



Family engagement

in Middle School

Andre, Ayda, David, Lilian, Ricardo and Victoria



Isabella

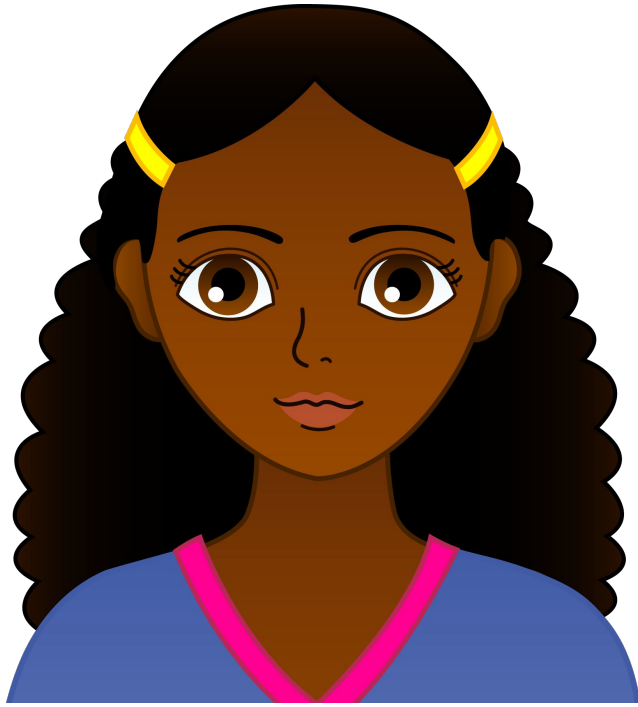


Isabella



Isabella' mom

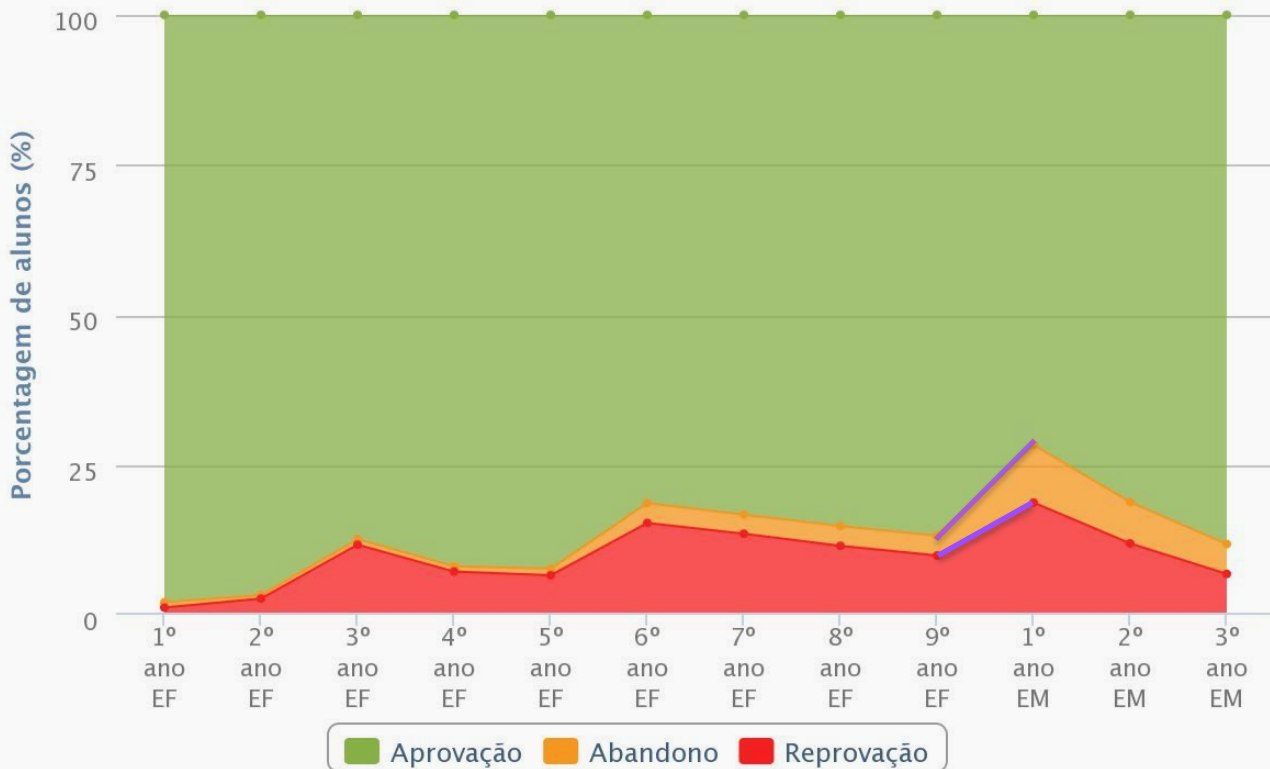
Isabella represents....



