

# Parent Empowerment in Education

## Measuring What Matters



### Active Member - Collective Agenda

These are parents who are actively involved in exercising their power through engagement with an organization on a community-level collective agenda, usually related to exercising the power of their collective voice in an issue campaign or exercising the power of their vote in an electoral campaign.

**There are a wide range of different actions an organization and its parents may take as part of these types of campaigns.**

As a rule, most organizations use demonstrated involvement in recent campaigns as a starting point to measure an individual's ability and willingness to assume such a role in future campaigns.

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 include:

- **Training: # who have completed a training or workshop:** This can be a general training and workshop, or specific to building the skills to participate in a specific action (such as participating in a research meeting, being trained in how to tell their story in a video, phone-banking, or canvassing)

-and/or-

- **Involvement – overall: # who have been involved in X number of actions within Y time period** (with the number of actions and the time period involved varying). For example:
  - One organization measures this as involvement in 2 or more actions within the last 90 days
  - Another measures this as involvement in 4 or more actions within the last 12 months

-and/or-

- **Involvement – specific actions: # who have been involved in a specific mix of actions within a time period.** Some organizations may find value in knowing how many of their members are participating in specific types of action so that they can plan and execute campaigns accordingly. And some define their Active Members based on their participation in a specific set of these actions.

Please note, involvement in some of these actions may be used by organizations to define Active Members, while others may use some of these actions in their definition of an Emerging Leader or Formal Leader (particularly those actions involving communicating as an individual publicly or to those in authority).

Common specific measures of **real-world action** include:

- # who have signed a petition
- # who have been involved in a public action
- # who have been involved in a candidate forum
- # who have been involved in a house meeting
- # who have been involved in a research meeting
- # who have been involved in phone-banking
- # who have been involved in canvassing
- # who have been involved in lobbying
- # who have been involved in get-out-the-vote

Common specific measures of **communications-related actions** (online and real-world) include:

- # who have signed a petition
- # who have completed a survey
- # who have engaged with an authority figure by sending a letter online
- # who have engaged with an authority figure by sending a report, article or analysis
- # who have posted their story online
- # who have created a video testimonial
- # who have given public testimony