

Parent Empowerment in Education

Measuring What Matters

Measurement by Strategy 1 – Parents as Partners

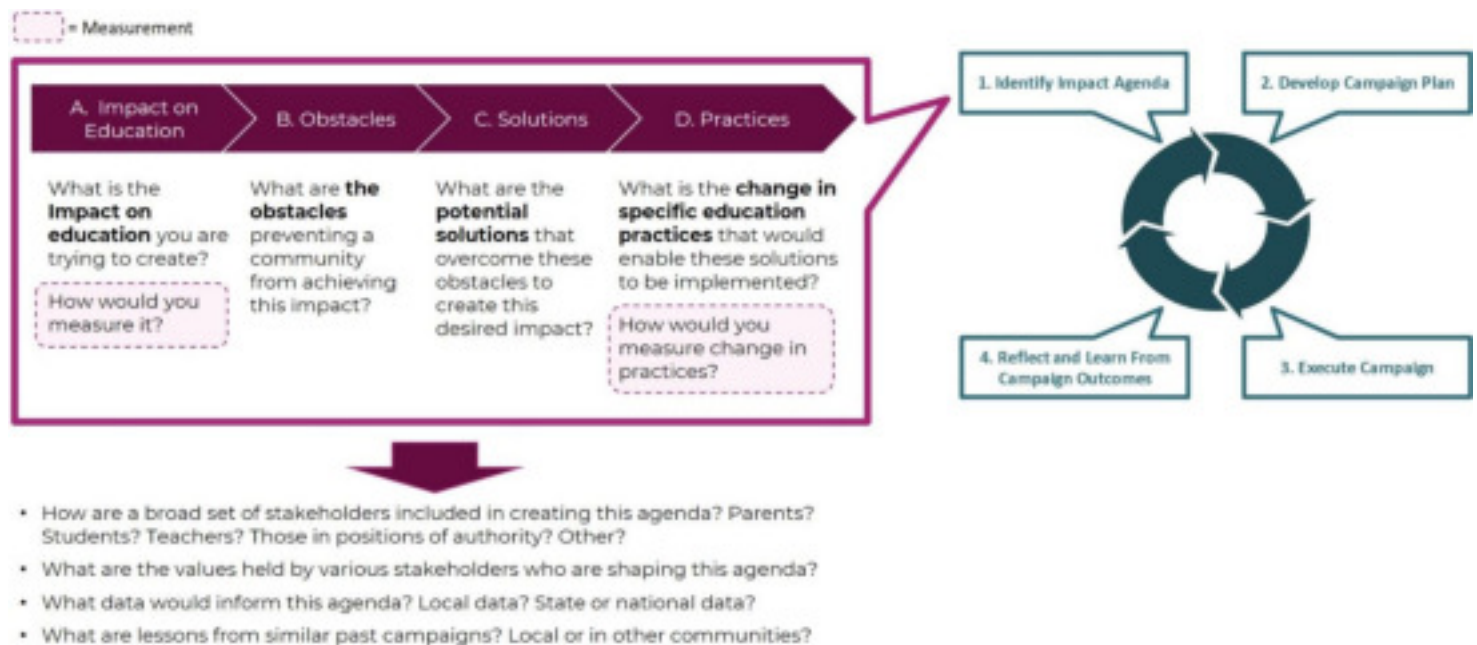
Organizations executing this strategy are focused on informing and organizing parents so they can exercise their innate power as partners in the education of their children.

This strategy is commonly pursued through two channels:

1. Directly reaching out to and engaging with parents through online and print media to help parents exercise their power to take direct action in support of their children.
2. Developing partnerships between parents, student and educators (for examples of this model [click here](#)). This is also the one strategy in our parent empowerment framework where some elements of programming are aimed directly at developing the will and skill of educators to engage with parents.

