

Parent Power: Successful Parental Engagement

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@kclwp

- What is Parent Power?
- Citizens UK and community organising
- How does Parent Power work at King's?
- Relational one-to-one practice
- Questions – 15 minutes at the end



How does your institution do parental engagement?

What is Parent Power?



What is Parent Power?

- King's College London and Citizens UK
- Community organising methodology
- Trains local parents to become experts in access to higher education, and to campaign for change.



What is Parent Power?

Only a fifth of parental engagement activities are designed specifically for parents and families (Mulcahy and Baars, 2018).

Partners in Progression: *Engaging parents in university access*

Mulcahy and Baars, 2018

Research commissioned by King's College London.

Citizens UK

- Community organising charity
- Founded the Living Wage foundation
- 12 chapters across the UK
- King's is an institutional member of South London Citizens



Community Organising





Community Organising

Community organising is all about moving from the world as it *is* to the world as it *should be*.

What do we need to be able to do this?



Community Organising

POWER





Community Organising

RELATIONAL
POWER





Community Organising

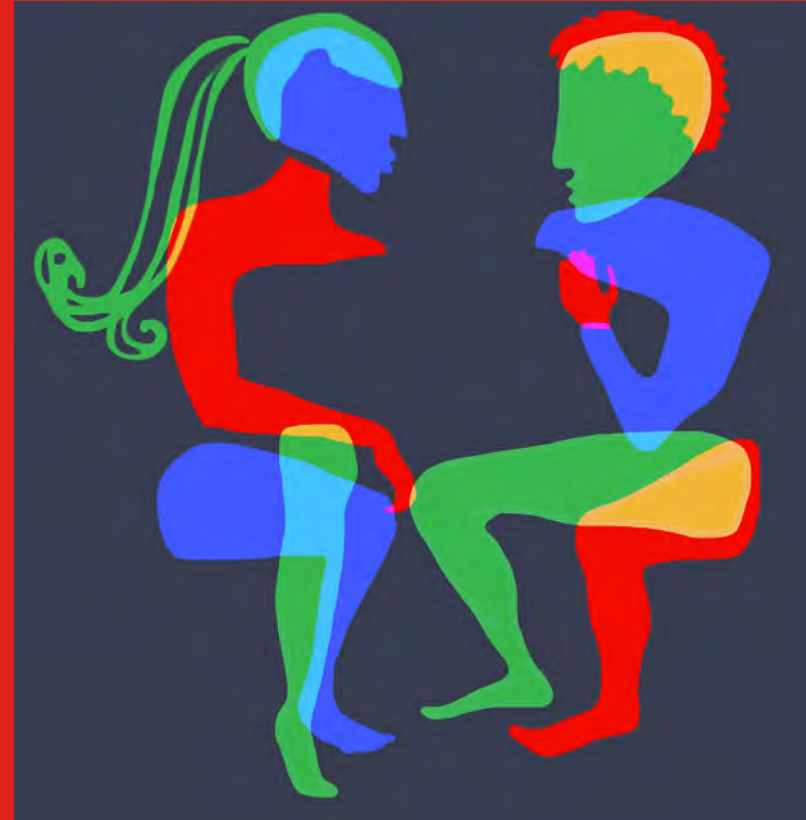
SELF-INTEREST





Community Organising

RELATIONAL
ONE-TO-ONES





