EVALUATION OF PARENTAL   
ENGAGEMENT ACTIVITIES – WORKED EXAMPLE

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| Activity | | Reach | | | Engagement | Outcomes | Other notes | Actions |
| Type | **Content** | **Cohort / group or targeted** | **% of those invited attended** | **Parents who didn’t attend** | **Clear, relevant, useful** | **Improved understanding or ability to support their children** |
| *Parents evening* | *GCSE choices and how they relate to careers* | *Whole cohort: year 9* | *98 parents / families attended: 65% of all Y9 parents* | *Parents of students with behaviour difficulties, some working parents* | *83% of parents said the event was useful (Source: one question voting activity when leaving)* | *Informal discussions with approx. 12 parents / families show that following the event they had a better understanding of. How their child’s GCSE choices could influence their future education and careers.*  *All parents also stated that they had a better idea of jobs that related to various subjects their children were considering.* | *Parents voting box worked well: 90 parents ‘voted’ prior to leaving and some stayed behind to chare further feedback.* | *Follow up with parents who didn’t attend.* |
| *Employer panel* | *Routes into a specific industry* | *Target group, Parents of Year 12 students interested in creative careers* | *60% - 12 out of 20 families invited* | *Some who have younger children and couldn’t come to an evening event* | *Majority thought the event was interesting, enjoyable and informative (informal feedback discussion at the end).* | *Attendees were able to reflect on the ideas they’d had about the creative industry at the start of the event and add to the list of roles, routes and skills at the end of the event* | *N/A* | *Send information home with signposting on creative careers and encourage parents to attend upcoming careers adviser sessions to discuss further* |