

Persuasive Writing Campaign

Jaci McKenzie Hansen

University of Arkansas at Little Rock

Topic

Exigence

Modern day homeschooling became popular in the 1970s due to John Holt's educational reform movements. Holt persuaded many people to take up homeschooling to improve their children's psychological development. Many people listened to his ideas, including Raymond Moore, who wrote the 1981 book, *Home Grown Kids*. In more recent years, homeschooling has become a more popular choice amongst parents due to political or religious beliefs, as well as wanting to provide a safe environment for their child to receive a quality education.

Homeschool professional development is a great resource for homeschool parents to participate in to help their child succeed in their education. Parents can learn new learning techniques, tips and tricks for their students to succeed in their education, new technologies and software, and so much more. The benefits of professional development outweigh any negatives that may be associated with it. Professional development has been proven to be a valuable resource with public school teachers. According to Darling and McLaughlin (1995) "teachers learn by doing, reading, and reflecting (just as students do); by collaborating with other teachers; by looking closely at students and their work; and by sharing what they see." (p. 597)

Parents who homeschool can benefit from professional development just like public school teachers because they are taking on the role of teaching in addition to the role of parenting. All students learn differently and homeschooling parents need to be able to reach their child and educate them as best as possible. Homeschool professional

development would be a great way to learn new teaching strategies. Education has evolved where lecture and note taking is no longer the norm for teaching. Ideas such as group projects and project based learning have become more popular within the last few years. Though it has become more popular, very few public schools actually implement this idea as they are still teaching to the standardized tests. Homeschool parents, with the proper training, would be able to implement these new teaching techniques with their students.

The public education system is in need of a reform and has pushed many parents to try alternative methods for educating their children. Parents of current K - 12 students also see the value of education more than in previous years. According to Twenge (2017) the current generation, that she calls the iGen generation, is pushed to go to college more than any other generation. The iGen's parents want their students to pursue education over working. Parents in today's society genuinely care about their children's education and homeschooling parents will want to educate themselves to better educate their children.

Homeschool professional development does not just have to include professional development sessions. Parents who homeschool should be encouraged to read books, collaborate with other homeschooling parents, join co-ops that offer support to parents, take online professional development classes, or join Facebook groups that can offer professional development support. The idea of professional development does not mandate what children who are homeschooled will be learning, but it enhances the way they learn.

Invention

Homeschool professional development is a great way to enhance a child's education. Teaching methods are constantly evolving and not many students can learn from the "old school" way of note taking from a lecture. Some visual aids are necessary, including a PowerPoint presentation or a video to help the student grasp concepts faster. Another teaching method is the idea of project based learning where students get to apply their newly learned knowledge in the real world. This real life application allows students to recognize the importance of what they are learning.

Time management is another skill that many adults and children need to practice. Every teacher, regardless of what environment they teach in, will say they feel like they do not have enough time to get everything done. Professional development courses on time management can help with time management skills for homeschool parents. Those skills can then be taught to the children.

With technological changes and technology now being used in all aspects of our lives, students need to be taught these tools. These tools can also be used to help students in other academic areas such as math or history. Parents who attend homeschool professional development would be able to learn about new apps, websites, and equipment to better help their child learn. Technology and its required skills are becoming more necessary in our society today. Parents would be better equipped to teach their child if they themselves had the appropriate knowledge and skill set from a technology professional development course.

Homeschool professional development could also benefit parents whose students will be attending college soon. Getting tips and tricks on how best to help your student succeed on

the SAT or the ACT would be very beneficial. Parents can learn about programs and classes that their student could take to raise their scores. Whichever way the parent chooses to help with the college entrance exams, it can make a big difference. Scholarship information from these professional development sessions can also be beneficial.

One thing that many parents potentially worry about when considering homeschooling is the socialization aspect for their child. However, homeschool professional development sessions would not only allow the children an opportunity to network and socialize with their peers, but allow the parents to as well. Parents coming together and building a support system for homeschooling is a great way for the children to build friendships and develop relationships with people outside of their family. With these newly formed circles, the children can learn better social skills such as conflict resolution and effective communication.

Parents can also learn a lot from other homeschooling families. They can even collaborate and have their children work together, if possible. Group projects have become popular in today's teaching. More workplaces actually like the idea of working on projects in teams rather than individually. Big companies like Pixar and Google have expressed they hire employees who are advanced in soft skills (i.e. communication and teamwork). Having homeschool families come together to teach their students cannot only help the children's academic performance, but their social skills as well.

Just like it is important for children to be social and have other children to talk to and work with, it is also important for parents who homeschool to have other parents to talk to and work with. Professional development classes can lead to those networking

opportunities and some may encourage finding a teaching partner. Other professional development sessions may offer ideas for collaborative learning and teaching.

Audience Analysis

General Audience

The audience for the homeschool professional development campaign would be parents who either homeschool or are seriously considering homeschooling their child. According to the Coalition for Responsible Home Education (2017), most students who are homeschooled are non-Hispanic caucasians and that 45% of homeschool parents have a bachelor's degree or above. The data also shows that homeschool families in 2003 were at or above 200% of poverty, that 76% of homeschooled students had both parents living the same household, and 43% of the households had only one parent in the labor force.

