



iVILLAGE SURVEY REVEALS THAT 3 OUT OF 4 RESPONDENTS BELIEVE PARENTS NEED TO BE HELD ACCOUNTABLE FOR THEIR CHILD'S ACADEMIC ACHIEVEMENT

Parent Involvement And Advocacy To Be Explored In NBC News "Education Nation" Summit Session With Natalie Morales-- Monday, Sept. 26

Join The Conversation During A Live Chat At iVillage.com, Where Session Will Be Live-Streamed

NEW YORK-- Sept. 15, 2011-- In a recent survey by [iVillage](http://iVillage.com), the majority of respondents made it clear that they consider themselves involved in their child's education, with 73% stating parents should be held accountable for their child's academic achievement. But how and to what extent should parents be involved? And what is the potential impact of parent advocacy when it comes to changing school programs, systemic failures and even policy?

Whether they're advocating for more time for arts and music in their local school or for major changes in state law, parent involvement often gets started based on just one thing: the needs of their individual child. Across the country, parents are leading the charge for "trigger" laws to overhaul failing schools, to scale back high-stakes testing – and everything in between. Now some are even asking: Do parents need a union of their own? On Monday, Sept. 26th, NBC News' "Education Nation" will explore the issue of parental involvement and advocacy with Natalie Morales moderating **Stepping Up: The Power of a Parent Advocate**.

iVillage invites parents to join the conversation during a live stream and live chat of the session, co-hosted by Kelly Wallace, iVillage Chief Correspondent, and Shira Lee Katz, Director of Digital Learning at Common Sense Media. Five parents from the [iVoices on iVillage](http://iVoiceson.com) initiative, a dynamic group of 'real' women and men around the country who contribute stories on the topics most important to them, will also join the chat. The session will also live stream on EducationNation.com.

"We hear directly from the many parents in the iVillage community on how important the topic of education is for them and their families. What the iVillage survey provides is a clear and concise look at the concerns that they are voicing on our message boards

every day,” said Jodi Kahn, President of iVillage. “Parents want to make the most of the precious time they have to focus on their children’s education and the live chat we are hosting around the **Stepping Up: The Power of a Parent Advocate** session, provides them with a platform for their honest, candid thoughts on how the nation can find solutions.”

The iVillage survey also found:

- While 98% of iVillage parents consider themselves involved in their children’s education, more than half (57%) do not agree that parents should be *graded* on their child’s academic achievement
- When it comes to communicating with their child’s teacher, parents overwhelmingly prefer email (74%), vs. phone calls (42%) and even face-to-face meetings (65%)
- More than one in four parents (26%) *disagree* that working moms and dads should be given paid leave to attend parent/teacher conferences For more on the survey, click here [will hyperlink to Kelly Wallace blog post, which will go into more detail on the survey findings].

[NBC News has also announced a special student session on Tuesday, Sept. 27:](#)

In addition to hearing the voices of parents, on Tuesday, Sept. 27, "Education Nation" will host a unique session entitled, **Voices of a Generation: Students Speak Out**. In this unique session hosted by NBC News' Ann Curry, young people provide insight into their own experiences with education and what they think needs to be done to ensure that every student receives a world-class education. These students and former students discuss how they’re overcoming challenges to find their own path to success, and what the nation’s government, business, media and education leaders attending the Summit can learn from their experiences with the education system.

For more information about the 2011 Summit, including sessions previously announced, visit EducationNation.com/2011Summit.

Sponsors of the 2011 “Education Nation” Summit include University of Phoenix, State Farm®, Microsoft, The Bill & Melinda Gates Foundation, The Bezos Family Foundation, The W.K. Kellogg Foundation, and The Eli and Edythe Broad Foundation.

"**Education Nation**" seeks to create a thoughtful, well-informed dialogue with policymakers, thought-leaders, educators, parents and the public, in pursuit of the shared goal of providing every American with an opportunity to achieve the best education in the world. These discussions cover the challenges, potential solutions and innovations spanning the education landscape. By providing quality information to the public, NBC News hopes to educate Americans so they can make decisions about how best to improve our education system both in the near and long terms, and to shine a

spotlight on one of the most urgent national issues of our time, so that America can once again become the Education Nation of the world.

For more information about “Education Nation,” visit EducationNation.com, check us out on Facebook: facebook.com/EducationNation or follow us on Twitter [@EducationNation](https://twitter.com/EducationNation).

About iVillage

[iVillage](#) is the largest content-driven community for women online. With over four million conversations annually and thousands of specific brands talked about weekly, iVillage is at the center of her digital routine. Every day, women come to iVillage to connect, share advice, find life tools and engage in conversations that matter most to them in the areas of Pregnancy & Parenting, Health, Food, Entertainment and Beauty & Style. Additional businesses and brand extensions within iVillage include iVillage UK, Petside.com, Dinnertool.com, Astrology.com and GardenWeb. iVillage Inc., is based in New York City, and is part of the NBCUniversal Entertainment & Digital Networks and Integrated Media Group. Join iVillage’s Facebook group at www.facebook.com/ivillage and follow us on Twitter at www.twitter.com/ivillage.

Contact:

Maryellen Mooney, iVillage, 212-651-5198, Maryellen.mooney@nbcuni.com