



# The Parental Involvement Place!

December 20, 2011

Contact: Elbert Solomon  
"I Care" Products & Services  
P.O. Box 492  
Americus, GA 31709  
229.928.5900 Ext. 10

FOR IMMEDIATE RELEASE

## HIGH LEVELS OF PARENTAL INVOLVEMENT LINKED TO IMPROVED STUDENT ACADEMIC PERFORMANCE

*A two-year study of the "I Care" Positive Parenting Character Curriculum revealed that students whose parents are highly involved in their children's education show the greatest improvement in their English and Mathematics scores.*

AMERICUS, GA (December 20, 2011)—"I Care" ([www.icarenow.com](http://www.icarenow.com)) today announced the results of a two-year research study showing that students with high levels of parental involvement through use of the "I Care" Positive Parenting Character Curriculum showed substantially greater gains in English and Mathematics than students whose parents were less involved. The research was conducted by SEG Measurement, a third party educational research firm in New Hope, Pennsylvania.

"We have known for quite a while, from teacher and parent feedback that the "I Care" Positive Parenting Character Curriculum has a major impact on student learning. It is valuable to see the relationship between "I Care" use and student academic growth confirmed through research," said Elbert Solomon, President of "I Care."

The study was conducted with 71 students over a period of two years. The growth in student state English and Math test scores was compared for students with low, medium, and high levels of parental involvement. "The results clearly show that students with greater levels of parental involvement show substantially larger gains in English and Math scores," said Scott Elliot, President of SEG Measurement.

### About "I Care"

The "I Care" Positive Parenting Character Curriculum is a comprehensive curriculum enabling families, schools, and communities to simultaneously teach, reinforce, and model good character. The research evidence supports the finding that *parents* can have the greatest influence on their children's education. The "I Care" curriculum provides educators with engaging and meaningful ways to: get busy parents involved with their children at home, simplify the teaching of character at school, involve the community in the teaching of character, and measure and document outcomes.

Over 100,000 classrooms in 35 states have successfully implemented the "I Care" Positive Parenting Character Curriculum from Pre-K through 12th Grade.

"I Care" is located in Americus, Georgia and can be accessed on the web at [www.icarenow.com](http://www.icarenow.com).

###