

Building bridges with SEND parents

Presented by: Jon Twycross, Director, B Squared

Aim

This webinar is for schools that want to improve communication with SEND parents but aren't sure where to start. They may be sharing updates occasionally but want to make engagement more meaningful, proactive, and effective. We'll show you how Evisense can help build stronger relationships and keep parents actively involved in their child's learning.

B Squared Overview

What schools ask for informs us; what they need inspires us



1 Focus on SEND Pupils

B Squared concentrates on aiding pupils with Special Educational Needs and Disabilities (SEND) by identifying and tracking the essential small steps of progress that are crucial for their development and ensuring they are aptly supported.



2 25 Years of Expertise

With over a quarter-century of industry experience, B Squared has become a leader in monitoring and demonstrating progress for pupils with SEND, providing educational institutions with reliable and proven tools to facilitate effective learning.



3 Commitment to Inclusion

Inclusion is a core value for B Squared, and we design products that support all pupils, regardless of their educational needs. Our inclusive approach ensures that no student is left behind.



4 Collaboration with Schools

B Squared works closely with hundreds of schools each year, helping them tackle challenges related to assessment, data management, and progress demonstration. These partnerships enable the creation of tailored solutions that effectively meet individual school needs.



5 Versatile Frameworks

Our frameworks are designed to cater to a diverse range of abilities and ages, ensuring that every pupil's progress can be accurately measured and tracked, thus promoting an inclusive educational environment.

