

Schoolcomms

8-step plan to improve your parental engagement

Conduct a survey

Complete?

Promote your survey as far and wide as possible to ensure a high response rate. This could be through the school website, newsletters, blog posts, or social media.

Invest in a parent app

Complete?

With a school app, you can connect with parents in real-time via a single login. The result? Parents gain instant access to their child's life at school – anytime, anywhere, in a matter of seconds.

Optimise your school website

Complete?

Your school website can offer a wealth of information on how parents can get involved with your school. Use your site to host parent surveys, e-learning resources, blog posts and much more.

Be active on social media

Complete?

Social media channels are a great way to connect parents to your school's website. You also have the option to schedule posts in advance, freeing up valuable admin time.

Make meetings accessible

Complete?

To prevent families from missing out, why not host your parents' evenings and review meetings online. Save time and boost attendance with a parents' evening booking system.

Send newsletters

Complete?

Communicate important updates in one go. Create a newsletter template to save on time and recycle as often as you need. [Canva](#) has lots of great templates to help with this.

Provide some volunteering opportunities

Complete?

There are many ways you can get parents involved. This can include painting classrooms, improving the school garden, assisting in after-school clubs or joining the parent council.

Nominate a parental engagement champion

Complete?

Assign a member of staff as a parent engagement champion, or even recruit for the position. The person fulfilling this role will work with parents and students to help remove barriers to learning.

Find out more:



parentpay.com/schoolcomms/request-more-information