

Measuring Success.

By Aimee Bates, author and editor
Part 7 of a series of 12 of Macmillan's Home-School Link

How can you define a 'successful communication'? Your communication might not always require a response from parents but you can measure its success by assessing parent involvement and engagement.

Quantitative and Qualitative Measures

Setting measurable goals will help to provide tangible results, otherwise known as quantitative feedback. Whilst this kind of feedback provides precise analysis, qualitative data can give you an understanding of why things happen and how people feel. Qualitative feedback can include notes that you have written, word of mouth feedback from parents and more formal means of measuring feedback, such as a parent questionnaire.



Combining quantitative and qualitative feedback provides an accurate and in-depth picture of your home-school link success. By following these helpful tips you will be able to set yourself realistic goals and assess your success.

Definitions

Quantitative: measuring the quantity of something

Qualitative: measuring the quality and not the quantity

1. Set expectation early!

In order to 'measure' success something needs to be measurable. Start by setting goals, or Key Performance Indicators (KPIs), that you can meet. Here are some examples. You can adjust the percentages to make them realistic for your class.

- ✓ 80% of parents present at an open evening
- ✓ 20% parents volunteer to help on school trips
- ✓ 10% of parents regularly help with reading and other learning activities in school
- ✓ 70% parents present at sports events and arts performances, for example Sports Day and the school show
- ✓ 60% of dads involved in school activities and clubs
- ✓ 80% attendance to a special parent-teacher workshop

2. Use tools to measure success and be organised

Once you have identified goals, you should review them every month. Ask yourself if you are getting any closer to meeting them. A simple table like the one below will help.

| Goal (include date) | How? | Success? (date) | Review goal / how |
|---|---|--|---|
| 22/03/2016: to have individual communication with each home on a monthly basis. | Set aside a set time every week when you can contact parents by telephone and give yourself a slot of 10-15 minutes per home. If there is a problem to discuss, set up a separate dialogue. | 22/04/2016: Have spoken to three quarters of parents in class, but some families are hard to contact due to working hours or lack of interest. | Invite hard-to-reach parents into school for a short meeting to talk about child and importance of a good home-school link. |
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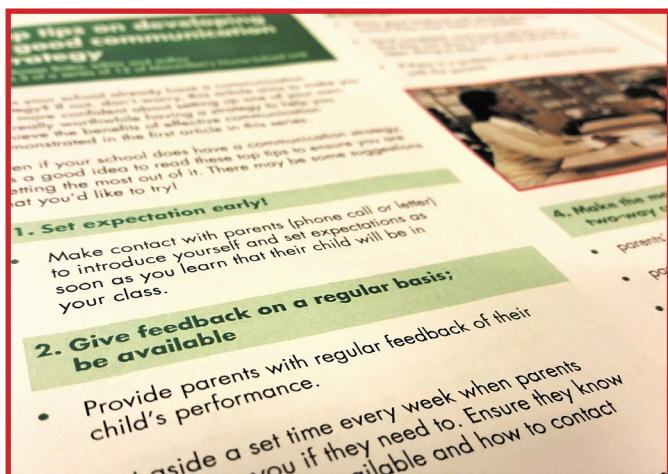
This can now be written as a new goal



Remember to look back at your table every month to review your success and set yourself new goals. You might need to break some goals down into smaller steps which will help you to identify HOW you will achieve them and therefore measure the success.

3. Set expectation early!

Strategy should be an on-going process and not a chore. Reviewing your communication strategy regularly will remind you to take a step back from the detail and assess your overall success. Look back at our tips for setting up a strong communication strategy in the third article in this series.



4. Get parents' direct feedback

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Sample questions:

1. Do you feel you are able to help your child at home switch their English homework?
2. Do you check your child's book regularly to see what they are studying?
3. What could be done to make you feel more able to help your child?

Once your initial questionnaire has been sent out and the results collected, make a list of action points. Do you need to follow up with parents in person? If lots of parents are having trouble helping their child at home perhaps you should organise a parent workshop and prepare a booklet of activity suggestions for parents. It's a good idea to follow up with parents a couple of weeks after the workshop to see how it's going. Keep an eye out for upcoming articles in this series on exam preparation and extended learning.



Take a look at our other Home-School Link articles, from tip tips to quizzes, and watch the videos at:



Home-School Link

www.macmillanyounglearners.com/home-school-link

1. What is Home-School Link?
2. How well do you communicate with parents?
3. Top tips on developing a good communication strategy.
4. Using technology in your Home-School Link.
5. Personal contact with parents.
6. Open evenings and parents' evenings.



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