

Parent Empowerment in Education

Measuring What Matters



Active Member - Individual Agenda

A parent who is actively involved in exercising their power through engagement with your organization, with the focus being on meeting the individual, specific needs of their children (vs. a larger collective agenda).

This role is commonly measured through a combination of both engagement and action.

As a reminder, **your organization should 'Goldilocks' what it measures.** You should only capture measures that help your organization make better decisions to increase impact (and are practical to collect).

Common measures of engagement: # of general touchpoints with a parent, or segmentation by specific activities, such as:

- **# who attend events, workshops or trainings**

- # who attend a single event/workshop/training, or
- # who attend a specific target dosage of events/workshops/trainings

-and/or-

- **# who participate in a certain number of 1-on-1 meetings** (with an organizer, navigator or teacher)

- # who attend a single meeting, or
- # who attend a specific target dosage of meetings over a specific period of time

Common measures of action: Note, these actions will vary based on if parents are exercising their power as partners in education or exercising the power of their choice.

Choice measures here are focused on choices between schools (i.e., which school to pursue attendance at), but it is also possible to consider measures of choices parents make within a school (such as course selection, or advocating for the specific needs of a child), though these are not listed here.

- **On Partnership**

- # who attend parent/teacher conferences, and/or
- # who engage in home visits with teachers, and/or
- # who spend X hours per week helping with homework

- **On Choice:**

- # who take an action to support their child in school choice
 - # who start and complete a lottery (on or offline), and/or
 - # who apply to more than one school, and/or
 - # who make a deliberate change in school with characteristics more aligned to their child's educational needs and priorities (as they assess it)