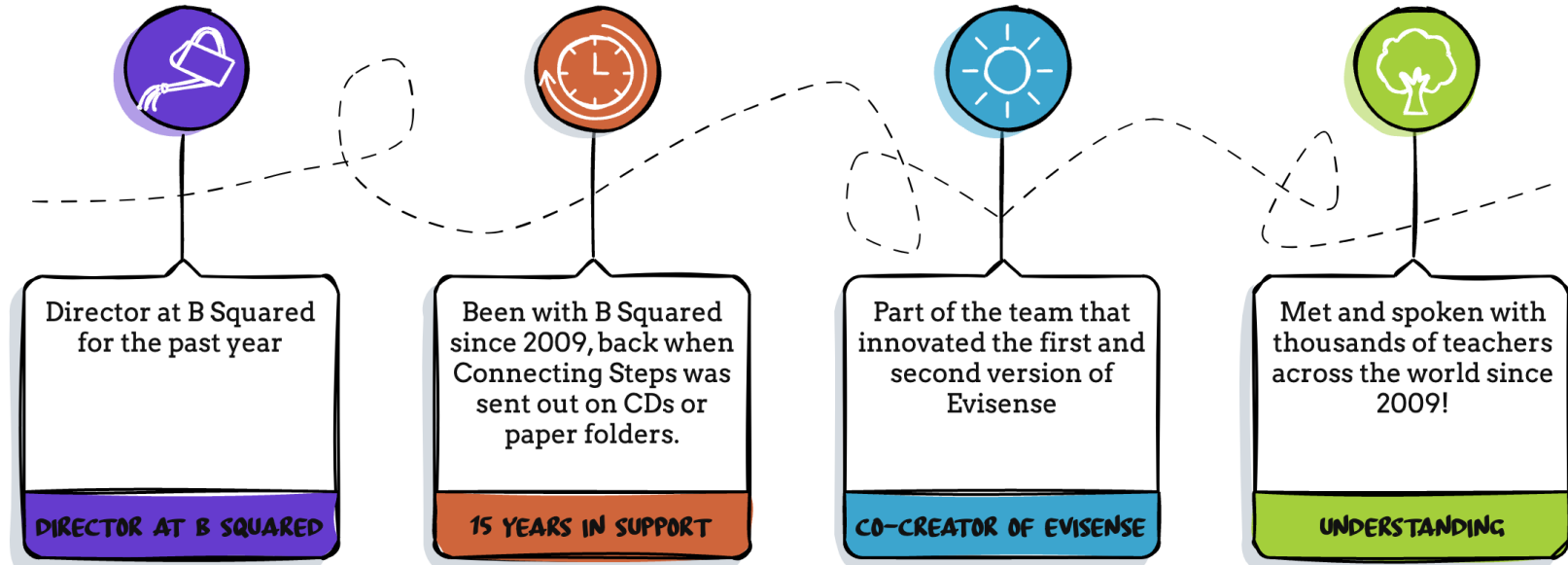


6 Adaptable Tools

Our assessment tools are highly adaptable and customizable, allowing schools the flexibility to implement them in ways that best suit their specific requirements, enhancing the effectiveness of their educational strategies.



