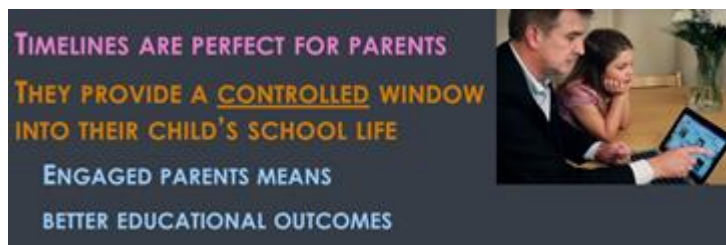


## BRIEFING NOTE 3.1

# LAUNCHING EARWIG TO PARENTS

So, you're now ready to open your Earwig timelines to parents and enjoy the improved parent involvement and pupil engagement that this always delivers. We have now opened school Earwig accounts to the parents at more than 150 schools and the results for school staff have always been rewarding.



As every teacher knows, parents are great, but they can be tricky. It is important, therefore, to follow a step-by-step approach, to ensure that everyone is on board and comfortable with the idea.

Over recent years we have evolved a process that makes sure that the whole operation runs smoothly and that everybody is properly briefed. Here's how it works...

Before deciding on a 'launch to parents' date you will need to decide whether you want Earwig to be a one-way or a two-way facility. One-way means that parents can see records created by school staff (only records in which their child is tagged) and can comment on these. But they cannot create Earwig Observations themselves. Two-way means that parents can make observations of activity at home which are then curated by teachers before being added to the relevant pupil's timeline.

Then the actual launch process is as follows...

- 1 To alert parents to Earwig and what it does for them, we will send you a pack of leaflets for you to give to the pupils to take home. (See Appendix 3)
- 2 These should be supplemented by an email from the school reinforcing this. (Appendix 2)
- 3 On a date that you specify, we will send 'Welcome to Earwig' emails to all the relevant parents on your database. You can launch to the whole school or specific classes or groups. The emails explain the new facility further and include the individual logins and passwords for each parent. (See Appendix 1)
- 4 Any relevant new parents added to your database automatically get the Welcome to Earwig email. So, no additional admin required.
- 5 Parent usernames are always their email address. Parents who forget their password can just use the 'Forgot password' link on the login page, to get a new one.
- 6 Parents who aren't on the database can still apply for a login using the 'Register' button. No parent is given a login without the written consent of the school.

NOTE – The 'Welcome to Earwig' emails only go out to those parents whose children have at least two 'external' records in their timeline. So, parents always have something to see when they log in.

## SECURITY AND DATA PROTECTION

While the Earwig data is securely contained within the bubble of the school Earwig account, which can only be accessed by staff, image security is not an issue. Launching to parents widens the envelope, to include relevant parents and guardians. So, this is always, and rightly, a source of concern for the school leadership. So here are the facts about how the Earwig Parent Access works and its implications for data protection and pupil security.

The first thing to understand clearly is that launching Earwig to parents is not the same as opening it to social media. Each parent has a unique login and they can only see the records

- 1 in which their own children are tagged
- 2 which the school has approved for parental consumption by marking these as 'External'.

Staff decide this when they create each record. If it is marked as 'Internal Only' this record is not seen by parents. Even records marked 'External' contain two separate commentary boxes. One marked 'Internal' and one 'External'. Parents only see the External commentary.



### SELECT PUPILS

ALFIE GREENWOOD

ELYSIA ATHERTON

LOLA OGBODO  
**Internal Only**

MACEY CARTWRIGHT

In every school there are children whose images cannot leave the school boundaries. Because Earwig is synchronised with the school MIS, the system is able to clearly identify these as 'Internal Only'. Any record tagged to any such pupil is automatically inaccessible to parents.

Teachers will still have to be aware of such children in order to ensure that they are not captured in the background of a photo or video. But that is the same for any photo taken in school. It is perfectly possible to download an image from the Image Bank, obscure a particular pupil and then create a shareable record from that.

Parents can download the images but they are advised that these should not be shared on social media. Since this facility launched in 2014, thousands of Earwig parents have viewed millions of images and we have not had any cases of misuse.

School Heads are sometimes worried about the GDPR implications of this limited opening up of Earwig data to parents. Suffice to say that GDPR requires that...

- 1 There should be a good reason for sharing this data.
- 2 The system should be able to track the use of the data.
- 3 The school Data Controller should have control over who access the data and when.

The Earwig Parent Access complies with these requirements. To understand more about how, go to these pages on the Earwig website – [Child Protection](#), [Data Security](#) and [Security Assessment](#).

