

Parent Empowerment in Education

Measuring What Matters

Measurement by Strategy 2 –Exercising their Choice

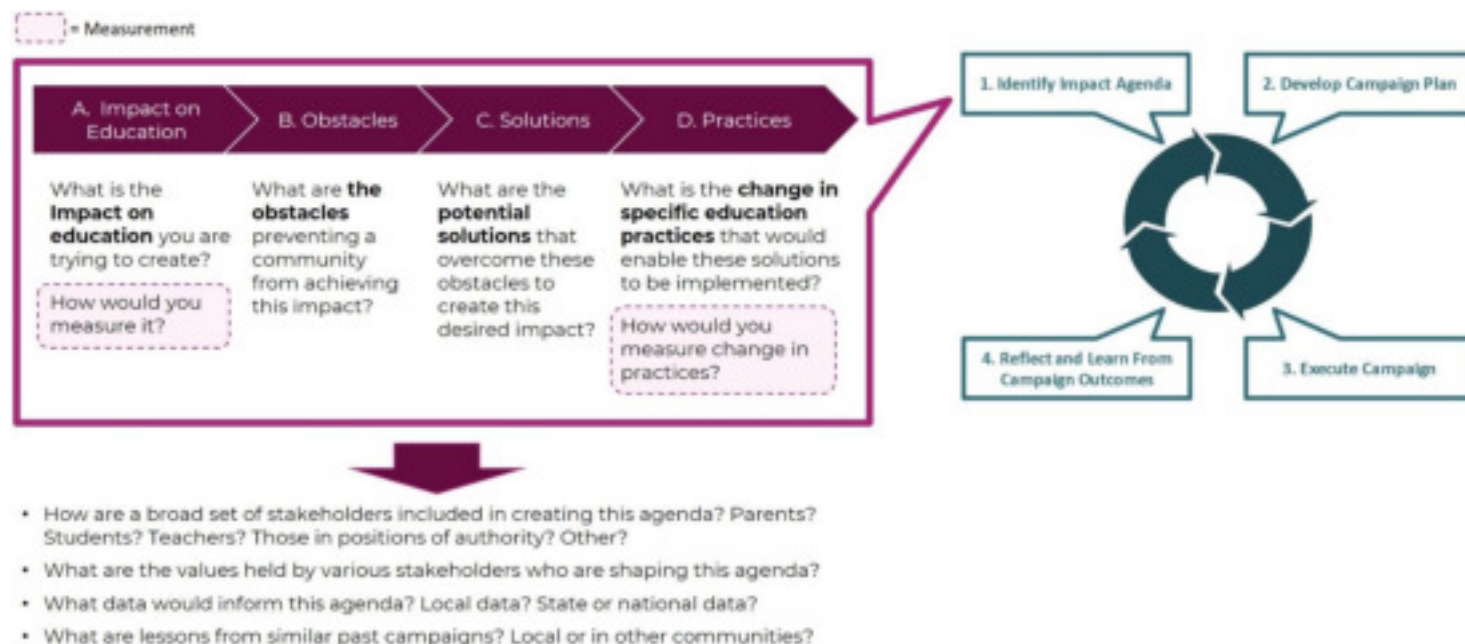
Organizations executing this strategy are focused on informing and organizing parents so they can exercise their power of choice. Specifically:

- a) Choosing the school that they believe is the best fit for their children’s needs (within whatever constraints around choice exist in their community), and
- b) Making the myriad array of choices within a school that reflect the needs of their children.

For examples of organizations executing this strategy, please click [here](#).

