



GOVERNOR LINK ROLE PROFILE

PARENTAL & PUPIL ENGAGEMENT, MARKETING & COMMUNICATIONS

AGB

THE ROLE OF AN AGB LINK GOVERNOR

A key role of the AGB is providing support and challenge to hold senior leaders to account for the performance of the school. This cannot be achieved by any one governor alone. It needs each governor on the board to have a specialist area, where they build their knowledge & understanding, and can more closely offer this support and challenge. With each governor on the board working on their specific areas we ensure each key area does have scrutiny by the Board.

As a link governor you will be required to:

- Act as the lead governor for the AGB in this area
- Monitor the performance of the subject/provision through scrutiny of board papers but also importantly through meetings with the link staff member for your area. It is recommended that you meet with them 2 or 3 times a year, face to face or via video call. Visits should have a clear focus around the improvement plan for the area. Guidance for how to arrange, complete and completing a visit form is available [here](#).
- Monitor the implementation of the school's performance and improvement strategy in your link area using information such as school data, outcomes, questioning staff and pupils etc.
- Make sure the school has suitable and relevant policies in place for your link area
- When reading papers, pay particular attention to the data relevant to your area and ask questions accordingly
- Support and challenge the member of staff who is responsible for your link area(s). To prepare for this, refer to governor questions resource and resources such as 'Governor Hub'.
- Keep the governing board informed about your link area(s), and act as a link between governors and staff
- Develop knowledge in their specialist area and take part in relevant training

Be the link to the Governing board

Your job is to act as the link between governors and staff, and to report to the board on things like:

- Subject/provision delivery
- How the subject/provision links to the school improvement plan (SIP) and contributes to pupils' learning
- Progress and challenges facing the subject/provision
- The impact of the subject/provision on pupils
- Upcoming relevant information such as activities, focus days, important deadlines, workshops etc.

What you should focus on

- Understanding the Schools current performance in your link area
- Understand the statutory requirements or Ofsted framework requirements for your area and challenge if they are sufficiently in place
- Understand and challenge any decisions made around these areas; i.e why does the school insist on language GCSE for all pupils, or why does school spend Pupil Premium money in that way
- Know the plans to improve the area/provision in the school
- Ensure your knowledge of the quality of delivery and impact for pupils in your link area

Ways to monitor

- Regular meetings with the relevant staff member(s) (this can be via teams or in person)
- Visits to the school to see subject/provision in action and culture within the school
- Review performance data from school through AGB reports, as well as reviewing information from external and internal reporting such as QA reports and Ofsted reports
- Attend meetings which give you first hand observations of the application of policies, procedures and culture within the school such as GDCs, staffing disciplinarys and complaint hearings.
- If relevant seek feedback through talking to pupils or looking at parent and staff surveys

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DUTIES & RESPONSIBILITIES

The parental & pupil engagement, marketing & communications link role can be broken down into three areas, however all together focus on improving parents and pupils' positive engagement with the school, which is pivotal to all pupil's success.

Pupil Engagement & Behaviour

Pupil engagement is key to the ability of the school to transform the life chances of each and every child. Schools should aspire to have pupils who are actively engaged in their learning, cultural capital offers and the behaviour and expectations of the school. It is the role of the link Governor to monitor pupils' engagement with the school and this can be promoted through varied teaching and learning techniques, rewards, behaviour management systems and pupil voice.

Parental Engagement

Parental engagement has a large and positive effect on children's learning. It is therefore a priority to identify interventions that are effective in supporting parental involvement, particularly those parents who are either not significantly involved in their children's education, or who are not involved at all. Positive relationships with parents can help support pupil attendance, engagement with their learning and the schools' expectations. This can cover how the school handles complaints, seeks parental voice and views.

Marketing & Communications

Quality school marketing is essential in engaging new students, attracting high quality staff and connecting with parents. Effective school marketing and communications can mitigate complaints and support ongoing positive relationships with parents and the wider community.

