

PARENTAL ENGAGEMENT

BEST PRACTICE GUIDE

WHAT IS PARENTAL ENGAGEMENT?



Parental engagement is when parents and carers engage in their young people's learning, education and future.



That engagement can take many forms – from helping with homework, supporting decision making, attending careers fairs or researching work experience opportunities.



Not every young person turns to their parent or guardian for support – so we need to ensure all information is accessible to anyone who plays an important role in supporting young people to achieve their goals.

WHAT DOES THE RESEARCH TELL US?



Parents and carers have a huge impact on the decisions young people make about their education and future.

There are many barriers that prevent parents and carers from engaging with their young people's learning and education.



When it comes to engaging parents and carers, there's no one size fits all!

Effective parental engagement is being aware of, and responding to, the wants and needs of parents and carers...

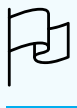


and is the first step to parental participation – where parents and carers feel empowered to support the schools and colleges in their community.

OUR STRATEGY FOR PARENTAL ENGAGEMENT

- ✦ We embed parental engagement throughout our outreach activity
- ✦ We offer relevant and impartial advice and support
- ✦ We increase knowledge of Higher Education pathways
- ✦ We aim to build confidence in parents and carers
- ✦ We equip parents and carers to support young people in decision making

OUR STRATEGY PROCESSES



PARENT AND CARER AMBASSADORS

Parent perspectives

Role models

Targeted support

EVENTS AND ACTIVITIES



Interactive events

Parent talks

Trips and university visits



DIGITAL ENGAGEMENT

Mapping information and resources

Timeline of support for parents and carers

RESOURCES



Different formats

Shared across multiple channels

Shaped with parent voice



SHARING, LEARNING AND COLLABORATION

Work collaboratively with schools and colleges

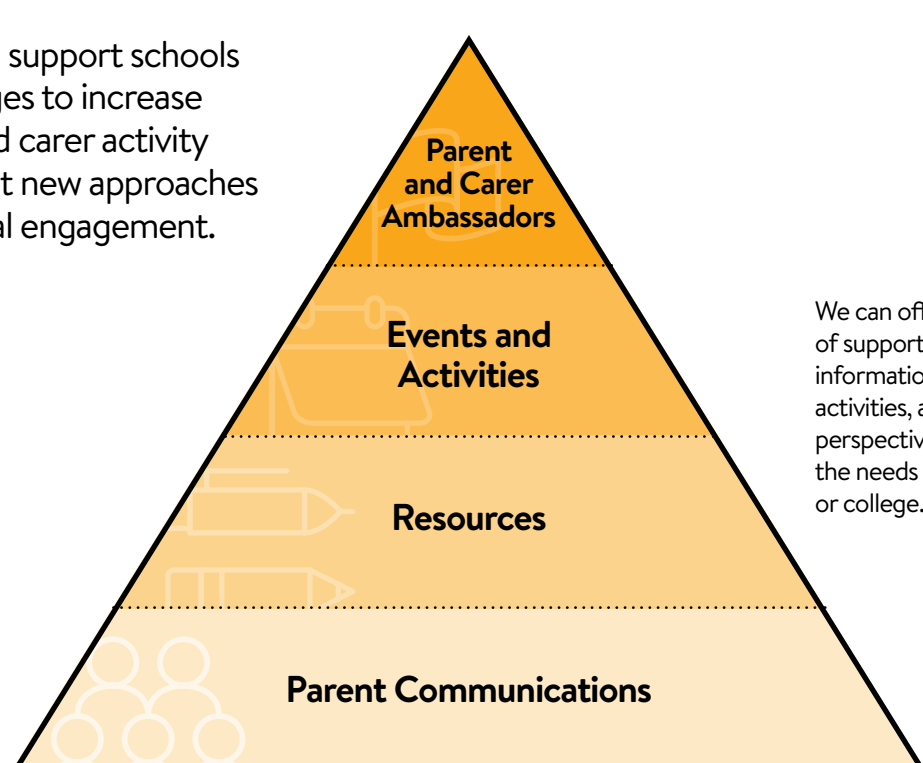
Package of parent activity

Sharing our strategy

Evaluating our impact

PYRAMID OF SUPPORT FOR SCHOOLS AND COLLEGES

We aim to support schools and colleges to increase parent and carer activity and try out new approaches to parental engagement.



We can offer a pyramid of support – providing information, resources, activities, and parent perspective, to support the needs of your school or college.

HOW CAN SCHOOLS AND COLLEGES SUPPORT PARENTAL ENGAGEMENT?



Help parents and carers understand the importance of their role in young people's learning and future.



Equip them with resources and information that will enable them to have conversations with their young people.



Ensure the school or college feels like a safe space to ask questions and be listened to.



Develop multiple formats for parent communications to ensure you're reaching as many of them as possible.



Organise regular parent and carer-focused events both online and in person.



Listen to parent voices – be sensitive to their wants and needs.

If you have any questions, or would like to talk to us about parental engagement in your school or college, please email: norfolk@takeyourplace.ac.uk