



Pan-European policy experimentations with tablets
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Engaging parents in the use of mobile technology

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A little about us



- Penwortham Priory Academy is a small high school in the suburbs of the city of Preston. We cater for 11-16 year olds
- All teaching staff and pupils in Years 7-10 have iPads on a 1:1 scheme
- We started this over three years ago and feel we have been very successful in enhancing learning through the use of the iPad
- Why iPad?

Trialling the technology



- We ran a trial with one class of year 7 pupils (age 11) in May 2012
- To receive the iPad for the trial, parents had to attend a meeting where we discussed our intentions, gave them training if necessary and helped set up iTunes accounts, etc.
- We set up a blog and email contact for them throughout the trial. They didn't use either and preferred to communicate face-to-face. In retrospect we assumed too much technological experience amongst them.

Getting buy in



- We presented a carefully prepared, full launch to parents where there was no hard sell. We needed 80% or more of our parents to agree to donate a payment on a monthly basis to enable the scheme to take off.
- We ran a Q&A session afterwards. We provided a written pack of information to take away and read before signing up for the scheme.
- By the time we were ready to order our first iPads in July 2012, 97% of our parents had signed up.
- After this we ran a couple of evenings where parents could come in, ask questions and get technical help. Not many people came in but we had a lot of phone calls.

