



About our project

You Make Math Possible validates recommendations that help parents and caregivers of 6th–10th graders support math learning. Through iterative testing, the project builds practical, evidence-informed messages on struggle, relevance, and the importance of parental support to students’ math success.

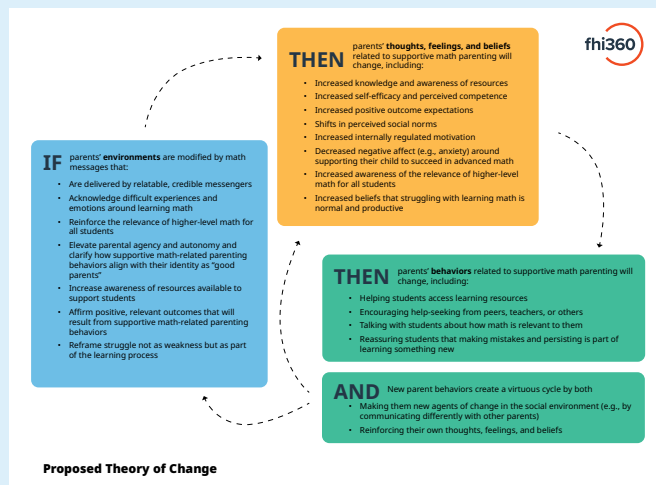
Top learnings about impact

NOTE: These findings reflect initial learnings from the midway point of the project.

Findings from advisory boards, focus groups, interviews, and surveys with families across four states showed several consistent patterns:

- **Reframing struggle as growth increased hope and willingness to engage.** Messages such as “Struggling is normal—and success is possible” reduced guilt and anxiety and helped parents view difficulty as part of learning, making them more likely to seek support.
- **Affirming parents’ existing strengths boosted confidence.** Asset-based phrases like “You have the power to help” made parents feel more capable and increased intentions to click on links or explore resources.
- **Parents preferred concrete, clearly previewed resources,** especially when messages highlighted specific, free supports (for example, “5 ways to help your child now”).
- **Language and trusted messengers shaped impact.** Accessible terms such as “more complex” or “next-level math” worked better than “advanced” or “higher level math,” and teacher-delivered messages outperformed parent-delivered messages among parents who identify as “not math people” and families with lower incomes.

Next, we look forward to testing these messages in real-world settings with parents and caregivers in Hillsborough County, Florida.



Top learnings about process

Building effective math messages requires an iterative design with parents, advisors, and the Community of Practice. This included focus groups, interviews, Advisory Board input, A/B testing, and multiple rounds of message design and revision, culminating in a sequenced messaging plan (linked below). Shifting narratives requires ongoing, connected messaging. Additional design principles guiding this work are linked below.



Explore our Parent Messaging Map—research-tested messages you can adapt for materials, testing, or outreach.



Use our Design Principles to strengthen your parent-facing math messages.

