

Stakeholder engagement

Activities for parents

Governance function		Purposes & aims	Frequency	Possible SLT stakeholder activities	Possible board activities	Pros	Cons
Governance & structure	Visibility and status	Increase governance profile and make clear different status in the organisation	Regular	n/a	Website photos and biographies of governors/trustees with reasons for governing and areas of specialty	Easy - with suitable support from clerk and/or school	None
		Increase governance profile, and understanding of GB role	Regular	Administrative	Attend and speak at assemblies and other similar events	Reach a large audience	Could be time-consuming
	Key messages	Increase governance profile, approachability, understanding of GB role, deliver key messages	Ad hoc	Supports GB	Termly/annual report on progress of headlines e.g. school strategy, celebration of events	Easy	Termly is a big commitment, but annually should be the norm
	Parent representation	Constitution designed to ensure parent membership at all levels	Annual	Supports GB	Review effectiveness of constitution and performance-manage parent governors annually	Embedding of parental voice in governance	None
	Recruitment of parents to governance	Recruitment and appointment of suitable parents to become GB members	Annual	Supports GB	Promotion of the parent governance role and recruitment	Easy - with suitable support from clerk and/or school	Good support understands the role and the commitment required to manage expectations

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Values	Setting	To gain views and ideas of parents	Ad hoc	Supports GB	Consulting/survey questions/ talking to parents	An effective survey can work well and reach more parents, as can skilled use of social media. Face to face more time consuming but allows for discussion	Could be time-consuming
	Monitoring	To see if the values known and being lived ... and if the culture reflects these	Ad hoc	Supports GB	Consulting/survey questions/ talking to and observing parents/getting reports on how parents engage with the values e.g. parental behaviour	An effective survey can work well and reach more parents. Face to face more time consuming but allows for discussion	Could be time-consuming
Vision	Setting	To gain views and ideas of parents in the development of a new vision or the review of an existing one	Ad hoc	Supports GB	Engage with parents on their ideas for improving the school e.g. through focus groups or events	High profile, great visibility	Can be time-consuming
	Monitoring	To see if vision is shared and supported	Annual	Supports the GB engagement and leads and	Parent survey via electronic questionnaire system used by the	Easy provided that suitable	None apart from making sure to draft

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				communicates on aspects agreed with the GB	school e.g. SurveyMonkey, Mailchimp	questions are used and system can provide a report summarising feedback	suitable questions
Strategy/ policy	Strategy	To inform parents of strategy and how this is being progressed, including celebration of achievements	Annual/ad hoc	Supports GB message	Annual report to parents via website/e-mail/suitable social media	Easy provided kept brief and easy to reach all parents	None
		Transparency, information and accountability and impact of governance	Annual/ad hoc	Supports GB message	Governor/trustee blog with update about the progress of school strategy, future consultation	Can be done easily in a variety of ways to reach everyone e.g. by email and/ or closed facebook group and/ or on website/ hard copy	Time-consuming if done too frequently
	Policies	To capture parent views and ideas. To report back on decisions made	Ad hoc	Consulting, using survey if review is required and reporting back	Responding to requests for policy review/talking to parents about how policies work day to day. Check parent view obtained effectively	Asking questions at GB meeting to check is easy	Talking to parents can be time-consuming

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	Strategy & policies	To inform parents about GB decisions which affect their children's school and shows that parent and children are being listened to	Regular	Admin support	Publication of GB meeting minutes	Achieves transparency and can show how decisions are taken listening to the views of parents and their pupils	There is a risk that this may change the level of debate and/or its reporting, or shift business into confidential items
Monitoring	SG/H&S/ Wellbeing	1. To see if key policy areas are working in practice e.g. attendance/behaviour/ extra curricula offer/ food/toilets	Regular	N/A	Stand at the school gate to talk to/observe parents' attitudes and behaviour	Easy - if time and location allow	Time-consuming, of limited value as anecdotal and not scientific; shouldn't be an expectation of all governors/trustees
		2. Familiarise with issues that concern pupils, gauge level of debate and staff response	Annual	Annual end of year parent survey	Checking that this has happened; at times digging deeper to see how and if effective eg by looking at the methodology SLT adopted and/ or engaging directly with pupils	Easy	Digging deeper may be time consuming

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	Curriculum		Ad hoc	Ask parents to complete ParentView	Review survey report	No admin and easy for parents to complete	Insufficiently detailed to help identify reasons for any problem areas
	Resources		Regular	Annual parent survey	Attend pupil councils/forums	Useful forum for two-way communication	Time-consuming, has to happen in school day
Holding to account	Safeguarding/H&S/Wellbeing	To make sure parent views have been considered when determining how safe their children feel at school	Regular	Parent surveys via social media	Checking surveys undertaken, seeing outcomes and reviewing responses, talking to pupils, occasional focus group-style activity	Easy, convenient and can reach parents easily	Danger of using social media
	Curriculum and learning	To make sure pupil views have been considered when determining the curriculum - and extra curricula - offer, and how it is taught	Regular	Seek and consider pupils' views and report outcome to parents	Checking that this has happened; at times digging deeper to see how and if effective e.g. by looking at the methodology SLT adopted and/ or engaging directly with pupils	Easy	Digging deeper may be time-consuming
	Resources	To gather direct evidence of pupil experiences of school and make sure their	Regular	Seek and consider parents' views	Checking that this has happened via GB meeting question and	Very doable	Digging deeper may be time-consuming

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		views have been considered when determining how budget should be spent		using focus groups, surveys and report outcome	challenge; at times digging deeper to see how and if effective e.g. by looking at the methodology SLT adopted and/or engaging directly with pupils		