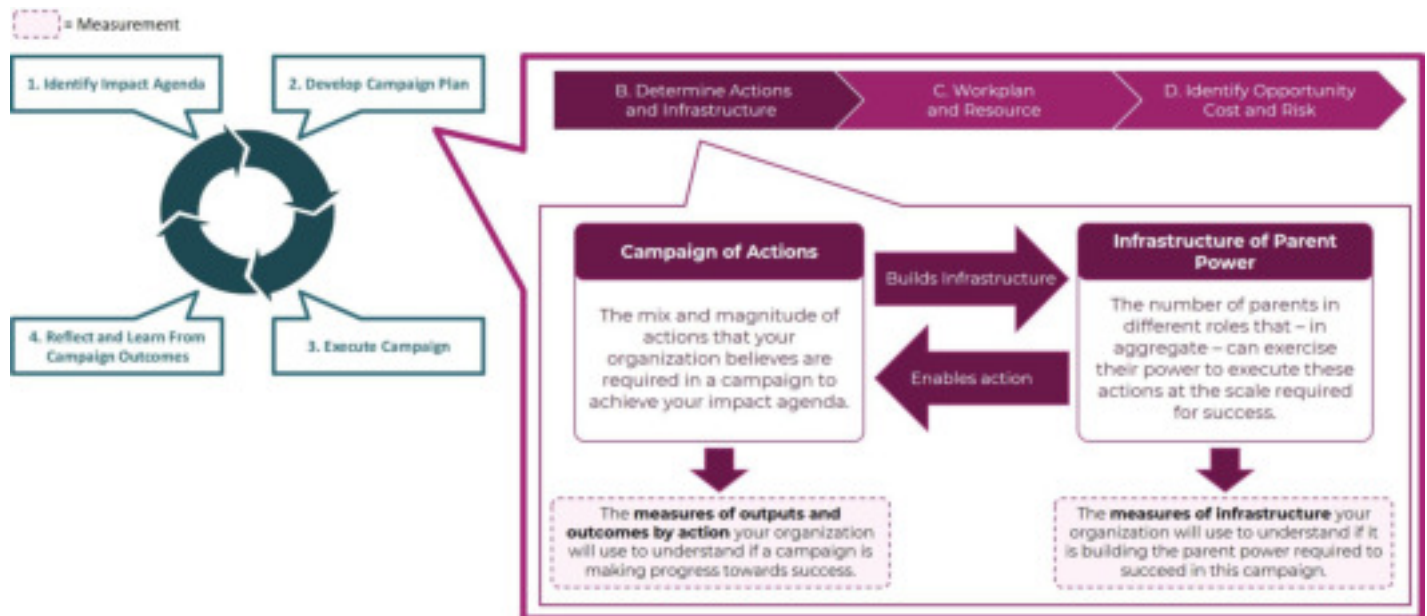
1. Identify impact agenda

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.



