

5 Barriers to Engagement Through Communications

INFORMATION OVERLOAD

20%

The percentage of Americans who feel overloaded by information.



NON-TECH-LITERATE FAMILIES AND LOW BANDWIDTH DEVICES



43%

About 4-in-10 adults with lower incomes don't have home broadband.

FAMILIES FACING NON-SCHOOL-RELATED CHALLENGES

10 Million

The number of children who have a family member who is unemployed or lacks paid work due to the pandemic.



LANGUAGE AND CULTURAL

19.4%

The percentage of English Language Learners in California alone; ELLs are widespread in the U.S.



INACCURATE CONTACT INFO

40 Million

The average number of Americans who move each year.



Get practical recommendations for each of these communications barriers to engagement. Download the free ParentSquare best practice guide **"Reaching the Last 10%: Engaging the Hardest-to-Reach Families."**

SOURCES

Pew Research Center, National Center for Education Statistics,
Pew Research Center, Harvard University Joint Center for Housing Studies,
Center on Budget and Policy Priorities