnerships.

Policy-Maker Capacity – Sharpen the policy community's capacity to make math an equity priority.

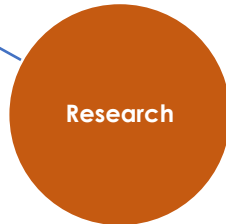
Partner Capacity – Identify gaps in practice, elevate good practice, and support partners' capacity--both internally and across the field.



Communications – Communicate the power of math and its every-day usefulness, demystify math, and promote the (love or joy) of math.

Aligned Contributions – Galvanize contributions of partner-stakeholders to advance family math.

Critical Conversations – Engage in the national policy conversation to advance equitable policy where it is needed to advance access to and inclusion in family math.



Ecosystem – Support, encourage, and/or stimulate research that informs timely and actionable ideas for policy, practice, and professional development.

Translation – Curate, communicate, and disseminate research that differentiates the benefits of family math practices and programs for different groups under different circumstances.

Researcher Capacity – Identify, and Build, partnerships that can strengthen and sustain the research base for family math.



Needs Analysis – Develop a “case for support” following branding and value proposition work.

Network of Funders – Engage regional funders as well as national foundations with the multiple planning and implementation phases of the work as thought partners and not just donor prospects.

Assumptions

Inputs

Activities

Outputs

Outcomes

Impact

Families can engage in culturally relevant math activities in interactions occurring in informal contexts with children (Eason et al., 2020), including activities and conversations families engage in; awareness of math embedded in the home and in their communities; and enthusiasm for and comfort with engaging in math and in supporting math learning.

Family-facing Practitioners can emphasize math; open doors to families to ensure access to resources and ideas; elevate and expand the math that families already do; and build relationships around math in the community.

Math Educators can emphasize family engagement; support parents as first teachers; and leverage the power that already exists in families and communities.

Family Math will improve academic success for millions of children, particularly those traditionally underserved by the education system.

Family math can help people develop a positive self-identity around using math—rather than defaulting to a sense that “I’m not a math person”—and to understand and enjoy the power of math to solve problems, support critical thinking, and to open doors to a successful future beyond academics.

Parents

Scale Practice & Tools for Schools, Families, and Communities

Partners

Develop Partner Capacity & Expand the Field

Funders

Build Broad Understanding & Engagement about Family Math

Backbone

Create Relevant and Inclusive Evidence Base for the Field

Alliance

Cultivate long term Investment & Sustainability

Clearinghouse of accessible and culturally sustaining Family Math services, resources and best practices

Scaled quality programs and best practices for schools, communities, and families

Capacity Building of Practitioners, Researchers, Capacity Builders, and Policy Makers

Strong Partnerships and Robust Ecosystem to share best practices and sustain the research base for Family Math

Shared Communications that demystify math and promote a joy and love of math

Family Math Champions and Ambassadors supported with evidence-based counternarratives

Policy advancing Family Math as an Equity Priority

Research that informs timely and actionable ideas

A set of common success metrics guiding the development of a collaborative movement

Practitioners, researchers, and school and community educators have knowledge, skills, and dispositions to enhance family math and support families, children, and youth.

A sustainable evidence-informed field with a national research agenda that provides understandable and usable knowledge for improving outreach, policy, school instruction, and family math engagement.

Families have understanding, confidence, and agency to embrace and build their family math confidence and ability.

Children and Youth develop positive math identity and experience academic, economic, and civic success.

Family Math advances learning and equity for each and every child.

