

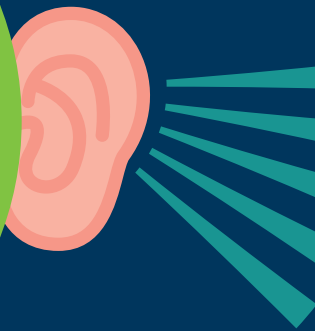
## Be inclusive

Consider focusing concerted effort on low socio-economic status parents, pupils with SEND and families with English as an additional language.



## Actively listen

By listening intently, you will open a window into the home and family situation of your pupil, and be more likely to find unique ways to work in partnership.



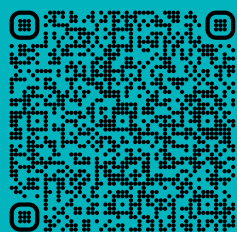
## Encourage positive behaviour

Take every opportunity to compliment and provide recognition for positive action towards better engagement.



# Parental Engagement Essentials

Download free resources:



## Steer clear of jargon

Parents are unlikely to understand "edu-speak," and jargon may fail to resonate. Keep things simple and as easy as possible for all parents to understand.



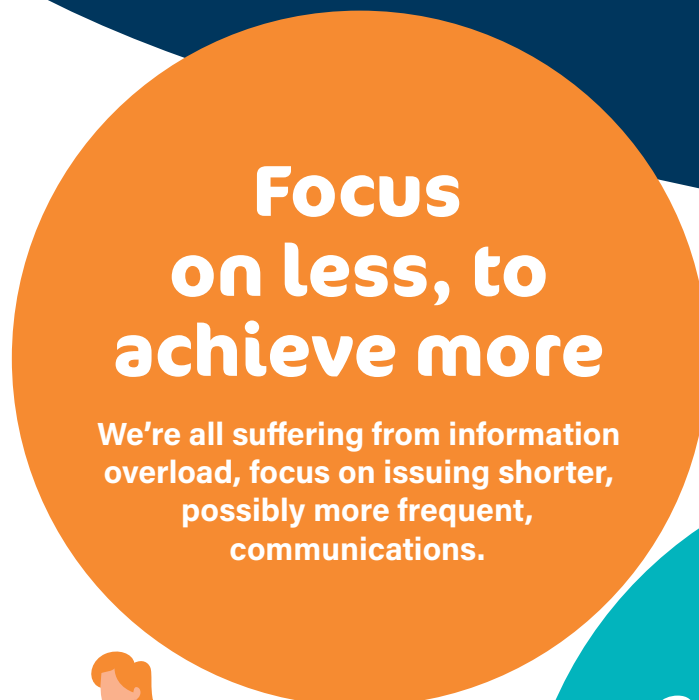
## Personalise your approach

Consider customising how you connect with parents based on their needs and preferences. This could mean personalising the delivery method, or giving parents the opportunity to 'subscribe' to specific updates.



## Focus on less, to achieve more

We're all suffering from information overload, focus on issuing shorter, possibly more frequent, communications.



## Provide learning support for parents

Provide tips, support, and resources to assist parents with learning at home.

## Create positive memories

Support in dealing with social services, help with improving parent literacy, providing easier access to clubs or the introduction of a food bank could all help create more positive memories of school.