X 5,000,000

in Brazil

Taxa de Rendimento por Etapa Escolar

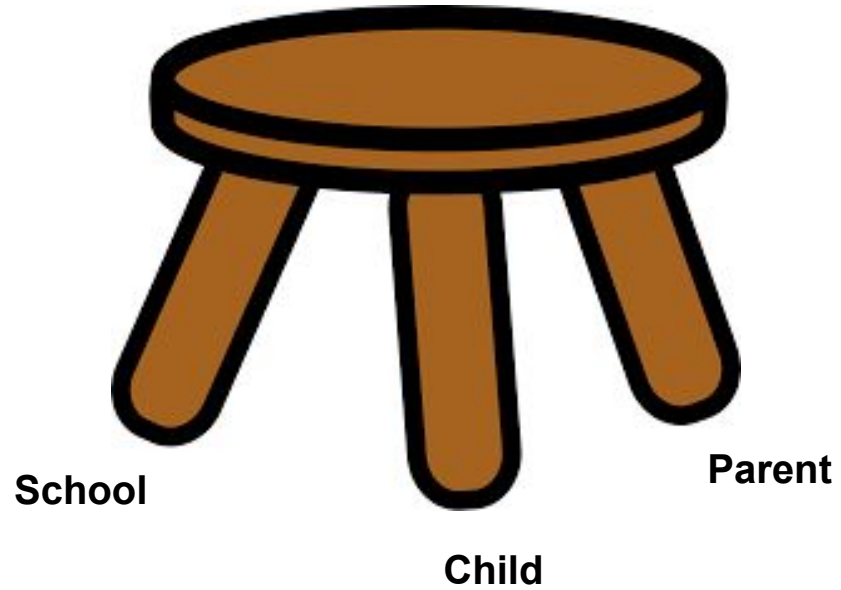


Highcharts.com

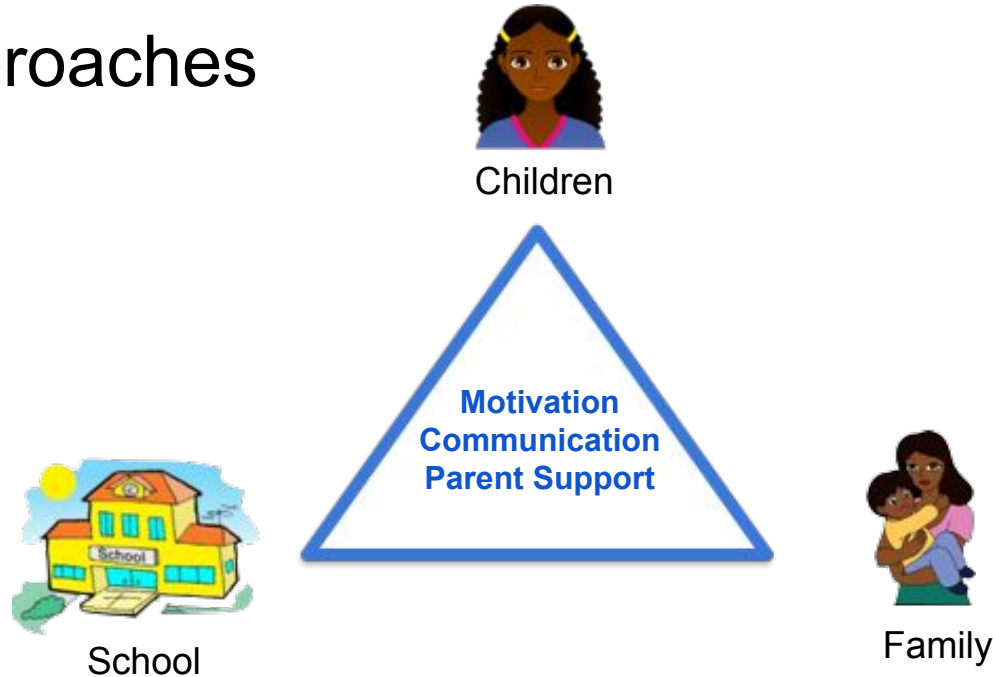


represents 40% of all the failures + drop out rates in Brazil

Approaches



Our approaches



- **Messages**
Grades, behavior, tips, facts
- **Personalized Videos**
Middle school transition, hormones, communication, significance
- **Virtual Parent**
- **Parent Forum**
Questions and answers
- **Parent Academy & Parent Network**
- **Reward System**

Thank you



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Competitors

Text message alert



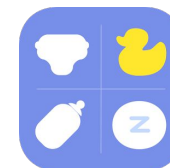
Teacher, parent (and student) discussion



Reminders & videos for newborns and new parents



Remember the Milk





Total Baby
APP

Isabella represents....

Source: www.gedu.com

Anos Finais

	Reprovação	Abandono	Aprovação
9º ano EF	9,9%  207.542 reprovações	3,3%  69.181 abandonos	86,8% 1.819.655 aprovações

Ensino Médio

	Reprovação	Abandono	Aprovação
1º ano EM	18,7%  471.661 reprovações	9,6%  242.136 abandonos	71,7% 1.808.453 aprovações