The parental & pupil engagement, marketing & communications link governor will:

- Challenge the school on the methods in which they engage students in their learning and how they adapt teaching and learning to ensure all students are actively engaged
- Explores how the school utilises pupil voice and rewards/celebrations
- Explore how the school is promoting good behaviour as part of a whole-school approach.
- Ensure the school is managing behaviour in line with their behaviour policy and explore how they are overcoming any particular challenges
- Monitor the level and types of complaints being managed by the school, and supporting them in analysing any trends/serious concerns and challenging any required actions/review required
- Ensure the school is being accessible and the school has ways of hearing a diverse range of the parent's voice
- Monitor and challenge that the school are being active in establishing different channels of communication and that the communications that are sent out via any platform are accessible, timely, exact and informative.

- Support and challenge the school in measuring parental engagement and monitoring the impact of strategies to improve engagement
- Challenge how improved parental engagement is being targeted for particular students with low attendance, behaviour issues and pupil premium families
- Monitor and challenge the quality of school marketing ensuring they are promoting themselves well in the community, championing their students and good practice
- To monitor the effectiveness of school marketing throughout the recruitment and admissions process of new students and measuring the impact of this
- Challenge the schools on the quality of their parent communication such as response time, frequency, how they are listening to parent communication and using feedback.
- Be the voice at AGB meetings who considers pupil and parent communication and engagement in initiatives, changes and news
- Be the voice at AGB meetings to consider the impact of decisions on Pupils and Parents and ensures that decisions impacting pupils and parents have an appropriate communication plan
- You may find it useful to attend an occasional student council meeting and arrange to meet with pupils to hear their views

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MEETING SUPPORT

AGB Workbook/Policies:

At each AGB meeting, the Headteacher will prepare and present a workbook which covers every aspect of the school. The areas are broken down into different tabs on the excel workbook.

When reading this document, your focus should be on the areas which relate to your link Governor Role and you should come prepared with questions to ask about the information on the relevant tabs.

- **Parent & Pupil Engagement, Marketing & Communications relevant tabs:** Pass data, behaviour, complaints, parent survey.

Academy Policies

It is important that each policy the AGB sign off is reviewed fully by Governors to ensure that the policy is in line with the strategy and vision for the school. Each policy should be assigned to a particular link governor so that more detailed review can be complete by that governor. Your Link governor role is specifically linked to;

- **Policies:** Admissions Policy, Behaviour Policy

Good questions to ask in governor meetings and through governor visits:

1. How do the school's approaches to behaviour, develop motivation and positive attitudes to learning? How do you evaluate if they are working?
2. How do you measure pupils' active engagement in their learning? How is this measured and monitored? If this is an area of concern, how do leaders address this?
3. How do leaders ensure that the school culture is positive and respectful and ensure that staff know and care about pupils?
4. What does your analysis of stakeholder voice show you about behaviour? What does your student voice tell you?
5. What are you putting in place to address the main themes of the complaints? How will you know when this plan has succeeded? What does your analysis of school complaints tell you about views of the school?
6. How do you communicate key messages to parents and the wider community of the school? Is this accessible to all? What do you do when you have a family that do not engage? Do you have a case study example of how you have re-engaged a disengaged family/pupil?
7. What does the last parent survey tell you about parent engagement and what are you doing to address lower scoring areas

RESOURCES

USEFUL RESOURCES

[The governing board's role in a whole-school approach to behaviour | The Key Governance \(thekeysupport.com\)](#)

[How Ofsted inspects 'behaviour and attitudes'](#)

[DfE: review of best practice in parental engagement](#)

[The four pillars of parental engagement](#)

[Parent involvement matters video](#)

[Building, maintaining, and leveraging parental engagement within the classroom and school \(governorsforschools.org.uk\)](#)

[Social media: how to prevent and respond to negative parent behaviour | The Key Governance \(thekeysupport.com\)](#)

[The do's and don'ts of school communication with parents](#)

[Marketing your school to parents | The Key Governance \(thekeysupport.com\)](#)