Beginnings

Planned Work

Intended Results

CONTINUUM OF COLLABORATIVE ACTION	EXPLORING	EMERGING	SUSTAINING	SYSTEMS CHANGE	SYSTEMS TRANSFORMATION	OUTCOMES	IMPACT
Scale Practice & Tools for Schools, Families, and Communities	Identify gaps in practice Identify impactful, accessible, and culturally sustaining practices for both schools and families/communities	Develop a national practice clearinghouse Elevate successful practices	Expand good practices ensuring that quality is maintained at scale Promote practice innovation through co-design	For Practitioners and CBOs support knowledge, skills, and mindsets For Educators and School System Leaders, support knowledge, skills, and mindsets	High-quality materials and practices support parent, practitioner, and community capacity Effective teaching and leadership resources are widely used in schools	<p>Practitioners, researchers, and school and community educators have knowledge, skills, and dispositions to enhance family math and support families, children, and youth.</p> <p>A sustainable evidence-informed field with a national research agenda that provides understandable and usable knowledge for improving outreach, policy, school instruction, and family math engagement.</p> <p>Families have understanding, confidence, and agency to embrace and build their family math confidence and ability.</p> <p>Children and Youth develop positive math identity and experience academic, economic, and civic success.</p>	<p>Family Math advances learning and equity for each and every child.</p>
Develop Partner Capacity & Expand the Field	Identify partner-stakeholders Collaborative action establishes shared measures of initial, mid-term, and long-term success	Support partners to prioritize family math Develop internal capacity of partners, including contribution to and use of success data	Support partners in outreach to their own partnerships to expand the field Field communicates status and progress against success measures	Support partners' impact in the field to reach, engage, and influence families Schools and Communities contribute to and consume success measures data	An expanded field contributes to and uses a national clearinghouse of resources A common set of measures of success guides Collaborative Action		
Build Broad Understanding & Engagement about Family Math	Develop messaging that shifts perceptions and promotes the love of math Identify leading equity policy organizations to embrace family math	Employ messaging campaign among partners Engage in the national policy conversation to identify policy needs Sharpen policy community's capacity to make math an equity priority	Employ messaging campaign in communities and policy ecosystem Identify and develop champions and ambassadors of family math Design policy that advances family math	Policymakers and other key constituencies understand and value the importance of early math, and math in general, as part of children's healthy growth and development Support champions and ambassadors Advocate for policy improvement	Evidence-based narratives and stories and shared messaging demystifies math with evidence-based narratives and stories Policy tracking and positioning centers math as an equity priority		
Create Relevant and Inclusive Evidence Base for the Field	Curate research that differentiates the benefits of family math practices and programs for different groups under different circumstances Review Roadmap Research Agenda Endorse a shared research agenda	Communicate, "translate," and disseminate research Identify expanded research partners Encourage and stimulate research that informs timely and actionable ideas for policy, practice, and professional development	Build partnerships that can strengthen the research base Support research	Sustain partnerships for research Develop the next generation of researchers	A robust research field provides understandable and usable knowledge for improving outreach, policy, school instruction, and family engagement		
Cultivate long term Investment & Sustainability	Establish a cross-sector partnership supported by a national Center Identify public and private investors	Center attracts multiple sources of revenue Resources are allocated against agreed upon partnership priorities	Center sustainability plan developed Partners attract and allocate resources toward family math strategy	Center capable of attracting support for, or regranting to, partners Public and private resources aligned to spread and sustain effective practices and to invest in research	Appropriate levels of public support for family math at the community, state, and national levels		

Vision

A world where Family Math advances learning and equity for each and every child.

Mission

Advancing research, policies, practices, partnerships, and systems that inspire, harness, and amplify the power and love of math through family and community engagement.

Guiding Principles

UNDERSTANDING

Foster partners/stakeholders' realization that math is a vital equity issue and their willingness to make family math a priority in early education and beyond

EVIDENCE

Promote the research and evidence base for high-quality program and practice design, use, and analysis of impact

CAPACITY

Support the policies and practices in schools, communities, and families necessary for family math

ACCESS

Ensure equitable opportunity for young people to develop math identity, experience, and ability

RESPECT

Respect youth, families, communities, and practitioners as the leaders and beneficiaries of the work

Strategic Goals

Practice

Identify gaps in practice; elevate and expand good practices ensuring high-quality at scale; and foster co-design of innovative, impactful, and accessible and culturally sustaining family math practices—paying special attention to nurturing and supporting the knowledge, skills, and mindsets of both math and family engagement practitioners themselves.

Capacity-building and Partnerships

Galvanize the contributions of partner-stakeholders to advance family math, with a focus on building the capacity of existing partners and expanding the range of family math partnerships, including those that strengthen and sustain the research base.

Communications & Outreach

Develop shared messages and outreach tools to communicate the power of math and its everyday usefulness, demystifying math and promoting the love of math.

Policy & Advocacy

Engage in the national policy conversation to advance equitable access to, and inclusion in, family math and help sharpen the policy community's capacity to make math an equity priority.

Research

Support, encourage, and stimulate research that informs timely and actionable ideas for policy, practice, and professional development—and curate, communicate, and disseminate research that differentiates the benefits of family math practices and programs for different groups under different circumstances.

Sustainability

Build the capacity and stability of the Center to support over time a growing field of partners and to diversify the number and kinds of supporter of and investors in family math—both public and private.

STRATEGIC OUTCOMES

Practitioners, researchers, and school and community educators have knowledge, skills, and dispositions to enhance family math and support families, children, and youth.

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Values

Collaboration

Inclusion

Partnership

Equity

Relationships

Trust

For More Information

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