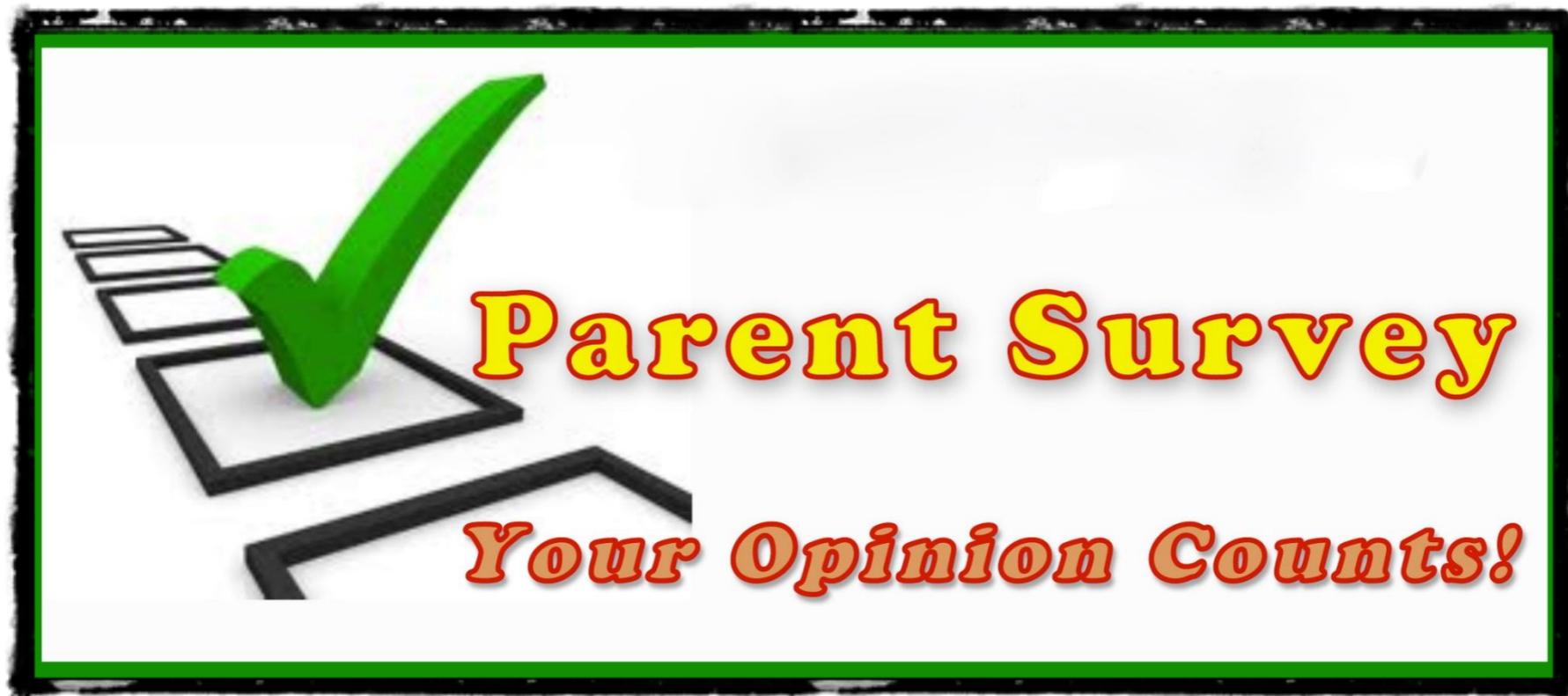
Issuing iPads

- In October 2012 we issued the first iPads. Parents weren't present and we sent pupils home with the iPads.
- We chose to do this differently in year two - in September 2013 we insisted that parents were present. This was to enable us to give out information more easily and also be on hand to assist with iTunes accounts which we found were the most problematic in year one. We've carried on doing it this way since as we have had far fewer initial problems and queries than we had in year one.



Measuring the impact with parents

- I surveyed parents for their opinion of the iPad scheme via a Google Docs questionnaire in June 2013 and this was then adopted as an annual survey.



What they said



Top five things going well:

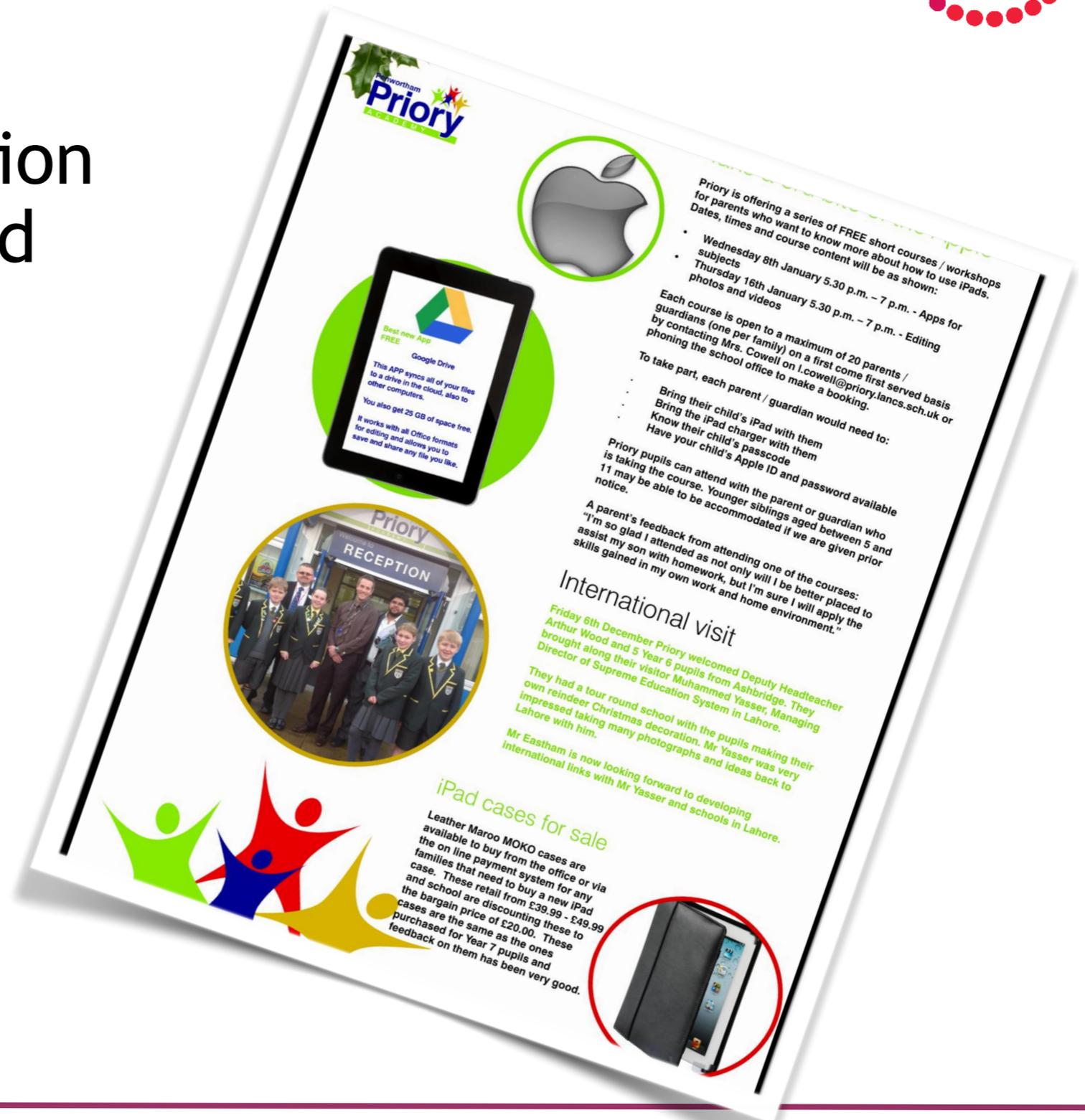
1. My child enjoys their work more / is more keen
2. There is greater continuity with class learning and staff availability out of school hours to help my child
3. It is the right step in ICT development
4. It's impressive / excellent
5. My child is creating good quality / creative work

