

Parental engagement



Paul Butler
Director of School Improvement

www.exceedacademiestrust.co.uk

[#WeExceed](https://twitter.com/ExceedAcademies)

[@ExceedAcademies](https://twitter.com/ExceedAcademies)

Introduce yourself

- Who you are, your school and role
- Briefly outline something that works well at your school to engage parents

EEF guidance report

- Education Endowment Foundation (EEF)
- ‘Working with parents to support children’s learning’
- Meta-analysis of available international research
- Survey of school practice

- *“The evidence is not yet as strong as we would like, so an overarching recommendation focuses on the importance of planning and monitoring your school’s parental engagement activities to get the most out of them”*

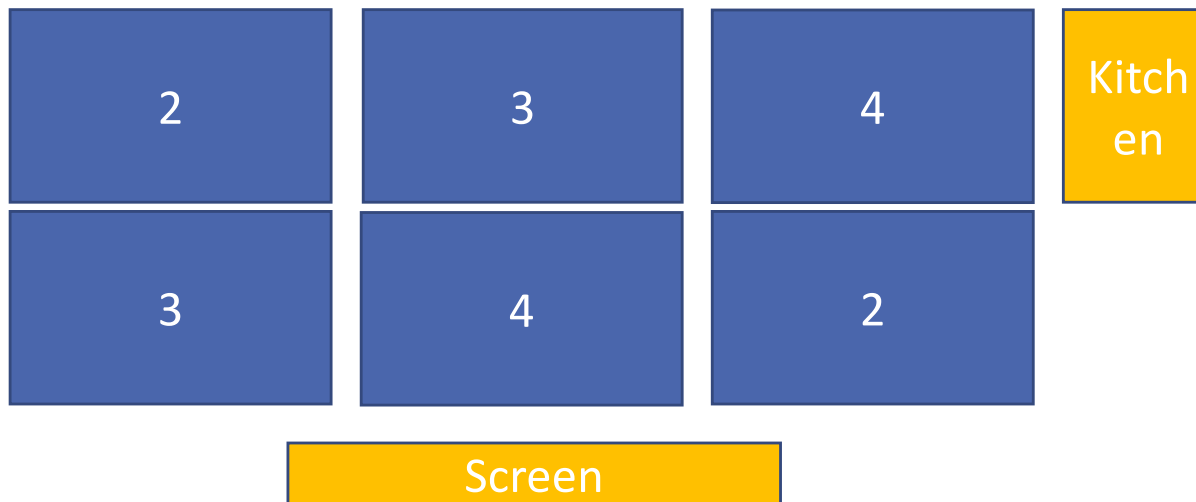
- <https://educationendowmentfoundation.org.uk/tools/guidance-reports/>

Recommendations

- Critically review how you work with parents
- Provide practical strategies to support learning at home
- Tailor school communications to encourage positive dialogue about learning
- Offer more sustained and intensive support where needed

Discussion

- Take one recommendation from the report (2-4 as allocated below)
- In discussion with your peers, prepare a spider diagram (or similar)
- Provide an overview of the key messages from your section of the report
- Be prepared to share this with the rest of the group



Strength and AFIs

- What are strengths in your school's practice? GREEN
- What is going OK, but not yet maximising its potential? YELLOW
- What are the areas for development? RED

- Use the stickers



Bradford Opportunity Area support



www.exceedcademiestrust.co.uk

[#WeExceed](https://twitter.com/WeExceed)

[@ExceedAcademies](https://twitter.com/ExceedAcademies)



Phase 1 – The survey



www.exceedcademiestrust.co.uk

#WeExceed

@ExceedAcademies

Survey structure

- **Section 1:** Preparing for effective parental engagement
- **Section 2:** Supporting parents to have high academic expectations for their child
- **Section 3:** Developing and maintaining effective communication about school activities and school work
- **Section 4:** Offering more sustained and intensive support where needed
- **Section 5:** Bradford Education Covenant
- **Section 6:** Next steps

- Self-assessment
- 128 responses (some covered a partnership)

