## 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

- Is there confidence that this plan, if faithfully executed, is likely to achieve the desired change in practices and education impact? If not, does a different impact agenda need to be pursued?
- Even if success is very uncertain, are there still compelling reasons to pursue this agenda because of what is at stake, or because even an unsuccessful campaign in the short-term builds an infrastructure of power to enable success in a future campaign?
3. Execute campaign

- Identify Impact Agenda
- Develop Campaign Plan
- Execute Campaign
- Reflect and Learn From Campaign Outcomes

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4. Reflect and learn from campaign outcomes

- Did the campaign achieve its intended change in education practices [by parents, teachers and/or students]? Why or why not?
  - Did it achieve its intended change in practices for some but not others? If so, why?
  - What can you learn to inform future campaigns – in your community and for other communities?
- Did the intended impact on student outcomes occur from these change in practices? Why or why not?
  - Did you achieve the intended impact for some students but not others? If so, why?
  - What can you learn to inform future campaigns – in your community and for other communities?
- What is the infrastructure of parent power built at the end of this campaign?