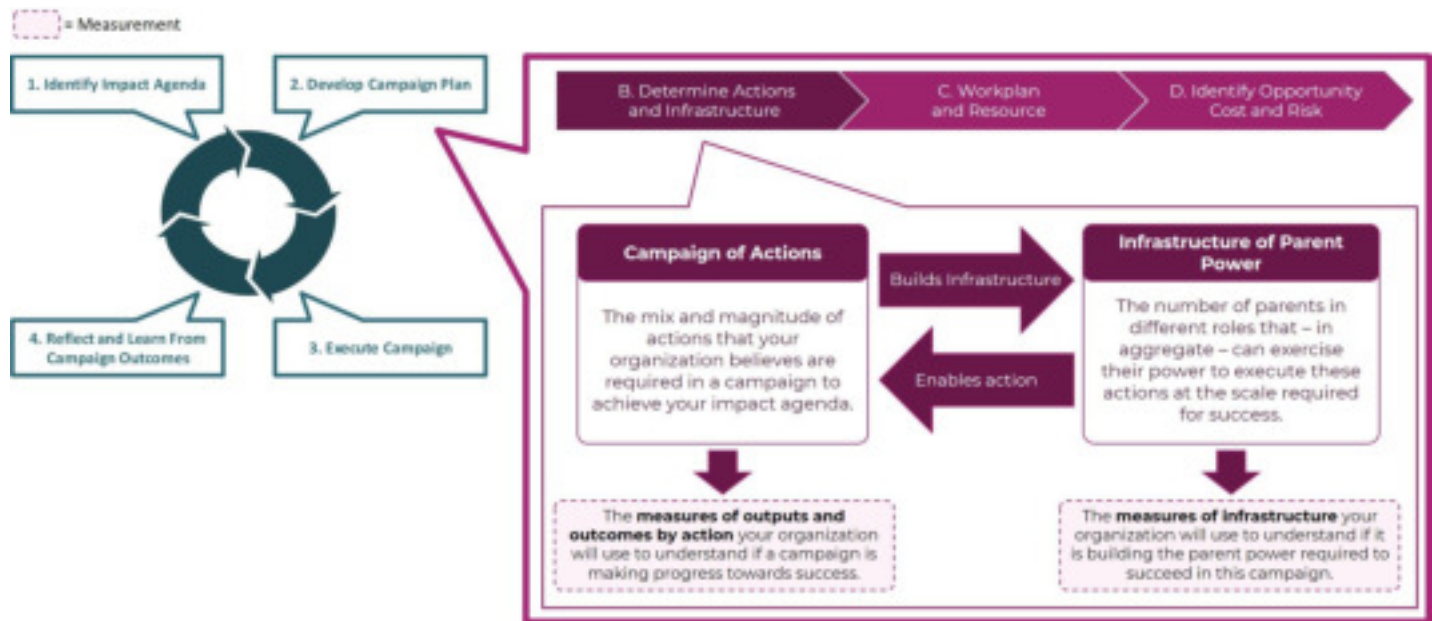
1. Identify impact agenda

The first step is to clearly articulate the impact agenda of a campaign that key stakeholders agree with and are excited to exercise their power to support. Organizations co-create this agenda in collaboration with the communities they serve. This requires sharing points of view, listening to others, and deep dialogue built on both data and also values.