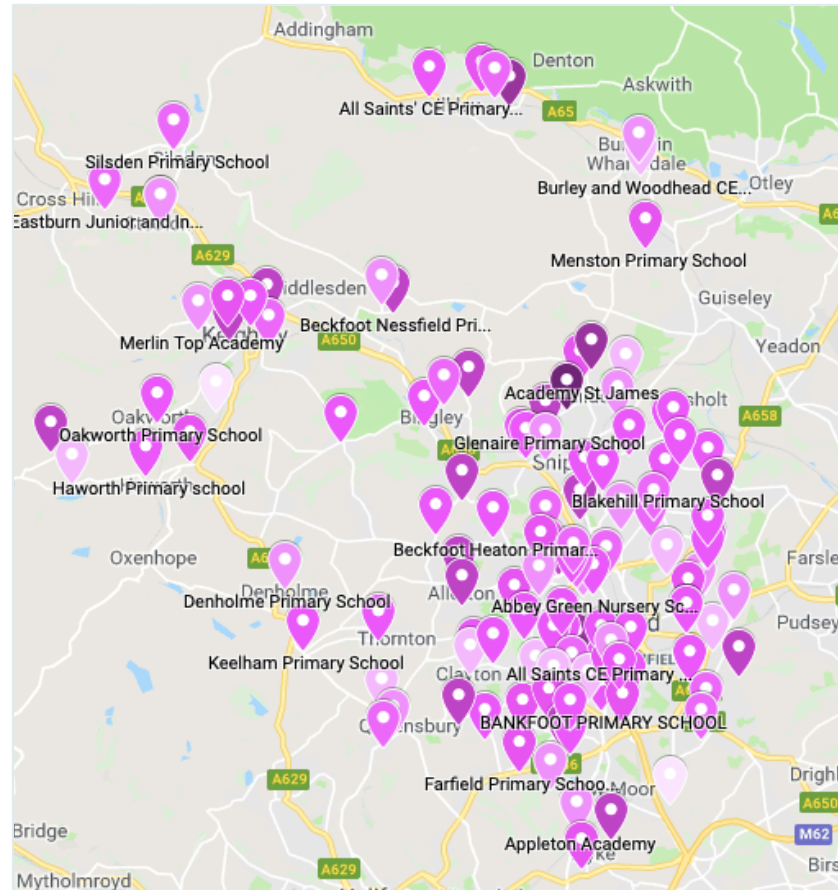
Responses

The majority of the questions were based on the following five-point scale:

- **Not yet undertaken:** My school has not yet developed this aspect of our provision.
- **Beginning:** My school has taken its first steps in developing this aspect of our first provision.
- **Developing:** My school has invested time and/or resources to this aspect of our provision but we've not yet seen the full impact this.
- **Embedded:** My school has invested time and/or resources to this aspect of our provision we've seen a positive impact on levels of parental engagement.
- **Exemplary:** My school has had significant impact in engaging parents through this aspect of our provision and we could/do share our practice with other schools

Maps

- No clear pattern



Preparing for effective parental engagement

8. How would you self-evaluate your school's planning and preparation for developing parental engagement in children's learning and the wider life of school?

[More Details](#)

■ Not yet undertaken ■ Beginning ■ Developing ■ Embedded ■ Exemplary

My school has audited our current practice to assess what is working well or what is not

My school has developed a clear plan for engaging parents

My school regularly listens to all parents to find out what they would find useful

My school actively seeks the views of less-involved parents to find out what they would find useful

My school has stopped activities that don't have clear benefits for engaging parents