Community Organising

The action is in the reaction

Action ≠ protest

Break problems into specific issues

You need outcomes



Community Organising





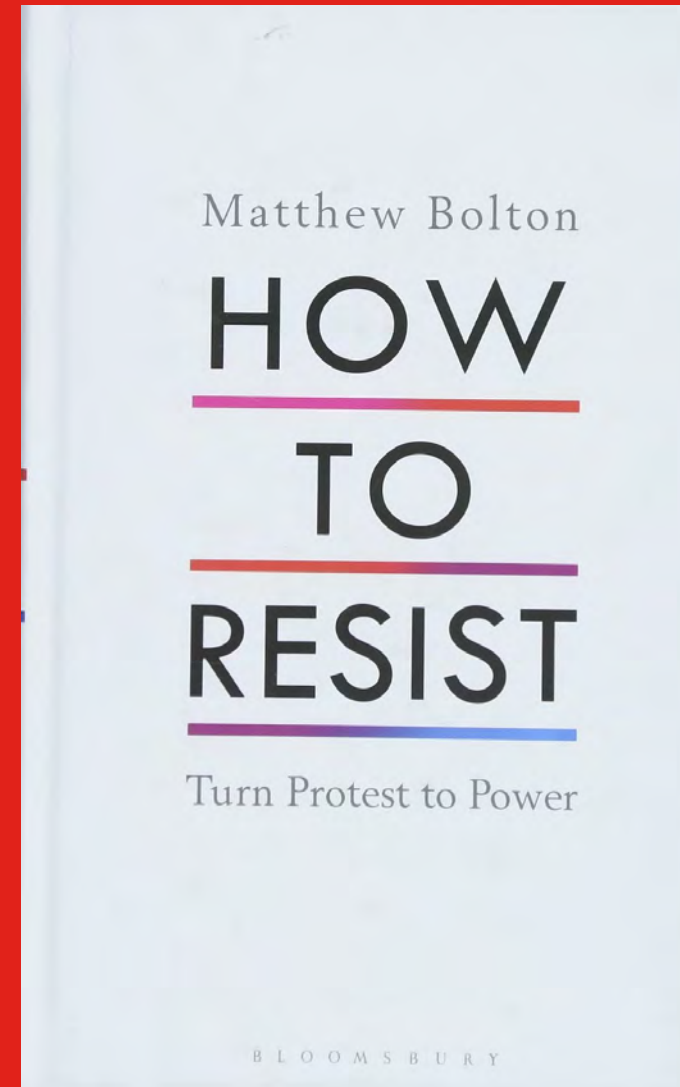
Community Organising

Matthew Bolton

How to Resist:

Turn Protest into Power

2017





How does all of this relate to Parent Power?



How does Parent Power work at King's?

- Hired a community organiser two days a week
- Told parents we wanted to work with them
- Met with over 50 parents one-to-one
- Started Saturday meetings every six weeks
- Developed a strong group of parents



Parent Power successes

- Bespoke trips to Oxford, Cambridge, Imperial and Leicester
- 90% bursaries at private summer schools
- Meetings with the Mayor's Office
- Child citizenship payment plan
- Parents have enrolled on university courses

Parent Power successes

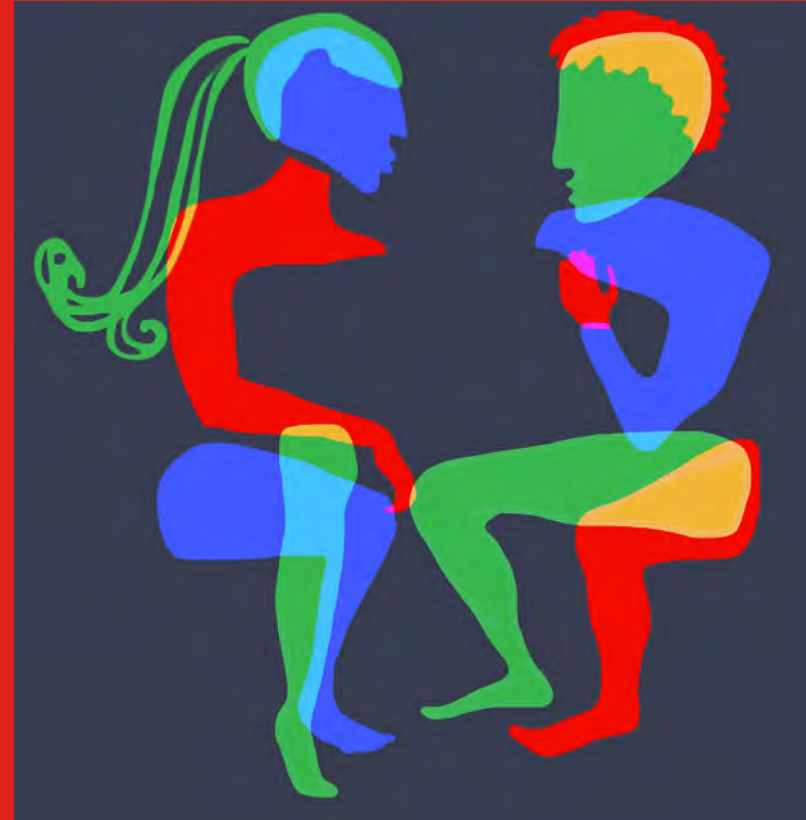
Guardian University
Award for Social and
Community Impact 2019





Community Organising

RELATIONAL
ONE-TO-ONES





Notes on relational one-to-ones

- Can feel strange at first – not used to talking like this at work
- Fundamental to developing relational power
- Caveat for Parent Power – education is always on the agenda
- Share your story – as far as you are comfortable
- Good openers: ‘Why do you care about education?’ or ‘What makes you angry?’

Relational one-to-one feedback



Questions?

<https://wonkhe.com/blogs/power-of-parents/>