Top five things needing improvement:

1. Communicate more with parents / train and advise us
2. Nothing
3. Pupils need to do more reading / writing / improving handwriting
4. Parents need greater access on how to check work
5. Better return rates / support when it's broken

What we did as a result

- Added more information to our newsletters and website.



What we did as a result



Ran a range of short workshops on topics such as 'How your child uses the iPad for homework', 'How to make a short film', etc.

They were most interested in the basic functions of the iPad, how to email, and how to check and help with their children's homework.

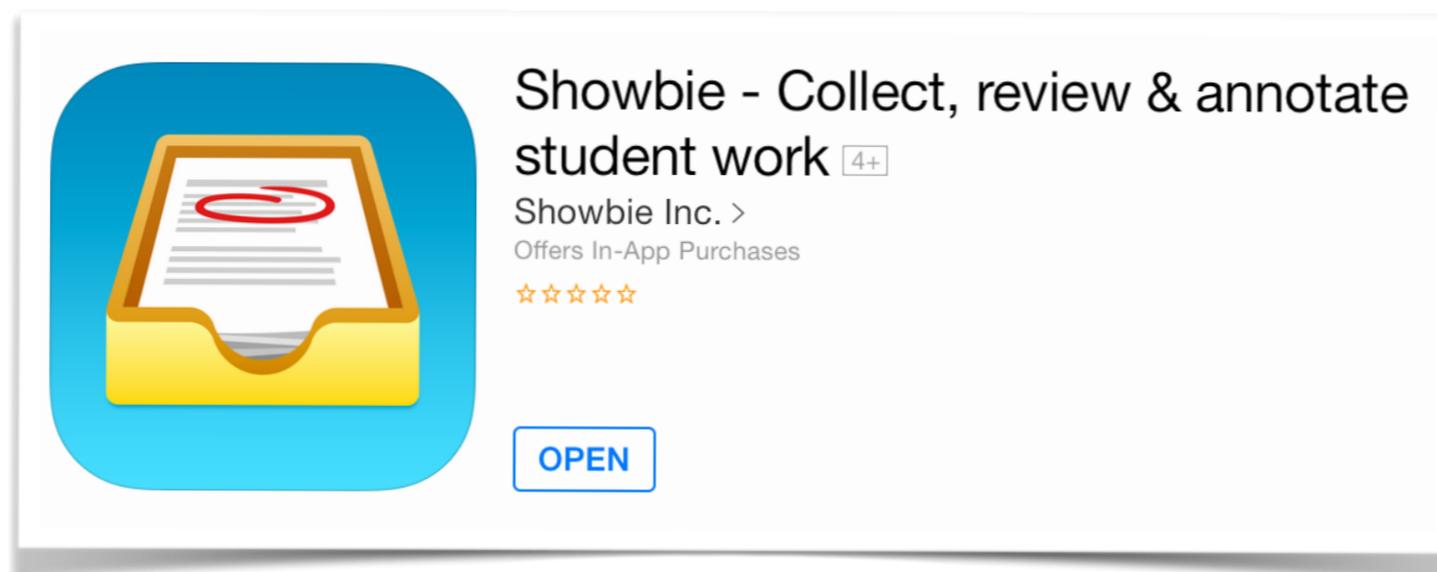
They also wanted guidance on Internet safety and specific apps and sites to be warned of.

