


 #oeParents

Positive Parental Engagement

Working with parents and families to build positive engagement and support pupil progress at home and in school

oego.co/Parents18



Expert speakers include:

Emma Beresford

Director, Parental Engagement Network

Jimmy Cartledge

Pupil Premium Team, Woodchurch High School

Elisabeth Broers

Headteacher, Robin Hood Junior School

KEY BENEFITS

WHOLE SCHOOL

Develop a cohesive, whole-school approach to parental engagement

COMMUNICATION

Gain accessible and transparent communication ideas to engage all parents

SHARED LEARNING

Help parents share in their child's learning and support their own understanding

In association with:

Positive Parental Engagement

98% of teachers in England agree parents have a positive impact on their school, but only 19% say their school has any formal parental engagement plan in place.

Teacher Survey 2017, PTA UK, (Dec, 2017)

The research is clear: parents who are involved in their child's education have a positive impact on their progress. But with so many barriers preventing positive long-term engagement and limited funding available, schools across the country are struggling to improve the situation.

Is your school doing everything it can to be accessible to all parents?

Is there a whole school engagement strategy in place that all staff can support?

Are you seeing the same parents regularly, but not the ones you most need to speak to?

Our Positive Parental Engagement conference will provide you with the expert guidance and innovative strategies you need to turn parental engagement around and drive pupil progress across your school.

Why attend this event?

- **Shared learning:** provide engaging opportunities for parents to share in their child's learning and support their own understanding
- **Aspirations:** raise aspirations for both parents and pupils and develop engagement strategies to ensure your school is accessible
- **Case studies:** hear from primary, secondary and special schools on how they have improved parental engagement and how you can adapt their strategies to your school

Who should attend?

- Headteachers
- Deputy/Assistant Headteachers
- Parental Engagement Coordinators
- Pastoral Coordinators
- Heads of Year

Optimus Education offers a wealth of expertise to support your whole-school improvement. From non-curricular awards, timely and informative conferences, packaged and bespoke consultancy, to in-house training and membership, Optimus is your one-stop-shop for your school or academy.

Head to oego.co/Parents18PP to find out more.

SPEAKERS



Maureen Nash

LPPA Adviser and Verifier, National LPPA Team

Maureen has over 20 years' experience in schools as a primary teacher. She was Teacher Adviser for Lancashire's Parental Involvement Team, enhancing the confidence, knowledge and skills of parents to help them support their child's learning. As Teacher Adviser for School Workforce Development, she promoted the recruitment, development and progression of support staff. Maureen continues to promote parental involvement as Adviser and Verifier for LPPA and Lead Adviser of a new award, Best Practice with Teaching Assistants.



Emma Beresford

Director, Parental Engagement Network

Emma has over 30 years' experience of innovative work with parents as a teacher, consultant for Manchester City Council, researcher and member of national steering groups. Over the past 7 years she has developed the Parental Engagement Network – a dynamic specialist social enterprise supporting schools locally and nationally to develop their parental engagement through networks, training courses, funded projects and high-quality resources.



Racheal Baker

Family Link Coordinator and Safeguarding Officer, RSA Academy

Racheal Baker is a Family Link Coordinator and Safeguarding Officer at the RSA Academy in the West Midlands. The school is in an underprivileged and high risk CSE area where Parental Engagement has always been difficult. Racheal comes from a challenging home and school background, which has given her the insight to work harder to reach families, ensuring the best outcomes for families in the school.



Elisabeth Broers

Headteacher, Robin Hood Junior School

Elisabeth joined Robin Hood Junior School in January 2015 and, with a newly formed Senior Leadership Team, made developing Parental Engagement a school priority. The school is one of the London Mayor's Schools for Success, an award which celebrates schools that are achieving academic success with disadvantaged or vulnerable students. She is keen to build partnerships across the educational sector and with other sectors to offer the best opportunities for pupils and parents.



Michelle Doyle Wildman

Acting CEO, PTA UK

Michelle joined PTA UK in May 2015 as its Policy and Communications Director, and since May 2017 has been the charity's Acting Chief Executive. She has over 20 years' experience of leading teams, public affairs and stakeholder engagement, previously holding senior roles at the Environment Agency and South East Water. As a mother of two boys and the wife of a teacher, Michelle takes a keen personal interest in the work of schools, and has spoken and written widely on how parents can participate positively in education.



Jimmy Cartledge

Senior Teacher, Woodchurch High School

Jimmy Cartledge is a Senior Teacher at Woodchurch High School. He works as part of a team coordinating provision for disadvantaged students; with a focus on identifying and tracking 'priority groups' within the school. Jimmy is responsible for promoting engagement, particularly working with parents and enabling them to be involved in the education of their child where possible.