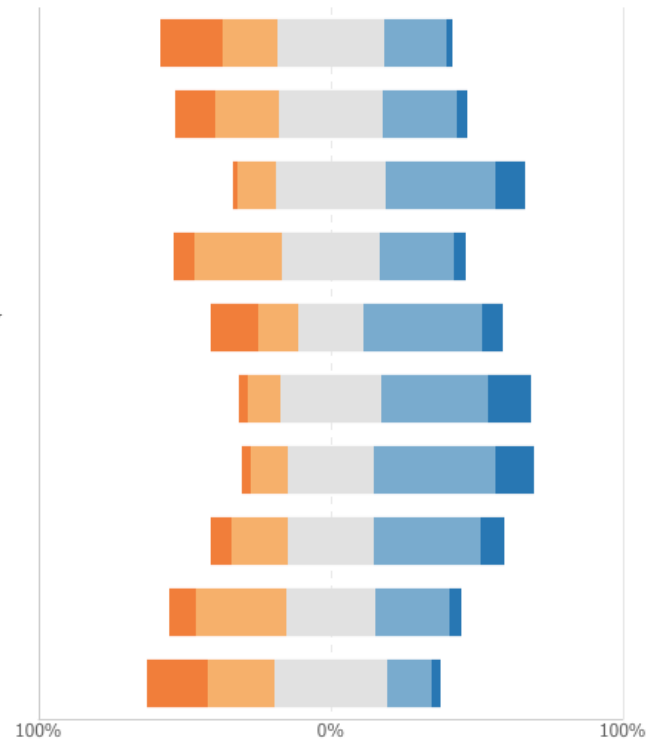
My school has parental engagement activities that directly support children's learning

My school has targeted parental engagement activities to improve, for example, attendance,...

My school has a range of partners we work with to engage with parents

My school has explored best practice from other schools to inform our parental engagement activity

My school has considered research to inform our parental engagement activity



9. How have you developed capacity to support parental engagement?

[More Details](#)

■ Not yet undertaken
 ■ Beginning
 ■ Developing
 ■ Embedded
 ■ Exemplary

My school considers parental engagement as a key part of our approach to school improvement and ha...

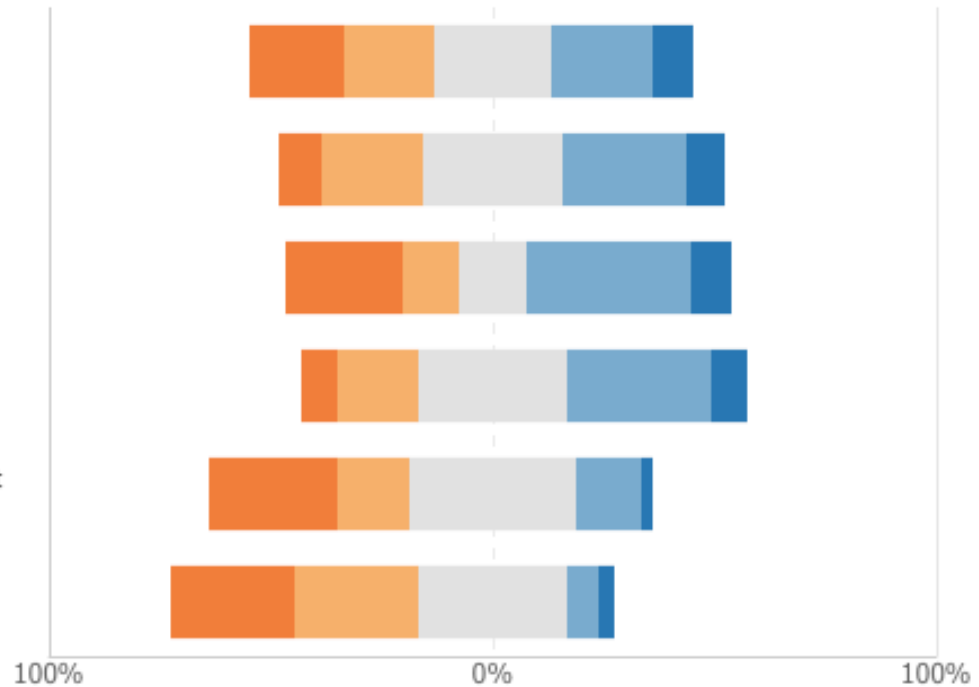
My school has identified and defined roles and remits for staff to support parental engagement, including...

