

PARENTS ALLIANCE

We are a 501(c)(3) organization founded 2007. We began offering computer technology classes to Hispanic parents in the schools of Dallas and San Antonio in 2008. The following year we began operations in Houston. After an in depth study, in 2009 we created PACT Program® adding Financial Literacy in 2010.

In 2012 Parents Alliance was recognized by Mexico Initiative for our work in the education of Hispanic parents. With this grant we contracted with Monterrey Tech to develop our educational portal Superate y Triunfa™ (Reach Higher and Succeed), and to redesign PACT Program® to make it an online interactive program. We now offer a unique online learning experience in Spanish for low-income Hispanics.

MISSION

We empower underserved Hispanic parents to become agents of change and full partners in their children's educational attainment to enable them to reach their full potential in adult life. We are committed to the success of low-income Hispanic families.

STRATEGY

Our strategy focuses on mothers because they are the most important factor in their children's education. They should become leaders of their communities to influence decisions that affect them, and to help their children get a better education.

OUR TARGET AUDIENCE

We target first generation Hispanic parents most of whom don't speak English, don't understand the American school system, and are computer illiterate. All these deficits keep them apart from helping and guiding their children towards academic success. Their children represent 51% of the student population in Texas and most attend Title 1 public schools. We know that our students need to learn in increments with short-term achievable goals, and they need to be encouraged to keep on learning as a road to success.

THE SECOND GENERATION

The second generation is now entering adulthood, and is poised to become an important block of English-speaking, better educated citizens with broad geographic distribution. These American citizens have significant potential to shape future policy yet, their influence will depend on their political engagement which, in turn, will likely depend on rising education levels and incomes.

Rising education levels requires effective PreK-12 education, otherwise these youngsters will not be high-school ready and run the risk of dropping out. This is why parental involvement is crucial to help get their children through these formative years and to graduate from high school and pursue a college education. They just can't do it by themselves.

WHY IS OUR MODEL UNIQUE

We designed an integrated system to provide a unique on-line learning experience. It includes:

- (a) PACT Program® –a 32-hour hands-on course in Spanish with Digital Learning and Financial Literacy courses.
- (b) Superate y Triunfa™ – an easy to use educational portal where we offer over 100 courses in technology, business, health and wellness plus the hugely popular free ESL and Microsoft Office courses.
- (c) A Learning Management System (LMS) to sign in and to keep track of our students' performance.
- (d) Online entry and exit surveys to engage and learn from our students.
- (e) Google Analytics that allows us to know what educational resources are being used, and how many visitors we have and from where.
- (f) We can readily upgrade any part of the system based on actual data and results.

PARENT CENTERS

In collaboration with BBVA Compass and the NBA we created our second Parent Center at Eliot Elementary school, Houston ISD (shown below.) We are interested in creating more of these centers that are an ideal environment where parents learn our PACT Program® and have free access to computers and Internet connection.



HOW ARE WE DIFFERENT FROM OTHER PROGRAMS

We empower parents to take education into their own hands. There are many organizations that offer computer classes with long and exhaustive courses, some even lasting 100 hours that result in high attrition rates. But there is no other organization that offers a well-integrated program such as ours with completion rates of at least 80% with one out of four schools reaching 100%. For us, *learning to use a computer is just the beginning of a learning journey.*