VenturEd Solutions™

Parental Engagement:

Are schools measuring what matters?

Schools are doing a lot to engage with parents. But many are still measuring success by volume of activity, rather than looking at evidence to understand what works. So where are the gaps, and how can we help?

We've partnered with **Parentkind** – and the team behind their **Parent-Friendly Schools Accreditation** – to share some insights about what's happening in schools right now.

Of course, we already know that schools have embraced digital communication.

99% of schools use digital communications to encourage parent participation

98% of schools have a school website

94% have a dedicated school platform or app

However, when it comes to actually measuring how well these channels are used, the answer is less clear.

46% of schools don't track parent participation

49% don't ask parents for feedback on their comms

Sending more messages doesn't mean your strategy is working.



64% of schools don't know how many messages they send to parents in a typical week

Some schools are asking the right questions, but others are falling behind.

40% ask parents how they would like to receive communications

46% assess the communication needs of different parent groups

48% ask parents what information they would like to receive

29% review the inclusivity of parent communications

Language barriers are still an issue, and not always addressed.

51% of schools do not provide comms in other languages

Only **14%** organise access to language ambassadors

Of those who do offer translations, **60%** said they never gather feedback from parents on the quality of these communications.

Parent meetings are a valuable chance to engage, but they can be limited.

65% offer termly meetings, but **30%** only run them once a year.

59% offer virtual meetings as an alternative

70% of schools allow **10 minutes or less** for each meeting

Gathering feedback more quickly can accelerate improvement.

78% of schools run surveys, but not always often enough.

67% of schools only survey parents **once a year**

51% said they only ask parents for feedback occasionally

Schools and trusts need to focus on a few key areas to improve engagement.

- **Communicate** with parents through the channels they use.
- **Capture feedback** regularly to understand parents' needs.
- Make comms **accessible and relevant** to different families.
- **Track engagement** and use the data to constantly improve.

Talk to VenturEd Solutions about building a more connected approach to parental communication, participation and insight!

Source: Parent-Friendly Schools Survey Data from Parentkind