# Teacher Briefings



## WHAT ABOUT OUR EXISTING RECORDS?

The timeline that parents see always scrolls back twelve months. So their 'window' into the school is only ever one year wide.

So it is a good idea to review the last 12 month's records and make sure that they are all 'parent-worthy' before launch. The best way to do this is to go down the Record List, checking the External Commentaries and amending records as necessary.

If that seems like too much work, we can make all the records, up to a specified date, 'Internal Only'. So, no parents will see any records before that date. That way, you can limit the amount of record curating that you need to do.

Remember that each parent doesn't get their 'Welcome to Earwig' email (with their login details) unless there are at least two records in their child's timeline. So, you do need to have some records available to view before launch.

Remember also that, after 'launch', staff still have total control over what parents see. They can either keep contentious comments in the Internal Commentary box or simply make any record 'Internal'

## WHAT DO OTHER TEACHERS THINK OF EARWIG FOR PARENTS?



To hear what teachers think of the Earwig Parent Access click on this image.

# Teacher Briefings



## MAXIMISING THE UPTAKE LEVEL BY PARENTS

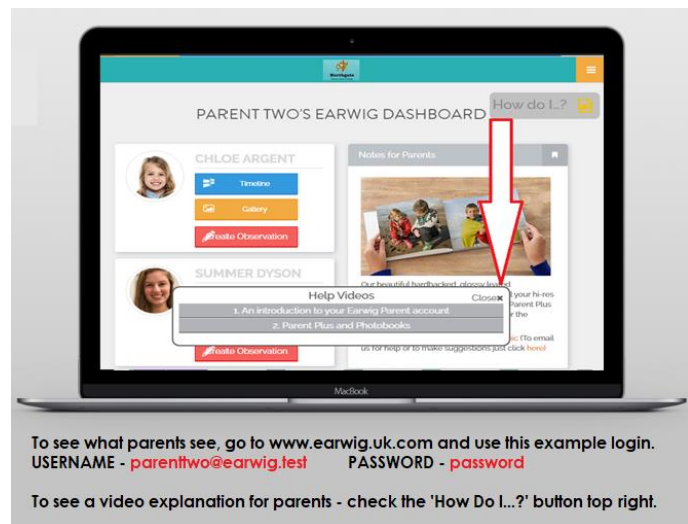
We don't have to tell you that not all parents are assiduous in logging in to see what their children are doing at school and support their learning! We do try and encourage the less enthusiastic by sending them an email reminder once a month, if they haven't logged in – as long as there are new records in the child's timeline to view.

The fact that not all parents have devices with wi-fi access is no longer an issue because almost all parents have phones and the Earwig parent view works perfectly well on a phone over 4G.

In practice, of course, the number of parents who take advantage of this facility varies considerably from school to school. Inevitably, the school catchment area is relevant.

Middle class parents tend to be much more participative and the percentage of parents logging in each term is between 50% and 80%. In more deprived areas, the termly uptake is usually between 20% and 50%. But it is particularly in these areas where every effort should be made to improve parental engagement.

The other thing which makes a big difference to parental interest is the enthusiasm with which the facility is promoted by the school. In some of the more pro-active schools, the parent login rate is over 95%. One or two even distribute their annual pupil reports to parents by simply adding these to the pupil's timeline.



One school recently found that putting clips from the school Christmas play onto pupils timelines increased parental interest significantly.

## ALLOWING PARENT OBSERVATIONS

The next decision is whether to make the conversation with parents one-way or two-way.

If you add the Parent Observations Module to your package parent will be able to create simple Earwig records and add them to their child's teaching and learning evidence record. This also provides a chat facility against each of these records, so that teachers can sustain chats with parents about work set or activity shown.

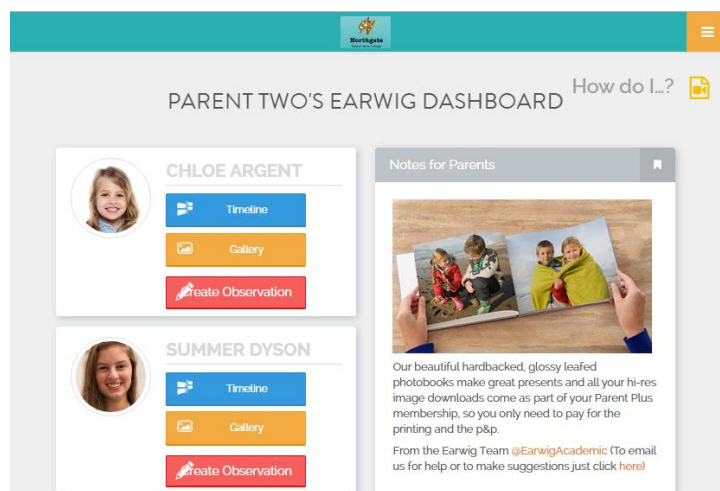
If you would like to know more about just how this works, read Briefing Note 3.2 – Parent Observations.