My school has a senior leader responsible for parental engagement

Parental engagement has a positive impact on pupil outcomes at my school

My school has systems in place to measure the impact of parental engagement

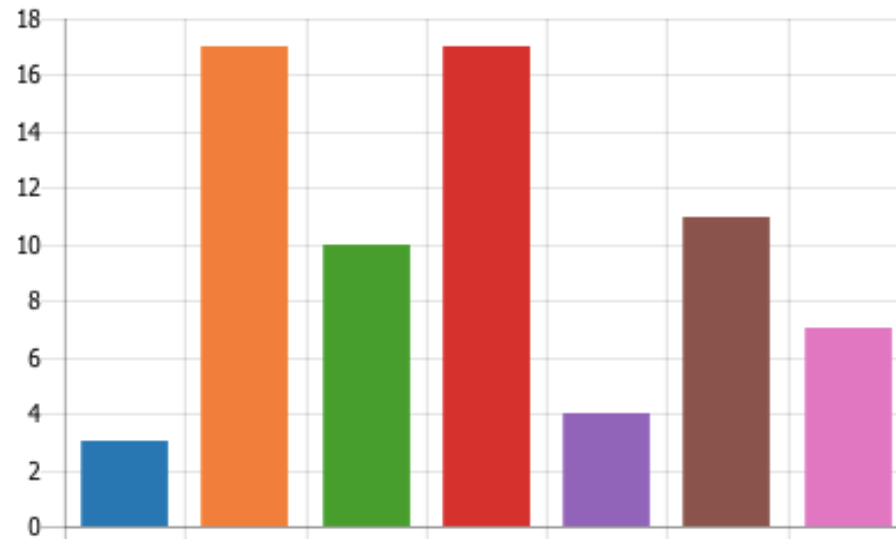
My school provides professional development for support staff, teachers and leaders on how to...



10. Does your school have any awards or quality marks for parental engagement?

[More Details](#)

Leading Parent Partnership A...	3
Engaging Families Award	17
Investors in People	10
Investors in Pupils	17
NACE Challenge Award	4
Inclusion Quality Mark	11
Other	7



Discussion

- Take some time to review the report
- Similar patterns for your school's provision?

Section 1 - Strengths

Strengths that emerge from this section include:

- listening to parents to find out what they would find useful
- the use of parental engagement activities that directly support children's learning
- targeted parental engagement to improve, for example, attendance
- Engagement with awards and quality marks, particularly Engaging Families Award and Investors in Pupils
- Having a senior leader responsible for parental engagement

Section 1 – Less well developed

Less well-developed aspects of practice appear to be:

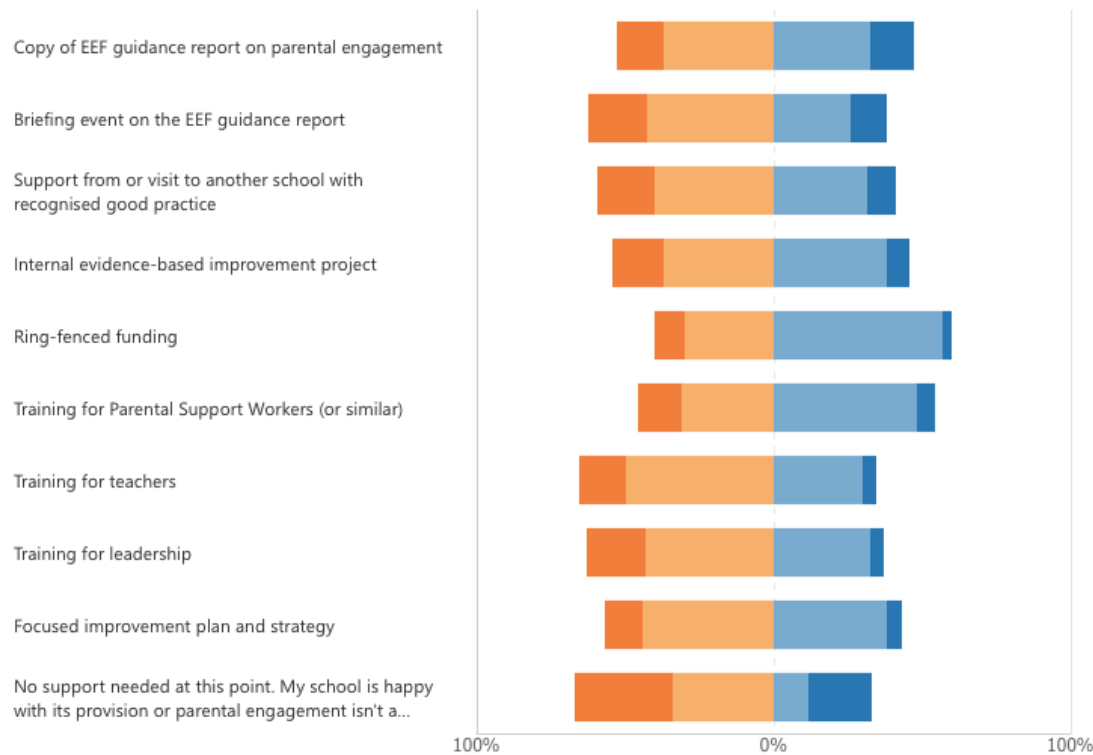
- auditing current practice to assess what work well
- consideration of research to inform parental engagement activities
- staff training to support parental engagement
- measuring the impact of parental engagement activity