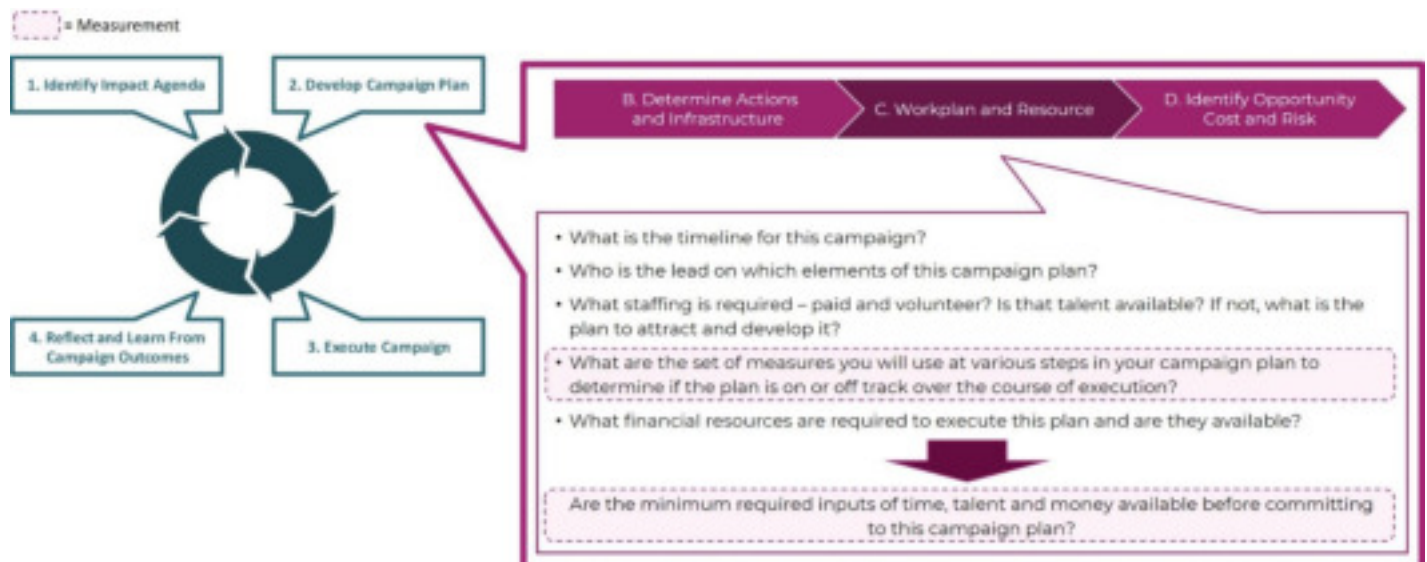
2. Campaign plan

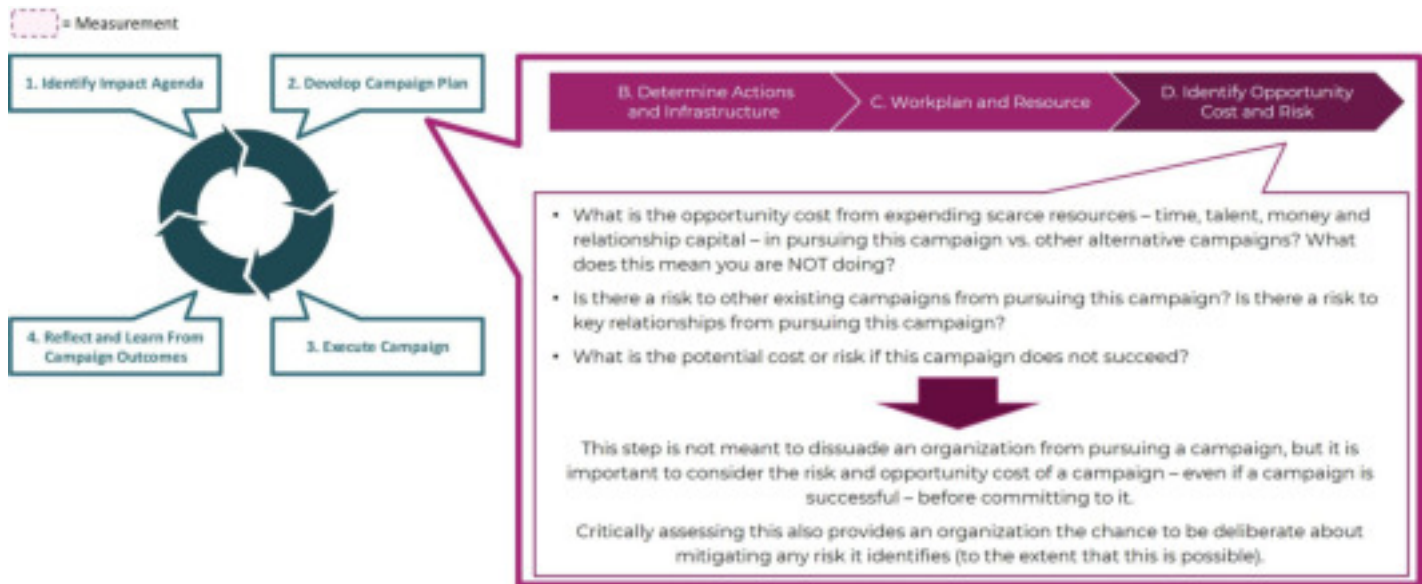
Next, an organization develops a campaign plan, (a) determining what actions and corresponding infrastructure are required, (b) developing a workplan and clear picture of resources required, and (c) identifying any risk or opportunity cost.