# Teacher Briefings



## THE PARENT'S VIEW

When parents log in, this is what they see. If Parent Observations have not been enabled, the 'Create Observation' button is not visible.



From here they can either view the child's Timeline or their Image Gallery.

The system is designed to be totally intuitive. So, no instructions are necessary. But they are also provided with a 'How Do I...?' button, just in case.

The parent view of the timeline is just the same as the staff view, except that they can't edit this or create PDFs.

They can, however, add a short comment to any teacher observation they can view. When a record contains a Parent Comment to review, this is flagged on the Staff Dashboard.

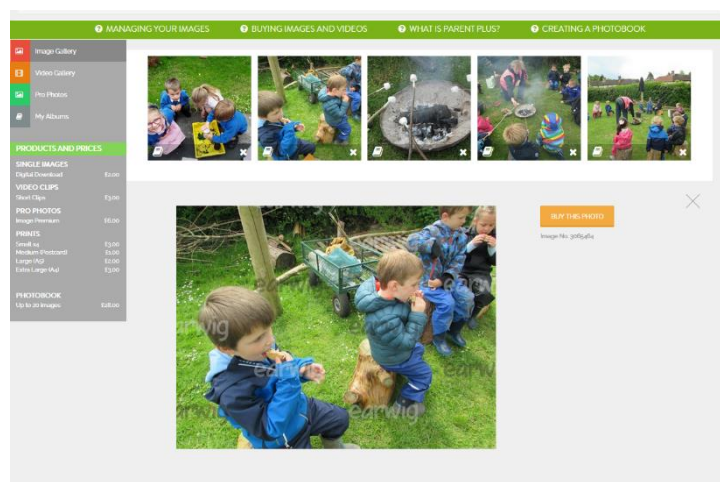
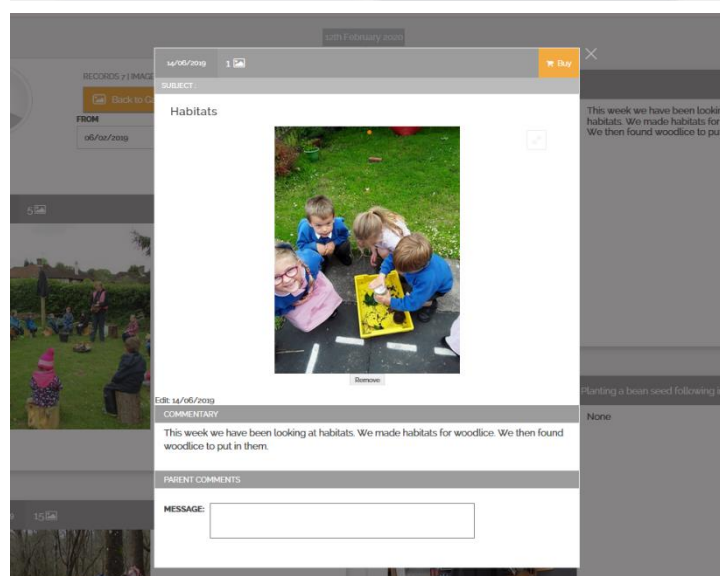
When the comment is seen by a staff member, this is noted on the parent record.

The Gallery is where they can find all the images, documents and video clips that have been attached to their children's records over the past twelve months.

Here, they can view these and, if they wish, buy high-resolution versions of them to keep.

They can also subscribe to Parent Plus for £12 a year. This entitles them to as many high-resolution copies of images or videos as they want. They can also see more than one year's worth of images and can order photobooks of these if they so desire.

Once a pupil leaves the school, the parent is given three months' notice, after which their account is archived.



# Teacher Briefings



## SUMMARY

To see an example parent account, log in to Earwig with

USERNAME [example@earwig.com](mailto:example@earwig.com)

PASSWORD password

Engaging parents was one of the prime drivers of the Earwig founders when they first built the software package. It has evolved a long way since then, but this remains at the heart of the Earwig proposition.

We have gone to great lengths to make the process as simple, robust and secure as possible. It still needs to be handled with some discretion by school staff but we can say three things about the Earwig Parent Access facility...