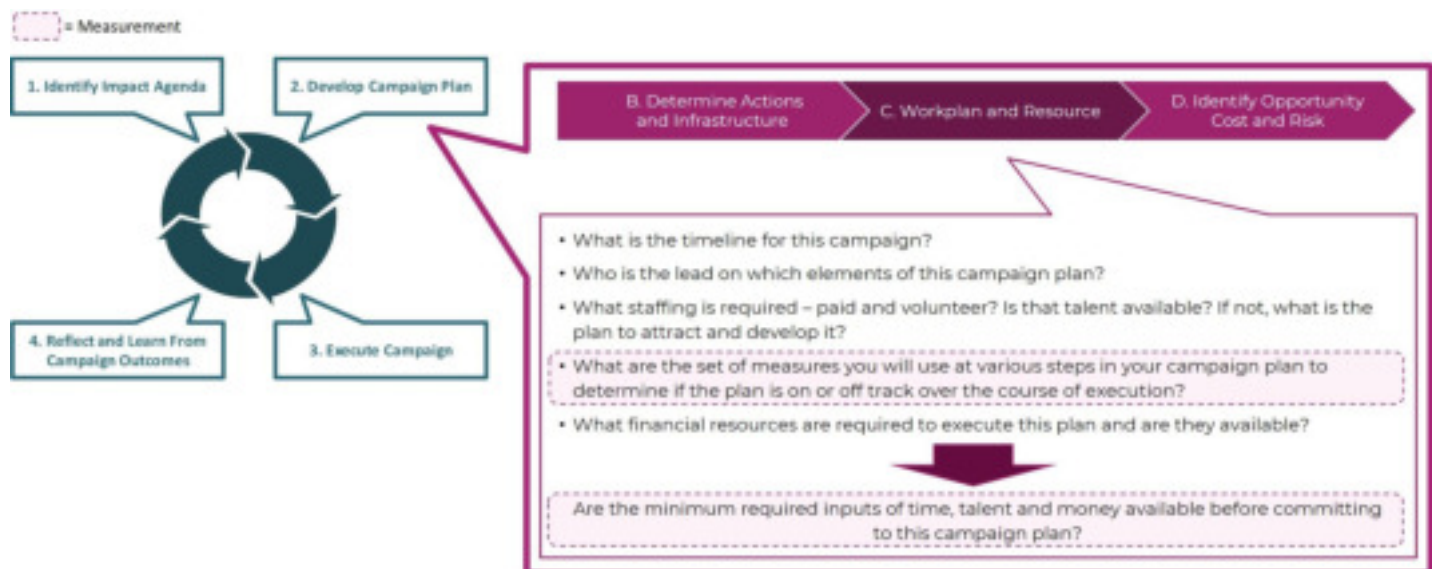
2. Campaign plan

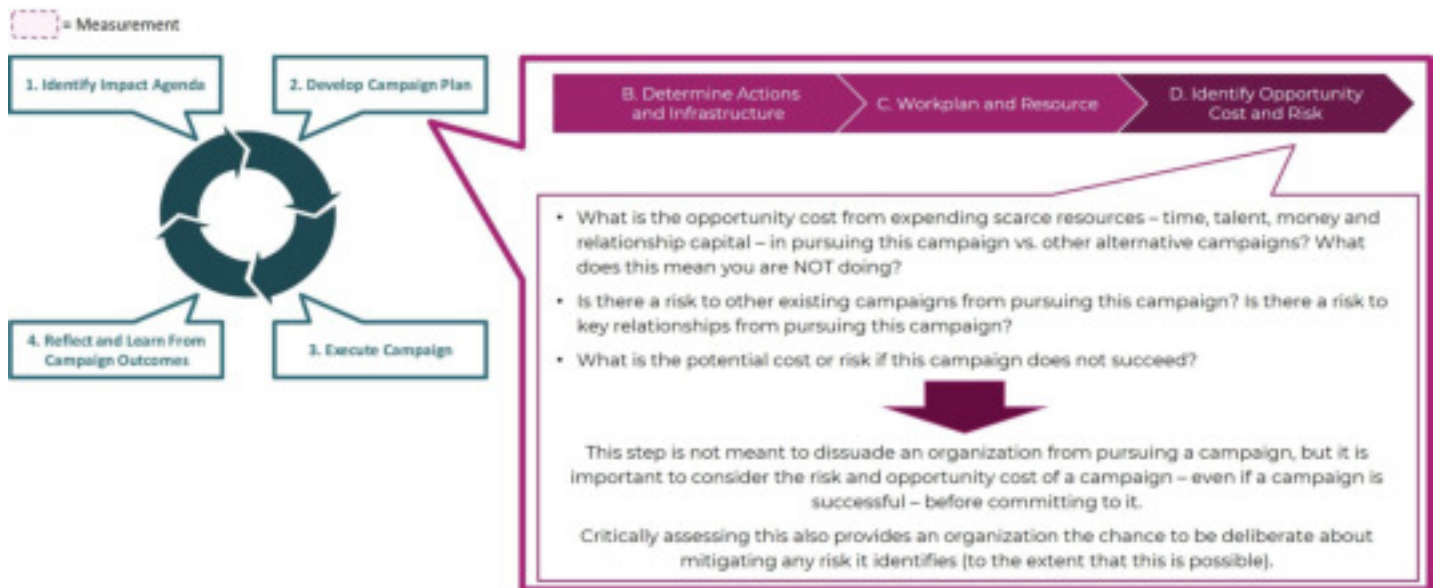
Next, an organization develops a campaign plan, (a) determining what actions and corresponding infrastructure are required, (b) developing a workplan and clear picture of resources required, and (c) identifying any risk or opportunity cost.