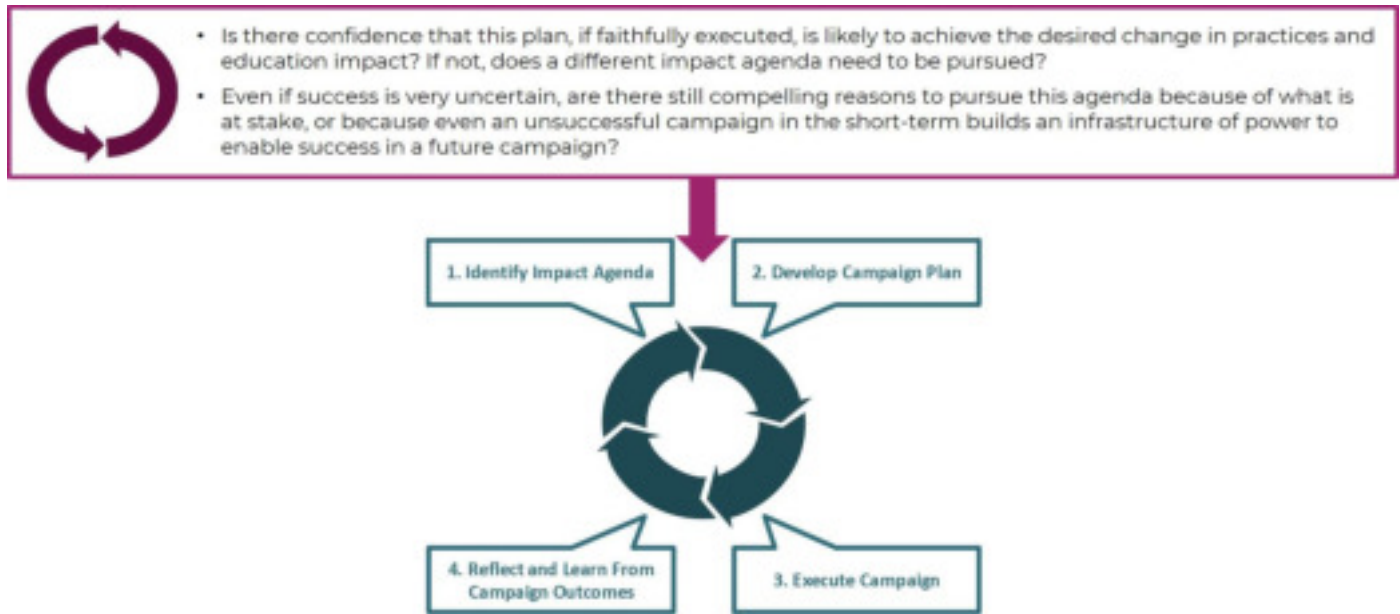
For Strategy 2, parents exercising the power of their choice, the most common actions are:

- Online reach and engagement
- Mail
- Workshops and trainings
- House meetings
- 1-on-1 meetings
- Phone banking

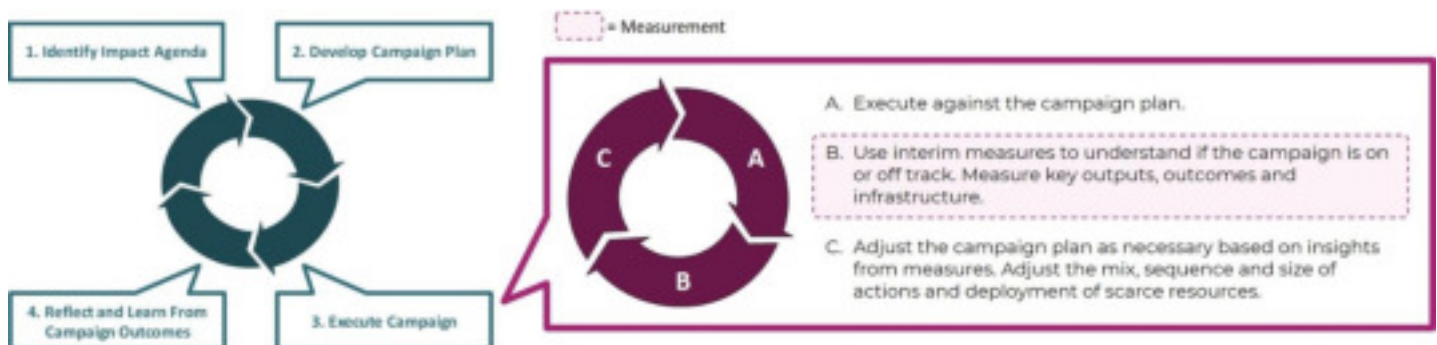




A gut-check before committing



3. Execute campaign



4. Reflect and learn from campaign outcomes

 = Measurement

- 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?

