Stakeholder engagement
Questions to ask

Health warning: these questions need to be used appropriately. You need to consider the best time and place to ask any questions – it may be at the relevant committee meeting rather than in a full governing board meeting and must be pertinent to the discussion at hand. It is absolutely not intended that these questions should be handed over to the senior executive leader and an answer to each one sought. This is not a test for school leaders, but a tool to help governors and trustees.

Engaging parents

Overarching question: Do we keep parents informed and take account of their views?

1. Are we meeting the statutory requirements on publishing information?
2. How does the school/trust communicate with parents?
   a. Do we ask parents how they would like to be communicated with?
3. Does the school/trust have an engagement strategy for parents as stakeholders?
   a. How often does it engage? With which parents? For what purpose? How does it engage?
   b. How good is the school/trust website as a source of information for parents? How do you know and how could it be improved?
   c. Should the governing board be communicating with parents?
4. Do we ensure that parents are made aware of any changes taken place in school? Do we consult them on changes or just inform them when the decision has been made?
5. When and how were parents last asked for their views about the school/trust?
   a. What did the results show?
   b. What action was taken as a result?
6. How does the school development plan take account of parents' views?
7. Is it easy for parents to get in touch with the school/trust?
8. Are parents directed toward Ofsted's Parent View website?
9. What is done to encourage parents to help their children learn?
   a. Are current approaches working?
10. What is the school/trust doing to provide support to/for parents to do this?
11. How are parents informed about their child's behaviour (bad/good)?
    a. What methods are used to engage them (parents)?
    b. How do we know that these are effective?
12. Why are parents choosing – or not choosing – our school/trust?
    a. How do you know that?
    b. Are there better ways of learning this?
13. Why do children leave the school before their final year?

NGA Learning Link

    a. How do you know that?

    b. Are there better ways of learning this?

14. Should governors and trustees be carrying out focus groups to find out more?

15. What complaints have we had from parents and what action was taken as a result?

16. When we have sought information from parents about a decision do we always

    a. Thank them?

    b. Provide them with a summary of and explanation for the decision?

17. Do we do regularly survey our parents to seek their views about the school/trust?

    a. Do we get a good response rate?

    b. How useful is the information we capture?

    c. Does it enable us to monitor parent satisfaction from year to year?

    d. Do we ask them if they think we are engaging with them well?

Engaging pupils

1. How do we capture what our pupils think about their school?

    a. Do we get a good response rate?

    b. How useful is the information we capture?

    c. Does it enable us to monitor parent satisfaction from year to year?

    d. Do we ask them if they think we are engaging with them well?

2. How do we know that our pupils feel safe at school?

3. How do we engage pupils in decisions about school lunches?

    a. Is this effective?

4. Have you asked the pupils what they want from the curriculum?

    a. What did they say?

    b. Did their feedback affect and help to improve our curriculum offer?

Engaging staff

1. What is the staff retention like in reference to similar schools?

2. What is staff absence/sickness like in reference to similar schools?

3. Are you carrying out 'exit interviews' for staff who leave – are there any common outcomes?

4. Are staff surveys being carried out? What is being asked and what has been the response?

5. How is staff workload being considered when making decisions?

6. Do we do regularly survey staff to seek their views about the school/trust?

    a. Do we get a good response rate?
    b. How useful is the information we capture?
    c. Does it enable us to monitor staff satisfaction from year to year?
    d. Do we ask them if they think we are engaging with them well?

Engaging local organisations and businesses

1. How does the school/trust communicate with local employers, community organisations and businesses?
    a. How often? Who? For what purpose?
    b. How good is the school/trust website as a source of information for local employers and other organisations? How do you know and how could it be improved?
    c. Should the governing board be communicating with employers and other organisations?
2. How does the school/trust work involve the local employers and other organisations in developing work experience options?
3. How does the school/trust involve the local employers and other organisations in providing opportunities to develop a suitable curriculum for our pupils?