Next steps

26. How would you rate the following in terms of your school's support needs to further developing parental engagement?

[More Details](#)

Low priority Medium priority High priority Not a priority



Key priorities

The most significant priorities for schools included:

- Funding
- Training for support staff, such as Parental Support Workers
- A focused improvement strategy
- A significant number of schools identified that no further support was required at this stage as parental engagement isn't a current priority for the school.

Survey response

	Your self-evaluation assessment (June 2019)	Summer 2020 self-evaluation assessment
My school considers parental engagement as a key part of our approach to school improvement and has a documented action plan to develop it	Beginning	
My school has identified and defined roles and remits for staff to support parental engagement, including support staff, teachers and leaders	Beginning	
My school has a senior leader responsible for parental engagement	Beginning	
Parental engagement has a positive impact on pupil outcomes at my school	Embedded	
My school has systems in place to measure the impact of parental engagement	Embedded	
My school provides professional development for support staff, teachers and leaders on how to effectively engage parents	Developing	

Benchmarking

Overall summary of section 1:

Your school's average weighted score: 4.8

Bradford's minimum weighted score: 0.6

Bradford's average weighted score: 5.0

Bradford's maximum weighted score: 15.0

Discussion

- Did your school complete the survey? It was optional
- Have you considered your school's self-evaluation?
- What questions might you ask to senior leaders?
- Resources: <https://exceedacademiestrust.co.uk/pes/>



Phase 2 - Support



www.exceedcademiestrust.co.uk

#WeExceed

@ExceedAcademies

Application

- Survey response with benchmark data – 03/09/19
- Encourage revisit of survey - summer 2020
- Universal support
 - Conference
 - Parental Involvement Worker Networks
 - Governor training
 - Encourage revisit of survey - summer 2020
- Targeted support
 - Funding
 - System leader support and QA
 - Implementation plan
 - Revisit of survey - summer 2020

Universal offer

- Case studies
- Governor training
 - 14th November, 17:30-19:00, The Great Victoria Hotel
- Parental Involvement Worker Network Meetings
 - 21st November, 13:00-15:00, Holybrook Primary
 - 5th March
 - 11th June
- Conference
 - 29th January, 09:00-15:30, The Bradford Hotel
 - School-led workshops
 - Community group-led workshops
 - Bradford Education Covenant
 - Marketplace
 - Debt support for families
 - Innovate My School
- exceedtsa.eventbrite.com

Targeted support

- 15 schools – support high priority and low in overall ranking
- Two days system leader support from top ranking schools
- Develop a quality assured implementation plan
- £7,000 grant
 - Products
 - Training
 - Support from system leaders
 - Capacity
- Revisit survey

Discussion

- What are your school's plans to develop parental engagement this year?
- What might an implementation plan look like for your school?