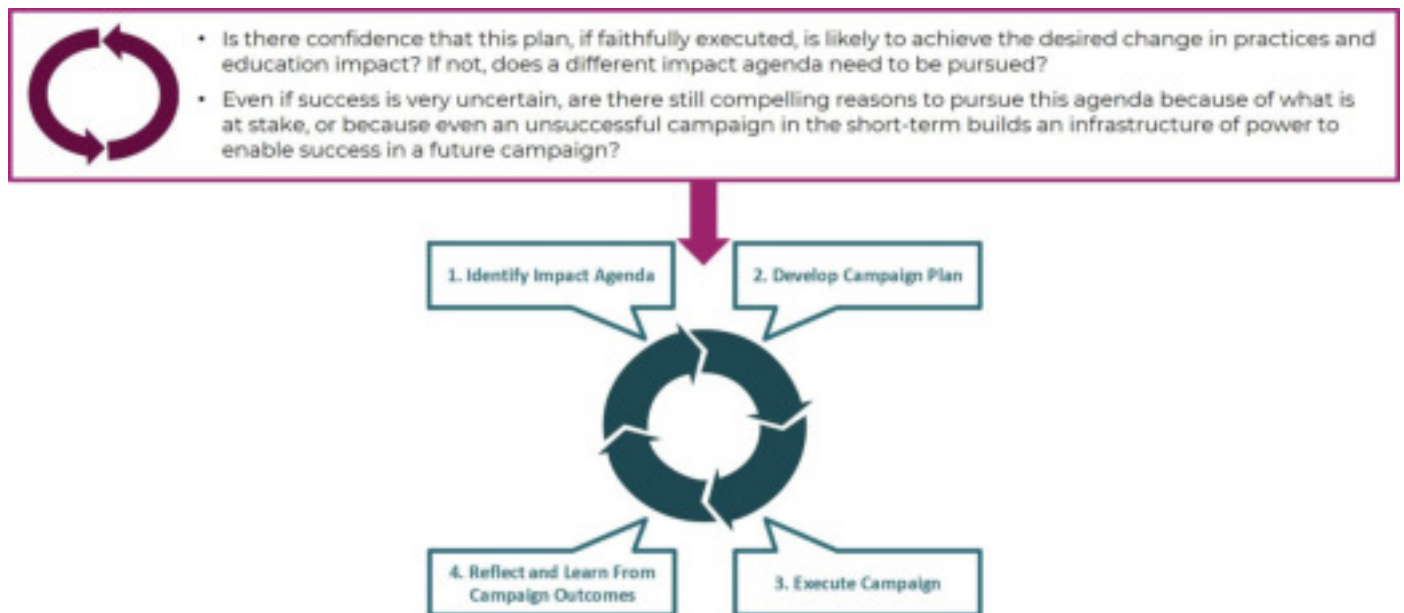
For Strategy 1, parents exercising their power as partners in the education of their children, the most common actions are:

- Online reach and engagement
- Mail
- Workshops and trainings
- 1-on-1 meetings (including parent-teacher meetings)

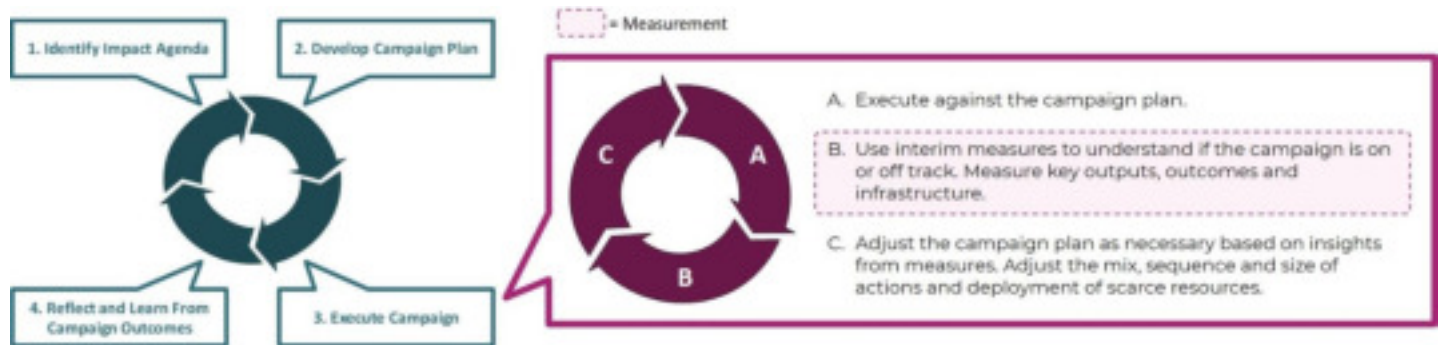




A gut-check before committing



3. Execute campaign



4. Reflect and learn from campaign outcomes