(Coalition for Responsible Home Education, 2017).

Based on the data from the Coalition for Responsible Home Education, most homeschool children are caucasian, have well educated parents, and do not live in poverty. The parents also live in the same household, where only one parent works and the other stays home.

The three dimensions of the audience that are important for the homeschool professional development campaign are the audience values, the attitude toward relevant behaviors, and relative audience beliefs.

The audience values are important in persuading the audience to attend homeschool professional development because they align with their overall goal of giving their child the best education and learning opportunities possible. Parents who homeschool would be

open to this idea of professional development if they were sure that they or their child would benefit from it.

The attitude toward relative behaviors is important to this campaign, too. Most parents might be skeptical of professional development because of rumors or false presumptions about professional development. The attitude some homeschooling parents might have is the idea that no one could teach their child better than they can. While that may not be the case for all parents, it is certainly a good idea to provide an understanding that professional development is supposed to help parents teach their child, not tell them how to teach their child.

The last important dimension for the homeschool professional development campaign is relevant audience beliefs. This ties in with the attitude toward relative behaviors. After clarifying what professional development is, the rhetor would want to assess the opinions of the parents and note any concerns about what homeschool professional development is. Facts on professional development would want to be provided in attempt to prove that professional development is beneficial to parents and students.

Specific Segments

For the homeschool professional development campaign, the audience would be persuaded by two different segments—the values of the audience and the audience's needs and motives. The values of the audience are important and would really help persuade the audience to move forward with attending or doing homeschool professional development. It is important to reach the audience where you know what will get them. Most homeschooling parents choose homeschool because they believe it is what's best for their

child. If you approach the topic of professional development, keeping that value in mind, your audience will accept it. They will know you, the rhetor, is looking out for their child's best interest, just like they are.

Parents who are nervous about certain ideas and actions that are suggested during homeschool professional development will need to understand that not all professional development techniques need to be implemented. They can choose what to implement or try and make adjustments as they see fit. Many parents homeschool for religious and / or cultural reasons. Having that understanding and providing that type of flexible information would make parents want to listen more and respect you, the rhetor, for respecting their values.

The next segment that would work to persuade homeschool parents to do professional development would be the audience's needs and motives. The point of professional development is to enhance the child's learning experience. Keeping that in mind, it is easy to assume the parents' needs and what they want to get out of the professional development experience. A few of those needs and motives for parents to attend professional development are learning new ways to engage their child with learning, motivating themselves and their child during the learning process, developing and implementing new ways of learning, and motivating themselves to network with other homeschool parents.

Just like public school teachers and students, homeschool parents and students can get burnt out too. "Homeschooling can be an invigorating experience full of exciting challenges, or it can be a stressful endeavor that, like parenting in general, drums up overwhelming

degrees of doubt and anxiety.” (Sizer, 2011). Homeschool professional development would allow parents to network and build a support system to help relieve some of the stress of homeschooling. It can also provide new techniques for the parents whose child is struggling with motivation and is not cooperating when it comes to learning. It is important to keep in mind that parenting and educating is not easy, and that having support from other people who are in your position can make a big difference in both the parent and child’s life.

Preliminary Strategy

Goals

The ultimate goals for homeschool professional development are for it to become a norm and to ensure that all children are getting a proper education. In order to do that, this campaign needs to do a good job of educating parents on homeschool professional development so their outlook on professional development will change. Parents need and want to do homeschool professional development for their child. After parents start attending or doing homeschool professional development networking opportunities become available. New opportunities for all homeschool parents and students would become available. Once homeschool professional development takes off, it could ultimately remove any negative stereotypes about homeschooling.

Obstacles

Many obstacles could stop the goal of the campaign from coming true. The major ones would be the idea that homeschool professional development would be or should be regulated. Homeschooling is not the responsibility of the government, and many parents

who homeschool want to keep it that way. Some parents may be turned off from the idea of professional development, especially if it becomes a huge thing, because of these ideas.

Parents may also not want to attend because they believe professional development does more harm than good, despite how much evidence proves the opposite.

Homeschool professional development, at least the way that it is being designed for this campaign, will unfortunately not help those parents who homeschool for the control over their child. Homeschool professional development cannot help those who do not want to better their child because it is designed to enhance the learning and educational experience for the child. This could also lead to the same argument that was mentioned earlier, that no one could teach their child better than they could. With these obstacles, it would be a long road to reverse the negative stereotype associated with homeschooling, but it is not impossible.

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Are you a homeschool parent?

Are you wanting to change up your teaching style?

**Are you looking for new ways to keep your child engaged
while they learn?**

Are you looking for a networking opportunity?

Try Homeschool

Professional Development!

Find online courses • Read books & Watch videos • Join social media groups • Attend classes

**Homeschool Professional Development takes many forms
and are all made to enhance your child's learning, while
fitting your schedule!**

Homeschooling is a very popular choice in the United States. Many families prefer this educational option opposed to other schooling options to ensure a safe learning environment for their child. With technological advancements and new teaching strategies, the way our children are learning is changing. Professional development helps guide teachers with these changes; however, homeschool educators should also be informed and guided with these new techniques to help enhance their child's learning experience. Homeschool professional development is also a great way to network and build a support system for homeschooling parents.

