



P A R E N T S

E S T D 2 0 2 4



Power & Partnership

National Family Engagement Summit 2025

Keynote Session

Rethink practice.
Reshape culture.

www.andparents.com

Euan MacLean

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Power & Partnership

Purpose.

Partnership.

Power.

Now.



"Education is a team sport."

About me. _____



- ✓ Lived experience.
- ✓ Professional experience.
- ✓ Doctoral research.
- ✓ Passion.

Connect here!



“_____”

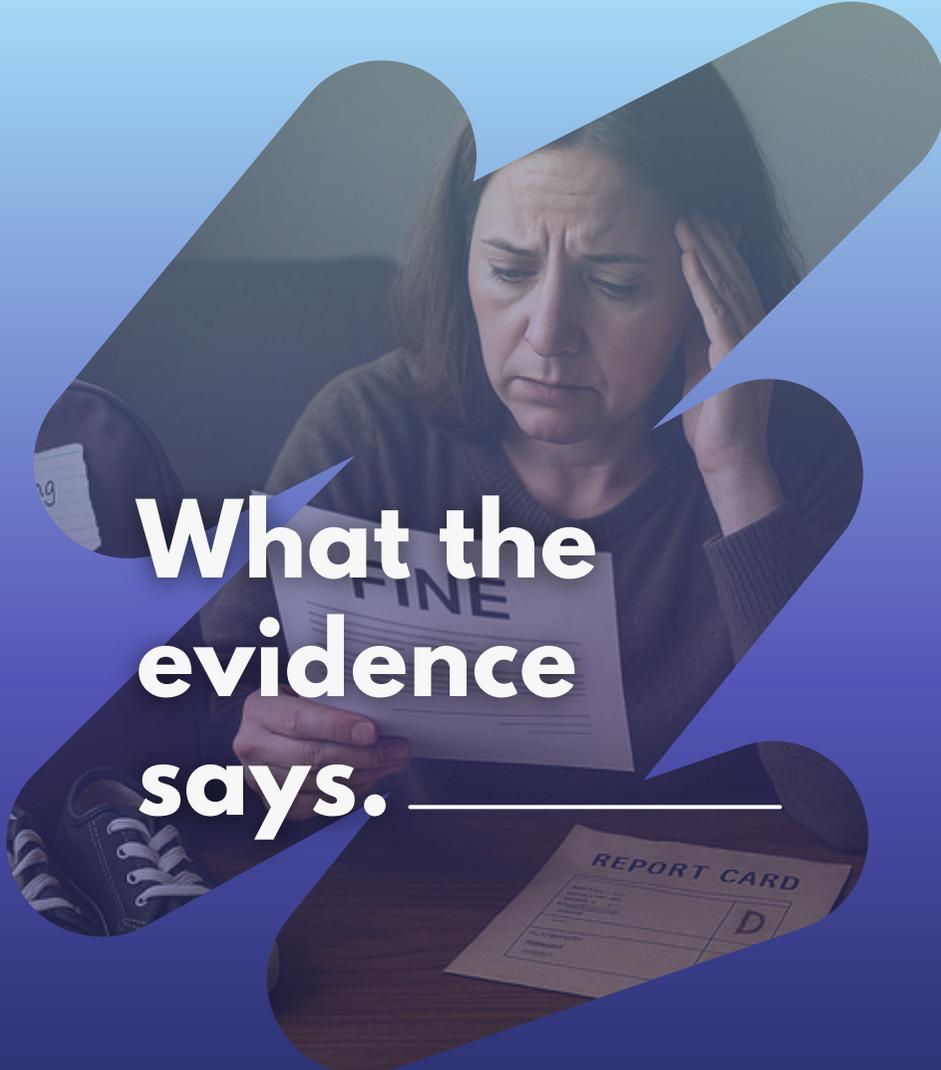
I've met many leaders in education but few with the clarity, humility, and integrity of Euan.

After scaling one of the UK's leading online schools, Euan could have stepped away entirely. Instead, he chose to focus on what most systems still ignore: the relationship between schools and families.