- 1 Parents (generally) love it.
- 2 Ofsted inspectors love it.
- 3 We have never yet been asked to switch it off!

'RESEARCH HAS SHOWN THAT  
CHILDRENS' **GRADES IMPROVE** BY AN  
AVERAGE OF **15%** WHEN PARENTS  
ARE ENGAGED.'

PARENTAL ENGAGEMENT

We look forward to helping you improve the engagement of your parents and thus making possible the enhanced pupil motivation and performance that this can provide.

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# Teacher Briefings



## APPENDIX 1

**THIS IS THE AUTOMATED EMAIL THAT GOES OUT TO EACH OF THE PARENTS IN YOUR SCHOOL DATABASE ON THE DATE YOU CHOOSE TO 'LAUNCH' EARWIG TO THE PARENTS.**

Dear Parent

Xxxxxx School has added Earwig to the suite of educational software that it uses to improve outcomes at the school.

Earwig provides school staff with the facility to capture, in photos, video and documents, the many achievements and special moments which make up a school day for each of our pupils - in the classroom, during activities and on school trips.

These images and video clips are tagged with a brief commentary by teachers using their Earwig app. The result is a vivid, image-based continuous record for each pupil, in the form of their personal timeline. This provides evidence of progress and enables more accurate assessment decisions. You can find out all about how it works at [www.earwigacademic.com](http://www.earwigacademic.com)

Earwig also provide free access for parents and guardians, who can log in to see all their child's records over the last three months', from any device. It offers a dramatic and regular window into the daily experiences and achievements of your children at school. You will have full access to low resolution images but high-resolution images and video that you wish to keep permanently can be bought. It is strongly recommended that you do not share these images on social media, especially if they contain images of other children.

Parents can rest assured that Earwig is a sealed system in the Cloud. No-one who does not have a login provided by a school has any access to the Earwig platform and each parent can only see the timelines relating to their children. Parents may opt their children out of this facility. In this case, no images will be associated with them will be visible outside the school. To find out more about Earwig's Child Protection Policy, [click here](#).

To reach your account, go direct to [www.earwig.uk.com](http://www.earwig.uk.com) and use the login details below.

This initiative is part of your school's commitment to ensure that you and your child get the most from your Xxxxx School experience. The Senior Leadership Team hope that you will find this addition to parent communications interesting, entertaining and enlightening.

Recent research shows that when children discuss what they do at school with parents or carers, their performance improves by up to 15%.

Yours

Xxxxxxxx School

To log in to your personal Earwig timeline and image gallery, go to <https://earwig.uk.com>

**YOUR LOGIN:** [joeryan@earwigacademic.com](mailto:joeryan@earwigacademic.com)

**YOUR PASSWORD:** earzAXG8

You can change your password to something more memorable, once you've logged in.

# Teacher Briefings



## APPENDIX 2

### A SUGGESTED TEXT FOR AN EMAIL FROM THE SCHOOL TO PARENTS TO TEE THEM UP FOR THEIR 'WELCOME TO EARWIG' EMAIL.

Dear Parent/Guardian

#### **Now parents can Earwig**

You may be aware that, as part of our ongoing drive to improve standards, we use a new online tool called Earwig to track and record children's progress in school through a series of time-based records which include images, documents and video.

You can learn more about Earwig here - <https://earwigacademic.com>.

These are presented as a timeline for any class, subject or pupil. This provides a great opportunity for us to provide parents with a vivid window into the activities that your children are taking part in during the school day.

We expect to open the system to parents soon. So please ensure that the email details we hold for you are up to date.

If you have asked for your child to be annotated as 'no images', then neither they or you will participate in this facility and no images of your child will be available in any way outside the school.

When the system is opened to parents you will receive a 'Welcome to Earwig' email. This will direct you to the website and give you your secure login details. Once logged in, you will be able to see the records related to your child which include images, video and commentary from teachers. These images and video clips will be available to you online, free for one year and low-resolution copies can be taken. You can also download high resolution copies of images or video, to keep, subject to a small charge.

**Parents are strongly advised not to share these images on social media, especially if they contain images of other children.**

Parents will also be able to add their comments to any record, which will be seen by staff and add to the parent/school conversation.

[\*A further enhancement which we have included in your Earwig package is the ability for you to make observations of small achievements which your child makes while at home. These will be viewed by teachers and can be added to your child's record of achievement while at the school. This provides a more rounded view of your child's progress.]

We hope that this new, free facility will help you to engage even more in the life of your child at this school.