Promotion

Identity

To get my audience to see the homeschool professional development campaign in a favorable way would be to consider their positions and what their needs are. To be able to do that, we need to offer a variety of professional development classes. Some examples include: professional development sessions or courses that are based on helping their child become more engaged with their learning, some that can be chosen based on different religious or cultural teachings, and some for tips and advice for passing college entrance exams. Students still face many of the same problems whether they are homeschooled or attend school in the traditional classroom setting. Creating professional development sessions to tackle these issues is a must. Understanding these dilemmas and recognizing that children all learn differently, but all should have the opportunity to succeed is a great selling point.

Professional development does not always mean physical sessions and that should be an appeal to the audience. Parenting and teaching are both very demanding jobs, and schedules for both are very tight. Meeting the professional development needs for parents, they would be able to get professional development anywhere in any form. Professional development could be through books, videos, online courses, social media platforms, or collaboration with other homeschool families. The idea behind this campaign is to promote and encourage homeschool professional development and enhancing the learning of our youth, so parents do not necessarily have to sit in physical classes in order to get the information they want or need.

Credibility

The best way for this campaign to work is to get the parents to trust the campaign. The campaign is promoting the idea of homeschool professional development as a resource to help them and their child. Throughout the campaign it needs to be made clear that professional development is designed to help and not hinder their child. Getting rid of the idea that the campaign would be promoting state and / or federal regulation for homeschool professional development is also a way to establish credibility that we want to help enhance the child's learning experience, by respecting the educational choices made by homeschool families.

Homeschool parents would also need confidence in the idea of homeschool professional development actually working. Because there are many different forms of professional development, parents would be able to try different methods and know that they should try all methods before they decide if homeschool professional development is for them or not.

Providing research and evidence on professional development being beneficial would also establish credibility to the campaign.

Case-Building

Offering different forms of professional development. Some homeschool parents are pretty flexible with their schedules; however, that flexibility can be changed in a matter of minutes as their child's schooling and other activities begin to get scheduled. Other homeschool parents always carry a tight schedule. The flexibility of different forms of professional development makes it appealing to parents so that they can learn without changing or adding to their already busy schedules.

The amazing thing about professional development, too, is that the parents can pick and choose what to implement. There are many different techniques, ideas, and technological applications out there for educators to use. You cannot possibly implement them all into your educational routine. Keeping parents informed that they get to pick and choose the things they want to implement allows them to have choices and flexibility, which can be appealing to most homeschool families.

Enhancing children's education. Homeschool parents who attend or do homeschool professional development would be enhancing their child's learning. New techniques for teaching, as well as different resources are always becoming available to the public.

Teaching techniques have switched from the simple lecture, notes, test routine to more project based learning. Students use the skills that they learn about and apply it to real world scenarios. Not only are students learning the standards and the curriculum, but they

are learning how to problem solve. They also recognize that what they are learning is not just for nothing, but these skills can be applied in real life.

Technological advancements have also allowed education to shift. Instead of students handwriting note cards, they can use websites and applications like Quizlet. Learning on the computer has become the new norm across all forms of education; however not everyone knows about these resources or can gain access to them. Professional development on these different technologies can allow parents to learn more about these programs to help their child succeed.

Building a homeschool network and support system. Sometimes homeschool parents need support or a networking opportunity to connect themselves and their children to other people outside their family. Homeschool professional development can offer networking opportunities to homeschool parents. Whether the parents want to exchange lesson plans, have their children work on a group project together, or just have someone to talk to about challenges they are facing; homeschool professional development allows homeschool educators to come together. Networking, collaboration, and support are all things that people need, and it also can set a good example for the children to see that interaction.

Activation

The campaign for homeschool professional development does not have any designated dates or times to promote homeschool professional development. However, a detailed list of the steps to accomplish the goal of promoting homeschool professional development is below.

1. Campaign flyer - Using the flyer created for the campaign, we will hook our audience with the questions that were asked on it. These questions were designed to get their attention and to seek professional development for help.
2. Professional development - After parents are interested in professional development, they will participate in professional development to help enhance their child's education or help them to network with other homeschool families.
3. Spreading the word - Once parents start participating in professional development they will help spread the word. This could be done by the parents looking for other homeschool families to collaborate with, casually mentioning the ideas and new techniques implemented, or by telling their friends and family about homeschool professional development. Campaigning on our end will not stop, meaning flyers will continue to be posted.
4. Events - After the spreading of how helpful professional development is, professional development events and conferences, specifically for homeschool parents, can take place. After parents have seen the value that professional development has on their child's education, parents would be more willing to attend events or conferences.
5. Stereotyping will stop - Other than enhancing a child's education and learning experience, a main goal of the campaign is reversing the negative stereotype that is associated with homeschooling. If homeschool professional development became as popular as the campaign is wanting, then the homeschooling presence will be more active in society. The idea of homeschooling could also be seen as credible because

home educators will be receiving ideas and techniques that they can then implement in their child's learning.