His work at &Parents isn't just consultancy, it's restoration. Euan brings deep insight, operational experience, and emotional intelligence to rebuild trust where it's been fractured.

Kirstin Stevens | Founder & CEO, The Novacene.

”

A woman with a distressed expression is looking at a document labeled 'FINE'. In the foreground, a 'REPORT CARD' is visible with a grade of 'D'.

What the evidence says.

01 Learning gains.

02 Attendance.

03 Trust.

87%

of teachers have never had any training when it comes to working with parents.

70%

of teachers think that some parents do not care about their children's learning.

* Jones, C., Sideropoulos, V., & Palikara, O. (2025). Do teachers have the knowledge and skills to facilitate effective parental engagement? Findings from a national survey in England. *Educational Review*, 1-24. <https://doi.org/10.1080/00131911.2025.2506802>

* Jones, C. & Palikara, O. (under review) "Parents don't care": Examining teachers' attitudes towards parental engagement.



Two anchors.

Mapp + Epstein | Frameworks.

Co-design.

Dual Capacity-Building Framework.

- Skills
- Knowledge
- Beliefs
- Relationships
- Systems.

Prof. Karen L Mapp



Six Types Framework.

- Parenting
- Communicating
- Volunteering
- Learning at home
- Decision-making
- Community collaboration

Prof. Joyce L Epstein



"Partnership is a practice." | Prof. Karen L Mapp

A continuum. _____

Parental **involvement** with schools.

Parental involvement in **schooling**.

Parental **engagement** in learning.

Parental **participation** in schooling and education.

SCHOOL
agency



PARENT
agency



Prof. Janet Goodall



Caroline Montgomery

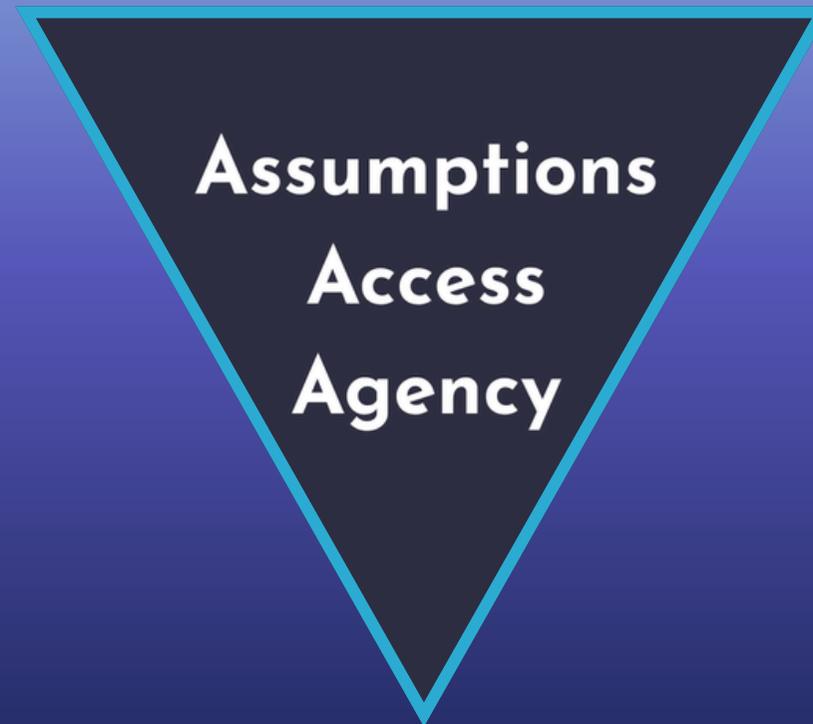
Goodall, J., & Montgomery, C. (2013). Parental involvement to parental engagement: a continuum. *Educational Review*, 66(4), 399–410.

“Clarity is kind.” | Brené Brown.

Equity. Power. Trust.

Power.

Trust.

