

MEASURING THE SUCCESS OF YOUR HOME-SCHOOL LINK

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How can you define '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 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.

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

Use Tools to Measure Success and be Organised

Once you have identified your goals, take time to 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
22/03/2020: 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 yourselves a slot of 10-15 minutes per home. If there is a problem to discuss, set up a separate dialogue.	22/04/2020: 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

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 identify HOW you will achieve them and therefore measure the success.

This can now be included as a new goal

Regular Reviews

Strategy should be an ongoing 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. You might want to review our original tips for setting up a strong communication strategy.

Get Parents' Direct Feedback

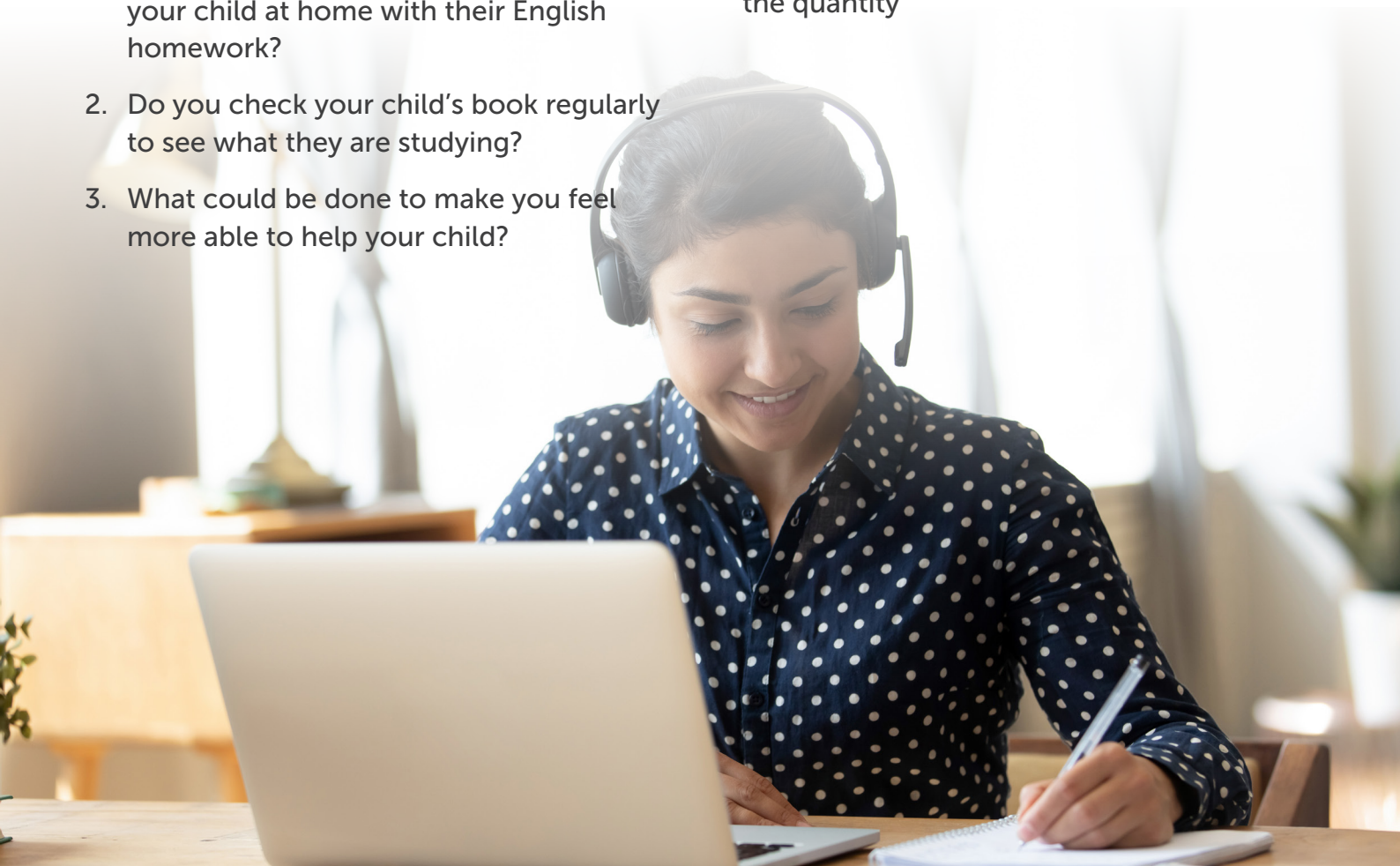
Sending home a questionnaire can be a useful activity, with questions such as:

1. Do you feel you are able to help your child at home with 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 things are going.

*Quantitative – measuring the quantity of something

**Qualitative – measuring the quality and not the quantity



Further resources

Read the rest of Macmillan's Home-School Link articles at [macmillanenglish.com/blog-resources/teacher-resources/young-learners](https://www.macmillanenglish.com/blog-resources/teacher-resources/young-learners) and watch the short videos on YouTube (Macmillan Education ELT) – look for the playlist called [Macmillan's Home-School Link for young learners](https://www.youtube.com/playlist?list=PL12345678901234567890)

This article originally appeared as part of Macmillan's Home-School Link series by Aimee Bates.