

ePromotora Program

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Advancing America, LLC was created to improve parental involvement and student academic outcomes by providing training and resources needed for the academic success of the rising generation. **ePromotora** is a program that trains families to prepare toddlers for Pre-Kindergarten. The ePromotora program focuses on child development from infancy through Kindergarten.

ePromotora is particularly equipped to serve English-language learner families. The classes can be delivered entirely in Spanish or English. All facilitators are fluent in English and Spanish, and are hired based on demonstrated ability to form supportive relationships with families.

PROGRAM COMPONENTS:

The ePromotora program targets the six key literacy skills required by the Texas Education Agency (TEA) PreK guidelines. ePromotora trains parents to support and encourage early childhood education in their homes. ePromotora parents learn how to interact with their children to build vocabulary and language by focusing on six key literacy skills:

1. **Vocabulary**
2. **Print Motivation**
3. **Print Awareness**
4. **Narrative Skills**
5. **Letter Knowledge**
6. **Pre-Math Skills**



These six early literacy skills become the building blocks for reading and writing in later grades. Research indicates that children who enter school with a strong foundation in these skills are better able to benefit from the reading instruction they receive when they arrive at school. The ePromotora program was designed to teach parents these skills and parents help them understand how to prepare their children for school and reinforce what their child is learning in school with activities that support their academic achievement.

Parents that complete the ePromotora program learn how to *academically* support their child with specific instructional activities, games, and actions that reflect and support what the child learned in the classroom. Parents learn how to use common household items, such as paper plates, rice, or uncooked beans to form letters or to create counting games. For example, one of the science projects asks families to use salt, pepper, and a balloon to demonstrate static energy. To expand vocabulary, parents create a simple theatre production making a costume or mask for every family member to illustrate a story from a book that they check out from the library.

The ePromotora program stresses the year that their child is going to graduate from high school and continue to college. Every parent creates a photo montage that provides a visual testimony of the child's future graduation. Many parents keep this photo proudly displayed in their homes. In addition, every class stresses the economic benefits of graduating from high school, the benefits of earning a college degree or certificate, and the importance of being bilingual.

Over 250 parents graduated from the ePromotora program at 17 Austin ISD schools in the 2018-19 school year. During the ePromotora program, parents meet twice a week for 6 weeks. Parents are supplied with construction paper, scissors, colors, pens, pencils, glue, manila file folders and a bag to carry their supplies. In each two-hour class, these materials are used to create hands-on learning activities with their children. At the end of the 12 classes, parents who complete the program are invited to an ePromotora graduation ceremony to showcase and celebrate their hard work. Classes may be held in the mornings or afternoons depending on the preference of parents.

Feedback from ePromotora graduates:

"Through ePromotora, I realized how much I value education. I found that I like quality work and things well done. I consider myself an ambitious parent and ambition is something that I instill in my daughters now every day."

-- Harris Elementary Parent

"ePromotora taught my child to not give up, and taught me to continue looking for information to better prepare my children to reach the goal that they become college graduates."

-- Uphaus Elementary Parent

"The program helped me to understand how I can help my children in their school development and that there's lots of ideas on how to make learning easier."

-- Perez Elementary Parent

"The ePromotora graduation was one of the best days for me as a parent!"

-- Guerrero-Thompson Elementary Parent

Primary Program Contact

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