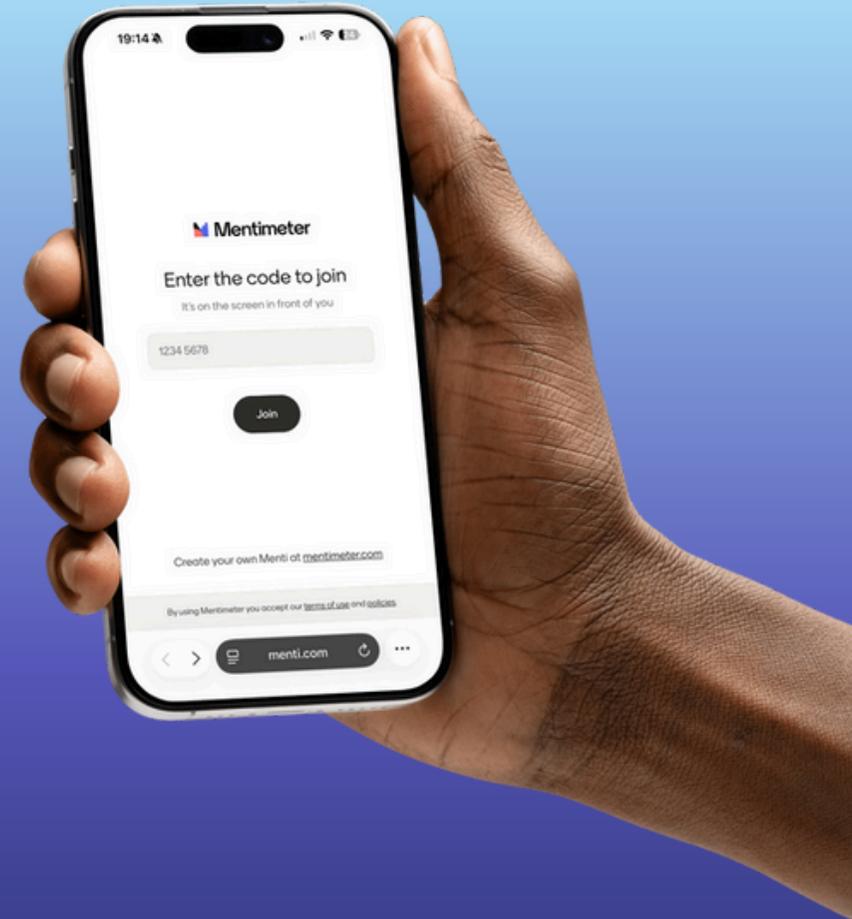


Belonging.

"Genuine power is not coercive; it is co-active — 'power with.'" | Mary Parker Follett

Menti A: What comes to mind?

First words. Patterns. Gaps.



ONE

Learning notes
to spark
conversation.

Specific
micro-evidence.

TWO

THREE

Invite parent
audio notes.

Classroom micro-shifts.

From updates to learning loops.

"Every kid needs a champion." | Rita Pierson

PARENTS

Discussion: what can we do to rethink our practice and reshape our culture in working with parents?

1.

Co-design.

2.

Pilot.

3.

Scale.