09:00 – 09:45 Registration and refreshments

09:45 – 10:00 **Chair's Introduction & Welcome**
Getting to the root cause: understanding why some parents are disengaged and how to begin a positive dialogue

10:00 – 10:30 **Whole school**
Developing a whole school approach to parental engagement: 5 key strategies to ensure parental involvement is a school priority
Take away a practical action plan to instigate change back at school
Michelle Doyle Wildman, Acting CEO, PTA UK

10:30 – 11:10 **Case studies**
Managing and improving parental engagement: Key learning and case study examples from schools who have improved engagement in their school
Emma Beresford, Director, Parental Engagement Network
Including school case studies

11:10 – 11:20 Q & A

11:20 – 11:50 Morning refreshments

11:50 – 12:40 Streamed Sessions 1

1A: Shared learning

Tops tips and practical ideas to provide engaging opportunities for parents to share in their child's learning as well as supporting their own understanding to help learning at home

Gain resources for engaging parents in their child's learning

Maureen Nash, LPPA Adviser & Verifier, National LPPA Team

1B: Aspirations - Secondary

Raise aspirations and develop engagement strategies to ensure your secondary school is accessible and welcoming to all parents and families

Liz Hurst, PP Home School Liaison & Outreach Teacher, Woodchurch High School

1C: Difficult conversations

Understanding what makes a conversation 'difficult' and equip all staff with the confidence to engage parents and families in a positive and constructive manner

Leave with 5 top tips for handling difficult conversations with parents

Racheal Baker, Family Link Coordinator, RSA Academy

12:40 – 13:40 Lunch

13:40 – 14:10 **Technology and social media**
Innovative uses of technology and social media to make initial contact with less involved parents, maintain clear and consistent communication and offer valuable insights into the progress of pupils

14:10 – 14:20 Q & A

14:20 – 15:10 Streamed Sessions 2

2A: Community cohesion - Secondary

Ensure your school is an integral part of the local community and run informal events to open relationships with 'hard to reach' parents

Jimmy Cartledge, Curriculum Leader for Engineering, Creative Arts and Design, Pupil Premium Team, Woodchurch High School

2B: Communication

Ensure your school is offering accessible and transparent communication with parents, supporting positive relationships and opportunities for all families to engage in their child's learning

Diane Leedham, Writer, Teacher & Consultant for EAL and Equality/Diversity

2C: Special school case study

How we successfully improved engagement and overcame the unique challenges to parental involvement in special schools

Eileen Stubbs, Chair of Governors, Broadfield Specialist School

15:10 – 15:30 Afternoon refreshments

15:30 – 16:20 Streamed Sessions 3

3A: Mental health and wellbeing

How to support parents with mental health difficulties, direct them to appropriate support and build strong relationships with both families and pupils to promote wellbeing

3B: Parent voice

Prioritising parent voice: how to ensure parents and families are integrated in your school's decision-making process and methods of feedback are clear

Download Optimus Education's parent/carer questionnaire

3C: Overcoming barriers - Primary

Identify and explore the barriers currently preventing effective engagement in primary schools and leave with practical solutions to overcome them

Elisabeth Broers, Headteacher & Emma Rix Assistant Headteacher, Robin Hood Junior School

16:20 Conference close

Positive Parental Engagement

One Day National Conference - 20 March, Manchester

How to register

1. Book online and receive instant confirmation
oego.co/parents18
2. Email: oe.conferences@optimus-education.com
3. Questions: Call 0845 450 6404

Please see oego.co/TandCs for our subscriptions, cancellations and refund policy

Booking reference

Pricing

Prices	Book before 03/02/18	Book after 03/02/18
Primary/Special	£269 + VAT	£299 + VAT
Secondary	£349 + VAT	£379 + VAT
LA	£399 + VAT	£429 + VAT
Lawyers and Advisors	£429 + VAT	£459 + VAT
Premium Plus**	You could attend this event as part of your Premium Plus package. For further information please contact your Account Manager.	

If you do not fit into one of the above categories, please contact us on 0845 450 6404 or email oe.conferences@optimus-education.com

Four steps to Positive Parental Engagement

1

Before
the day

Login to your account at oego.co/Parents18Resources and read our guide on engaging parents in their child's learning*

PLUS

- Use the self-assessment survey to reflect on your current situation
- Gain access to our guide on who can be your Data Protection Officer

2

During
the day

Have your burning questions answered by our experts and outstanding practitioners

PLUS

- Discuss challenges with peers and build up a network of support
- Select targeted workshops to suit your specific needs

3

After
the day

Log in at oego.co/ParentsResources to download the speaker presentations and share these with colleagues

PLUS

- Gain access to our 5 top tips for handling difficult conversations with parents
- Use the self-assessment survey to see what you've learnt

4

Share
across your school

Download and share our parent/carer questionnaire to help track progress, set targets and engage parents in supporting their child's development**

Start accessing these resources today by creating a free delegate account on oego.co/Delegate

*Don't have an account? Create one at oego.co/Delegate

**Access for Premium Plus members only - contact customer services to find out more on 0845 450 6404