We now incorporate hand outs into the pack of information they receive when they get their iPad

What we did as a result

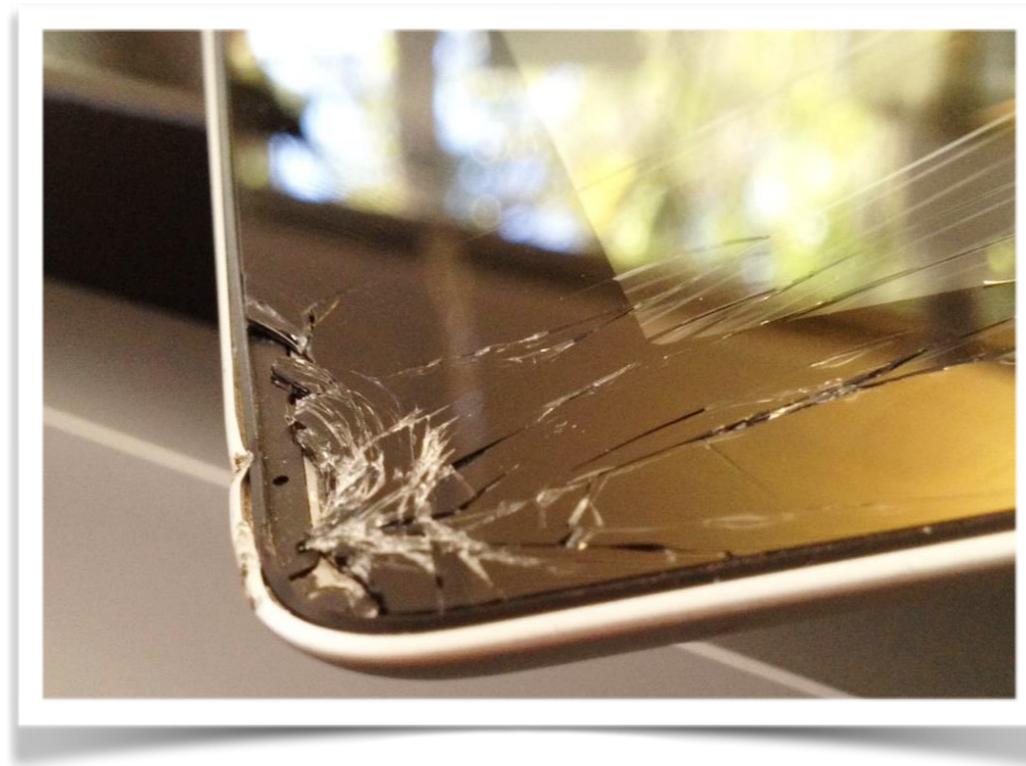


We explained more about how we set homework and how parents could check what their child should be doing. We set a lot of work and give a lot of feedback via an app called Showbie. However we reintroduced a paper homework diary this year as it was what pupils and parents wanted. For us, there was no point continuing to insist homework is recorded using the iPad if it's not what the audience wants.