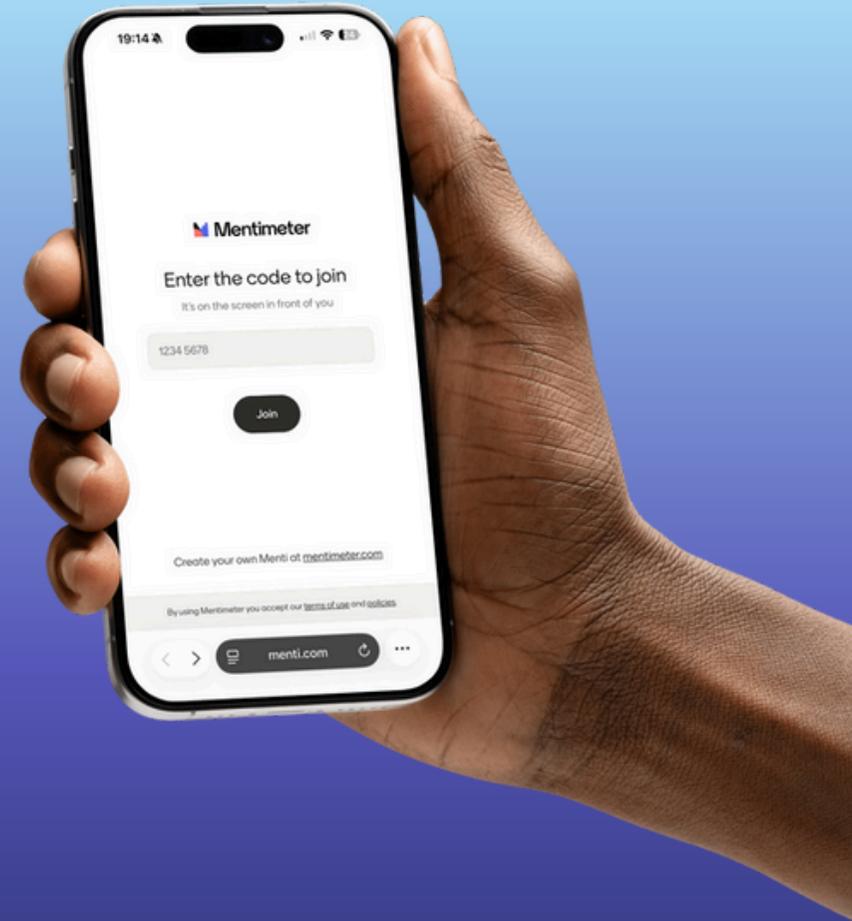
School-wide system moves.

From events to systems.

"We are the ones we seek." | Barack Obama

Menti B: Confidence pulse.

Confidence now. By role.



“What gets measured improves.” | Peter Drucker

Q&A: Micro check-in.

Clarify. Reality check.

Capacity and wellbeing.

Linking teacher self-efficacy.



Strong efficacy



more parent invitations

Confidence



richer communication strategy

Views of parents



positively enhanced

Professional learning



Builds efficacy

Setting the tone.

Interrogate assumptions.

What are our beliefs?

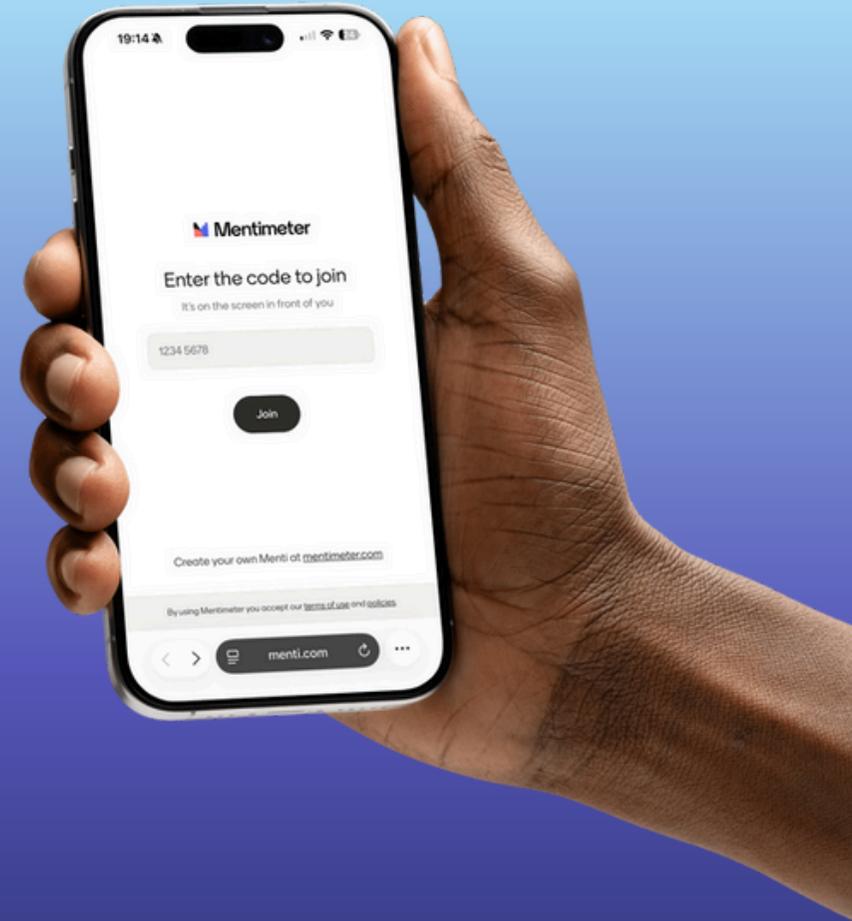
Co-design.