Yours

If you wish to see a demonstration example of a parent's Earwig view go to [www.earwig.uk.com](http://www.earwig.uk.com) and log in using...

USERNAME [example@earwig.com](mailto:example@earwig.com)

PASSWORD password

When you log in, check the 'How Do I...?' button top right for a video explaining how it all works.

# Teacher Briefings



\*This paragraph should only be included if Parent Observations are switched on.

## APPENDIX 3

Earwig leaflet for new parents

The leaflet features a grey background with the 'earwig' logo in orange. Below the logo, the text 'FIND OUT WHAT YOUR CHILDREN REALLY DO AT SCHOOL' is written in large, white, bold letters. Underneath this, two paragraphs of text describe the Earwig Academic Reporting System. At the bottom, the text 'ACADEMIC TIMELINES FOR PARENTS' is displayed in white. On the right side of the leaflet, there is a vertical strip of overlapping photo cards from the Earwig system. These cards show various school activities: children building a project, a Halloween drama performance, a child playing guitar, a PE activities day, a child in a zebra mask, a group of children sitting on the grass, and children working on a project. Each card includes a date and a brief caption.

**earwig**

**FIND OUT WHAT  
YOUR CHILDREN  
REALLY DO AT SCHOOL**

Teachers regularly take photos and video to provide evidence of the activities and achievements of the children in their care.

Your school has subscribed to the Earwig Academic Reporting System which presents these images as a series of short reports which provide you with a window into life at the school and a permanent and vivid record of your children growing up.

**ACADEMIC TIMELINES FOR PARENTS**

Children learn skills through building project Great Fun for the class.

Drama - Halloween Party

17 June 2014 8

The standard of this years costumes was very high.

Animal masks!

14 June 2014 1

Lots of fun for the kids.

PE - Activities day

10 June 2014 5

A great day!

10 June 2014 4

Making a story book

10 June 2014 3

10 June 2014 2

10 June 2014 1

# Teacher Briefings



## DEAR PARENT

Your child's school now subscribes to Earwig. For parents, this means that you now have access, through the internet, to relevant teaching evidence images and video taken at the school. This is your own personal window into your child's school activities and achievements.

## WHAT EARWIG MEANS FOR PARENTS

Each Earwig record usually contains images or video and a commentary by a teacher, presented in the form of a continuous timeline covering your child's journey through the school. You will be notified periodically when there are new records in your child's timeline.

Parents love viewing these records and they are made available to you in the expectation that this will lead to more interesting and relevant conversations at home about what your child is doing in school. You will also be able to add comments to each record, which will be seen by the teacher.

For safeguarding reasons, parents can only see their own child's timeline, but access to this is free for all parents registered with the school for the entire time your child is at that school. This can be shared with close family members at your discretion.

## HOW TO SEE THE TIMELINE

To access your child's timeline you will need to go to [www.earwig.uk.com](http://www.earwig.uk.com) and login. When the school is ready to launch this service to parents you will get an email from Earwig, giving you your login details and password. If the school doesn't have your email address, let them know it as soon as possible. To see what an example Earwig timeline looks like, go to [www.earwig.uk.com](http://www.earwig.uk.com) and log in using **example@earwig.com** and password.

## PURCHASING IMAGES AND VIDEO AND ORDERING PRINTS

If you see an image that you would like to keep permanently or to print, you can order a high-resolution image for printing, for £2.00. Alternatively you can opt for Premium Parent membership and, for £12.00 a year, enjoy a nice shiny picture gallery where you can see, organise and share all your images and videos and also download as many high-res copies as you want - for as many children as you have in the Earwig system.

25% of any payments you make to Earwig go straight to the school discretionary fund to provide additional facilities for the school.

## SAFEGUARDING

Because we are dealing with images and video of children, safeguarding is a high priority for Earwig. Each school's Earwig database is a closed system, available only to staff and approved parents. Parents can opt their children out of Earwig by contacting the school.



## WHAT IS EARWIG?

Earwig is a software package for schools designed to make it easy for teachers to generate and manage teaching evidence and to use this to assess progress by pupils. Sharing the resulting information with parents improves parental engagement and pupil motivation. To learn more, go to [www.earwigacademic.com](http://www.earwigacademic.com).

**RESEARCH INDICATES** THAT PUPILS WHO BEGIN **SHARING** THEIR **SCHOOL EXPERIENCES** WITH **THEIR PARENTS** OR **CARERS** THEIR SCHOOL MARKS **IMPROVE**, ON AVERAGE, BY **15%**.

 0333 6666 166

 [EARWIGACADEMIC.COM](http://EARWIGACADEMIC.COM)