Overview

- Website
- CCE/CHE Summer Intern Program
- Program Work Team (PWT)
- BCTR Connection
- Statewide Data Collection System
- CCE Parent Education Community Assessment Tool
Website

• Launched new site February 2011
• http://www.human.cornell.edu/pam/outreach/parenting/

• Google Analytics Overview
  – Since website was launched:
    • 84,103 page views
  – In the past year (September 2015- August 2016):
    • 19,732 page views
Website Statistics 2015-2016

New York State
• Total of 230 cities have viewed the site!
• Top viewing cities in NYS:
  – Ithaca
  – New York
  – Albany
  – Syracuse
  – Riverhead
Website Statistics 2015-2016

- **International Searches**
  - Total of 134 countries have viewed the site!
  - Top searches are:

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CCE/CHE Summer Internship Program

• In existence since 2007
• The College of Human Ecology along with extension educators from local Cornell Cooperative Extension offices involve students in their work for a summer
  – Competitive
  – Students must apply and be accepted
  – Student stipend fully-funded by CCE/CHE

• This summer we placed 1 intern
  – Sahiba Kahai, Parent Education Community Assessment Tool and Resource Development

• Let us know if you are interested in partnering for next summer!
Program Work Team

• Parent educators, faculty, and external stakeholders
• Meet once or twice a year
• Recent areas of focus
  – Subcommittee Work
    • Parent Ed Certification/CCE Professional Development
    • Marketing/CCE Parenting Education
    • Parent Education/Nutrition

• Contact Eliza if you are interested in Joining
BCTR Connections

• Goal to continue to connection between Parenting In Context and the Bronfenbrenner Center for Translational Research (BCTR)

• In past year we have had many opportunities:
  – ACT for Youth
  – 4H Youth Development
  – BCTR Faculty Members
  – BCTR Lecture with Ron Haskins
Statewide Data Collection

• Launched statewide in March 2009
• Pre- and post-survey questions for all CCE parent education participants
  – 10 questions
  – At least 6 hours of content
  – Web-based data entry system
    https://sri.cornell.edu/PESystem/

• All information is online at:
  http://www.human.cornell.edu/pam/outreach/parenting/evaluation/statewide.cfm
2015-2016 Statewide Report

• Includes:
  – 483 total participants
  – 7 counties
  – 15 various programs
County Participation

*County Reports coming soon!

- Tompkins: 38%
- Suffolk: 10%
- Jefferson: 13%
- Orange: 10%
- Tioga: 10%
- Ontario: 7%
- Lewis: 2%
- No Response: 1%
Program Participation

*Program Reports coming soon!

- Parenting Skills Workshop Series (PSWS)
- Discipline Is Not a Dirty Word
- Magic Years
- Parents Apart
- Active Parenting
- Thriving with Your Spirited Child
- Incredible Years at Home
- Other Programs
- Strengthening Families
- Home Visitation
- Parenting A Second Time Around (PASTA)
- Parenting Teens
- Middle Years
- Challenges and Joys of Adolescents
- Parent Partner Program
Pre- Post Evaluation Results

• 320 people completed both pre- and post-tests
• 9 out of 10 items showed significant improvements!
  – See report for more details
Year by Year Overview

Total of 4,429 participants from 12 counties (as of August 2016)

Number of Significant Outcomes 2009-2016

Number of Participants 2009-2016
Moving forward

• Keep the data coming!
• Need a data collection refresher? Contact Eliza.
• Do you have any staff members that are new to data collection? Contact Eliza.
• Will produce reports on a regular basis
  – County
  – Program
  – Statewide
CCE Parent Education Community Assessment Tool

Goal is to develop a system that would help parent educators identify parenting needs in their own community

- Four different assessments that can be distributed to:
  - School professionals
  - Medical professionals
  - Other parent educators/professionals who work with parents
  - Parents/caregivers

We also plan to develop the *Parent Education Toolkit*—which will include a number of trainings/tools that parent educators can use based on their community’s needs

- Communicating the impact of parent education
- Marketing programs
- Using technology to reach a broad audience
- Participant Retention
- Adapting programs
- Picking a parenting education program

Any suggestions or feedback for us?
How can you get involved?

• Join the Program Work Team
• Join and contribute to the listserv
• Visit the website
• Tell your colleagues
• Give us your feedback