"We see what we believe." | Prof. Debbie Pushor

Menti C: What are the barriers?

Top five barriers.





Barrier → tactic map.

Moving from talk to action.

Career demands.

Time and workload

Limited PL and practice

Access and communication

Low relational trust and conflict

Fragmented systems

Possible strategies.

Comms templates.

Rehearsing with a peer.

Voice notes and SMS.

Close the loop within 48 hrs.

Point parents to the right person, first time.



Policy and alignment.

01 Coherence.

02 Equity.

03 Timing.



30-60-90 plan. _____

Commit to action.

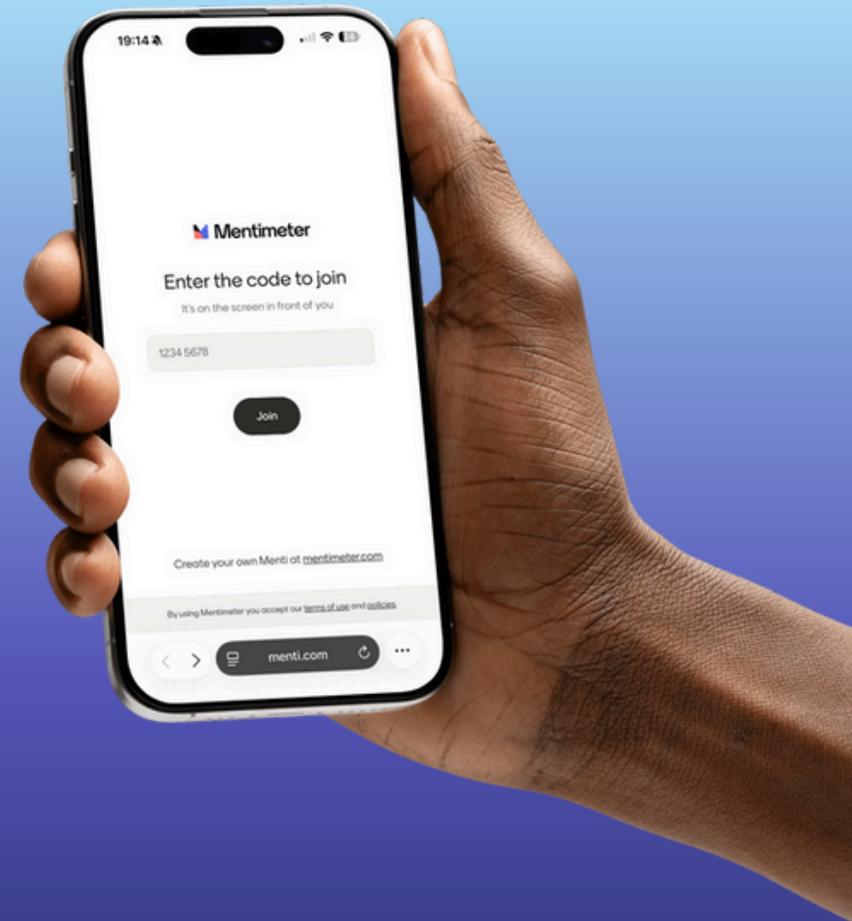
30 Pick one policy to review with families.

60 Pilot one classroom micro-shift.

90 Run one school-wide pilot.

Menti D: Commitments wall.

Make it public.



"A promise changes the future." | Margaret Wheatley

Q&A. _____

**Connect with
me here!**





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ESTD 2024



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What next?

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