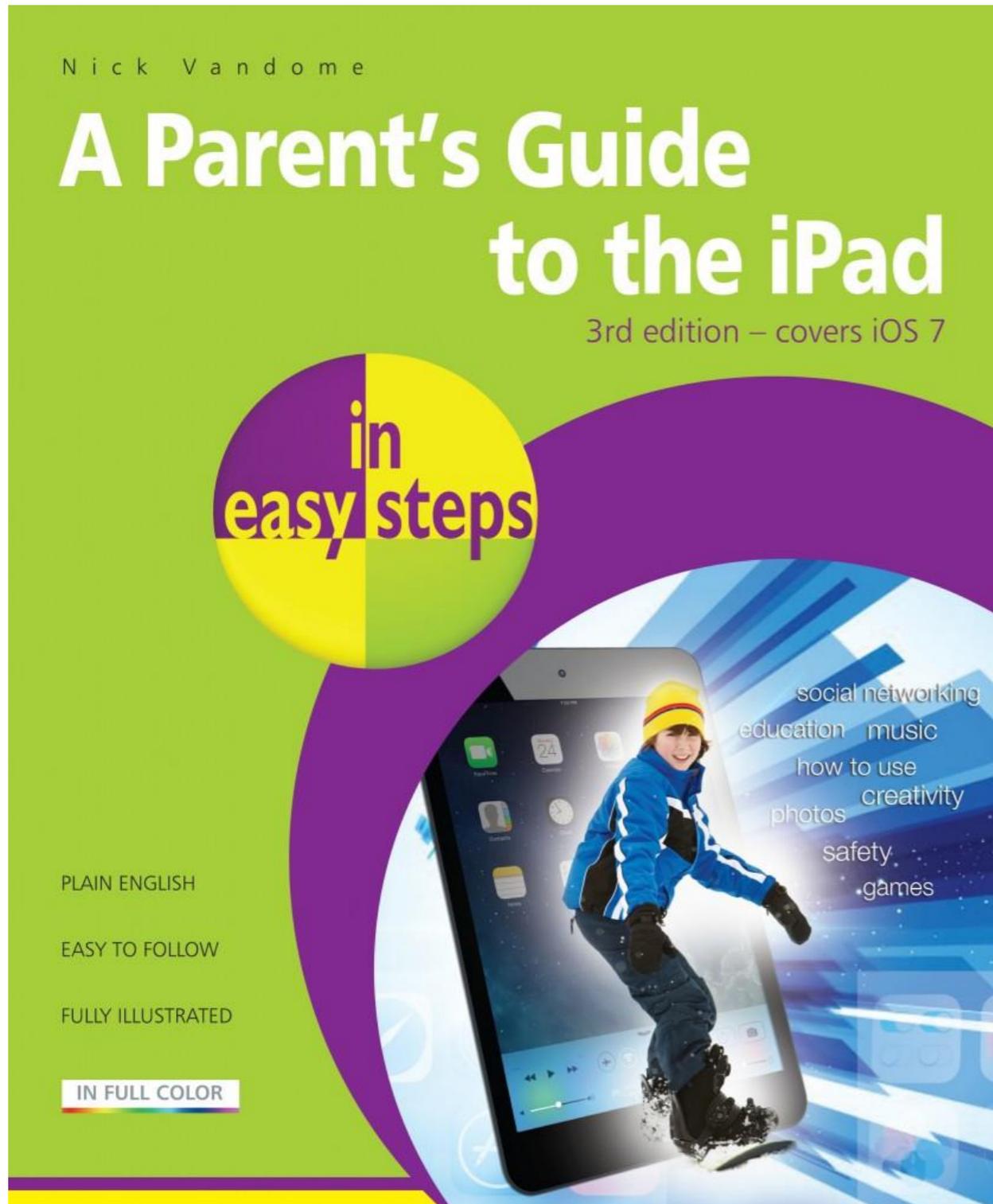


What we did as a result

Changed insurance company to speed up returns when iPads are broken. Then sourced cheap screen protectors to reduce the amount of claims. We've also only issued iPad minis this yea and there have been far fewer breakages and insurance claims.



What we did as a result



Sourced a book 'A parents guide to the iPad' and sold this in school at a reduced price.

Strategy September 2015



- We probably won't do such an intensive launch night as the scheme is established and parents and pupils expect to use mobile technology and engage with the scheme when they come to Priory.
- We'll continue to offer basic instruction on the issuing night and have parents sign up to training sessions there and then.
- Insist all pupils keep to the specific cover and screen protector we issue.
- Have pupils make videos about their use of the iPads and post on the website for parents and guests to view.

Thank you!



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Contact us: creativeclassroom@eun.org



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