**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

- 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

- Execute against the campaign plan.
- Use interim measures to understand if the campaign is on or off track. Measure key outputs, outcomes and infrastructure.
- Adjust the campaign plan as necessary based on insights from measures. Adjust the mix, sequence and size of actions and deployment of scarce resources.
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?