* MEET JON TWYLCROSS



SEND

Building Bridges with SEND Parents

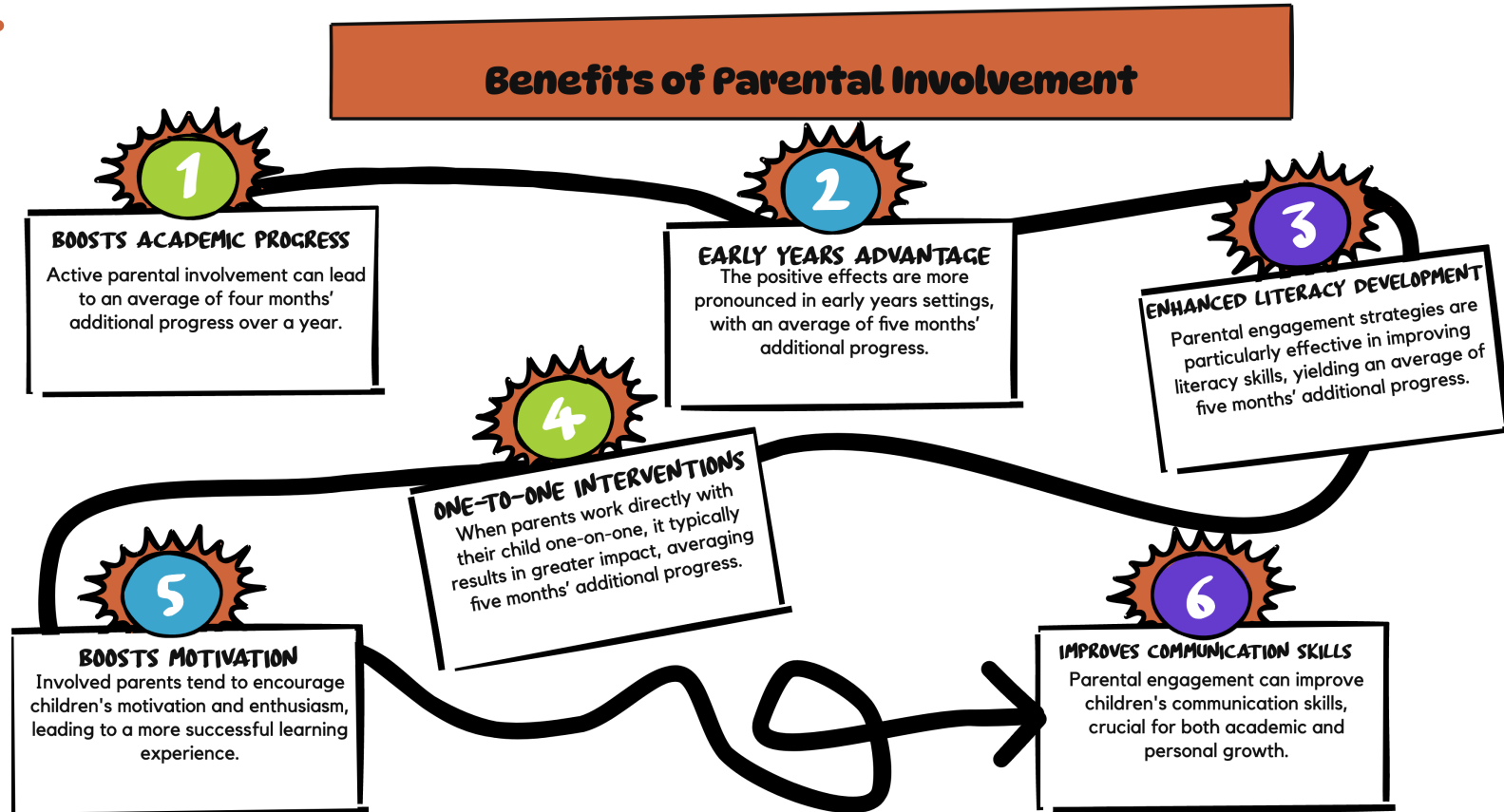
SEND

Is this just about SEND Parents?

SEND

No, and that's a good thing!
This works for all parents!

Benefits



Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

More benefits

GLOBAL BENEFIT

PARENTAL ENGAGEMENT APPROACHES
HAVE BEEN EVALUATED IN 10
COUNTRIES AROUND THE WORLD
WITH BROADLY SIMILAR FINDINGS.



LOWER ATTAINERS BENEFIT

APPROACHES WHERE A PARENT WORKS
DIRECTLY WITH THEIR CHILD ONE-TO-
ONE TYPICALLY SHOW GREATER IMPACT
(+5 MONTHS). LOWER ATTAINING
PUPILS APPEAR TO BENEFIT IN
PARTICULAR.



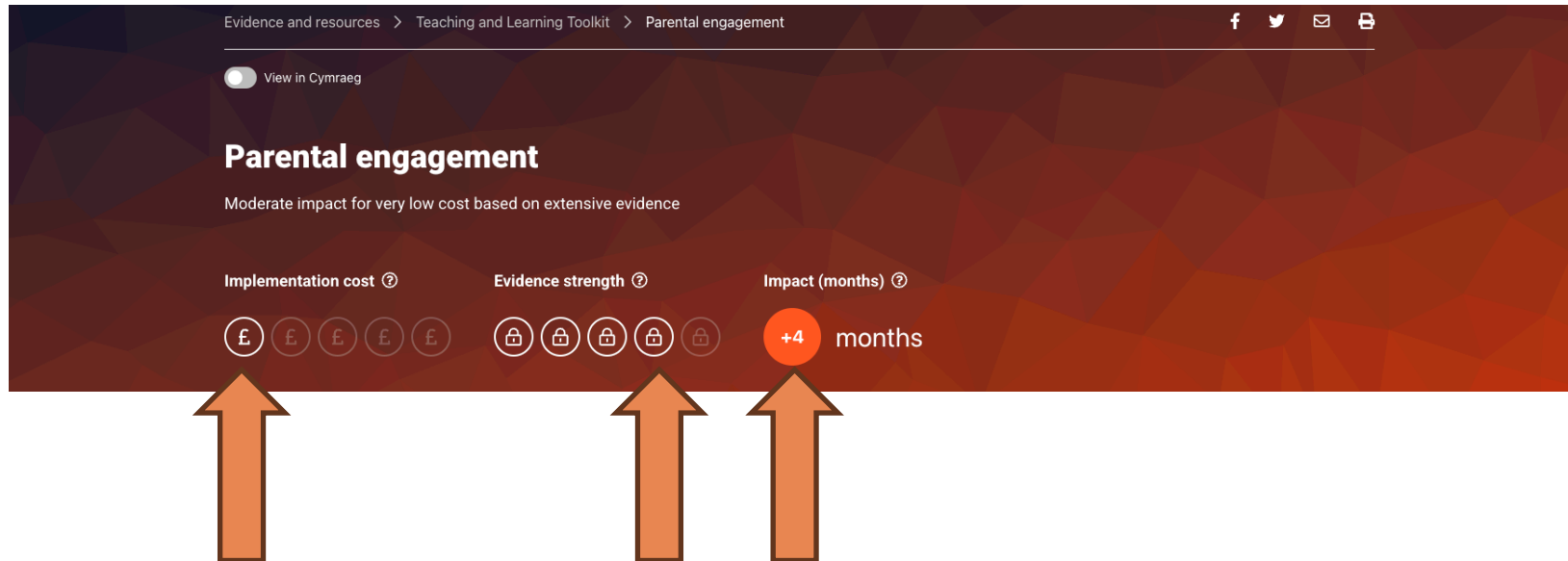
Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

In summary

At least +4 months additional progress!

Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

So just do it right?



Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

Challenges



Parental Engagement Challenges



Schools face challenges engaging all parents evenly.

DIFFICULT TO GET RIGHT

Simply increasing involvement doesn't ensure improved student outcomes

LIMITED IMPACT FROM COMMUNICATION

Mass emails and newsletters often fail.

COMPLEX

Parents need clear, actionable guidance to support learning.

NEGATIVE SCHOOL EXPERIENCES

Some parents' past education experiences discourage proactive involvement due to lack of confidence.

REQUIRES PLANNING

Well-targeted plans are required for effective engagement.

RISK OF WIDENING GAPS

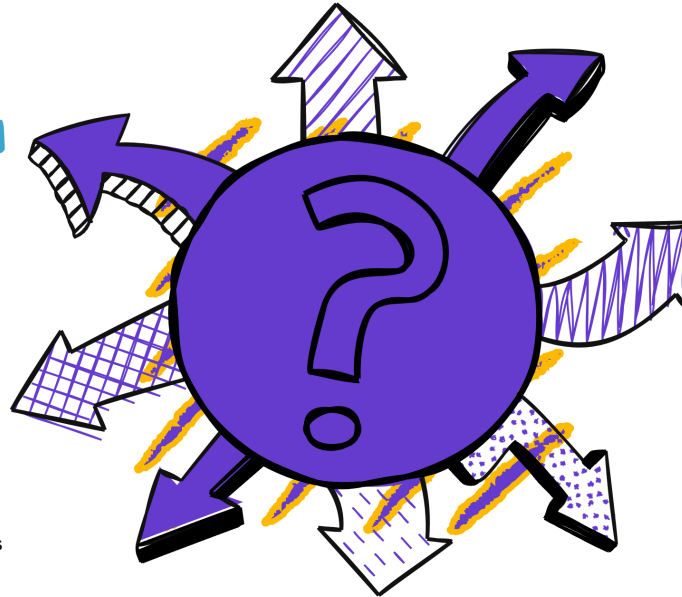
Efforts may benefit proactive parents, disadvantaging those with limited resources, time, or confidence.

SCHOOLS' WORKLOAD CONSTRAINTS

Staffing and time pressures hinder schools from maintaining personalised, sustained engagement with parents.

DIGITAL DIVIDE & ACCESSIBILITY

Unequal technology access hinders digital communication, requiring additional support for effective parental engagement.



Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

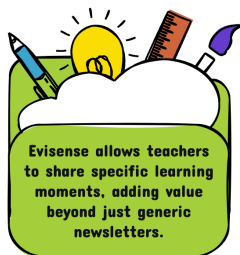
The Big Question

**Can Evisense help address
these challenges??**

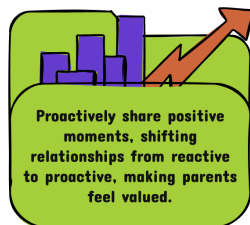
The Big Answer

Yes...
...but not everything

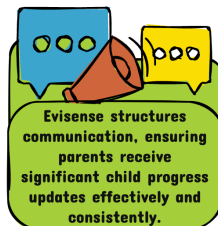
The Broad How



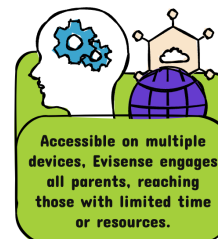
Personalised Communication



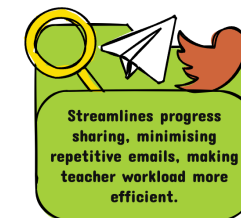
Builds Positive Relationships



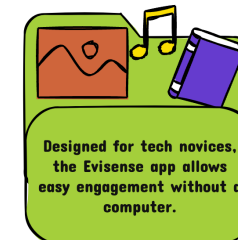
Engagement Simplification



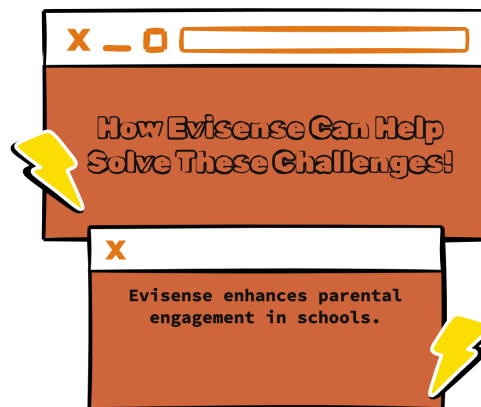
Inclusive Engagement



Teacher Time Savings



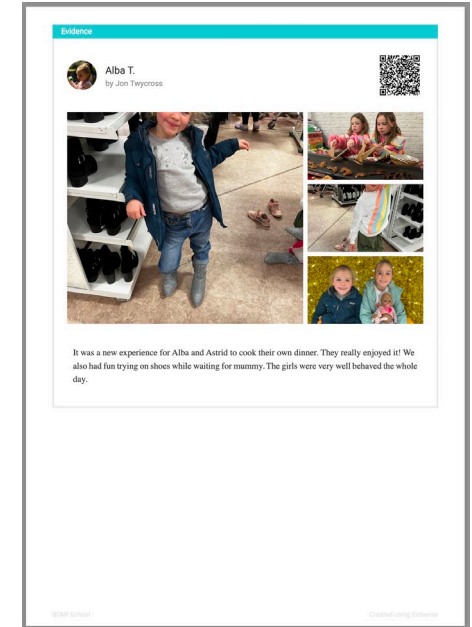
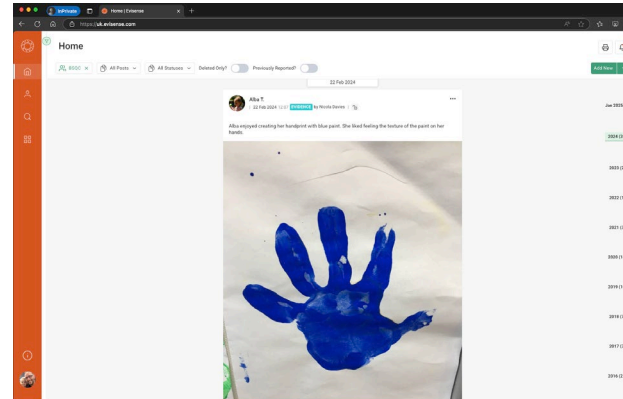
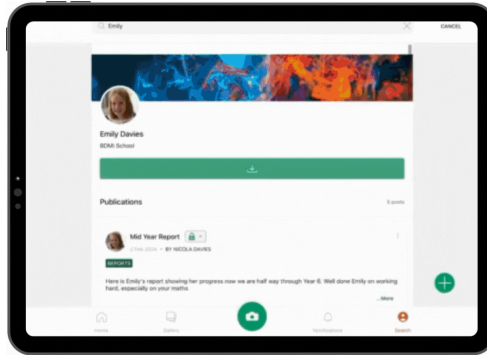
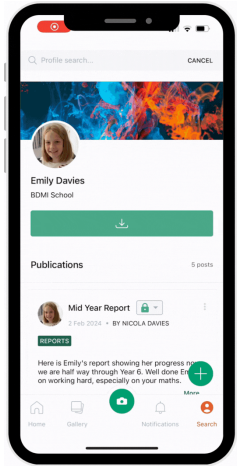
User-Friendly Platform



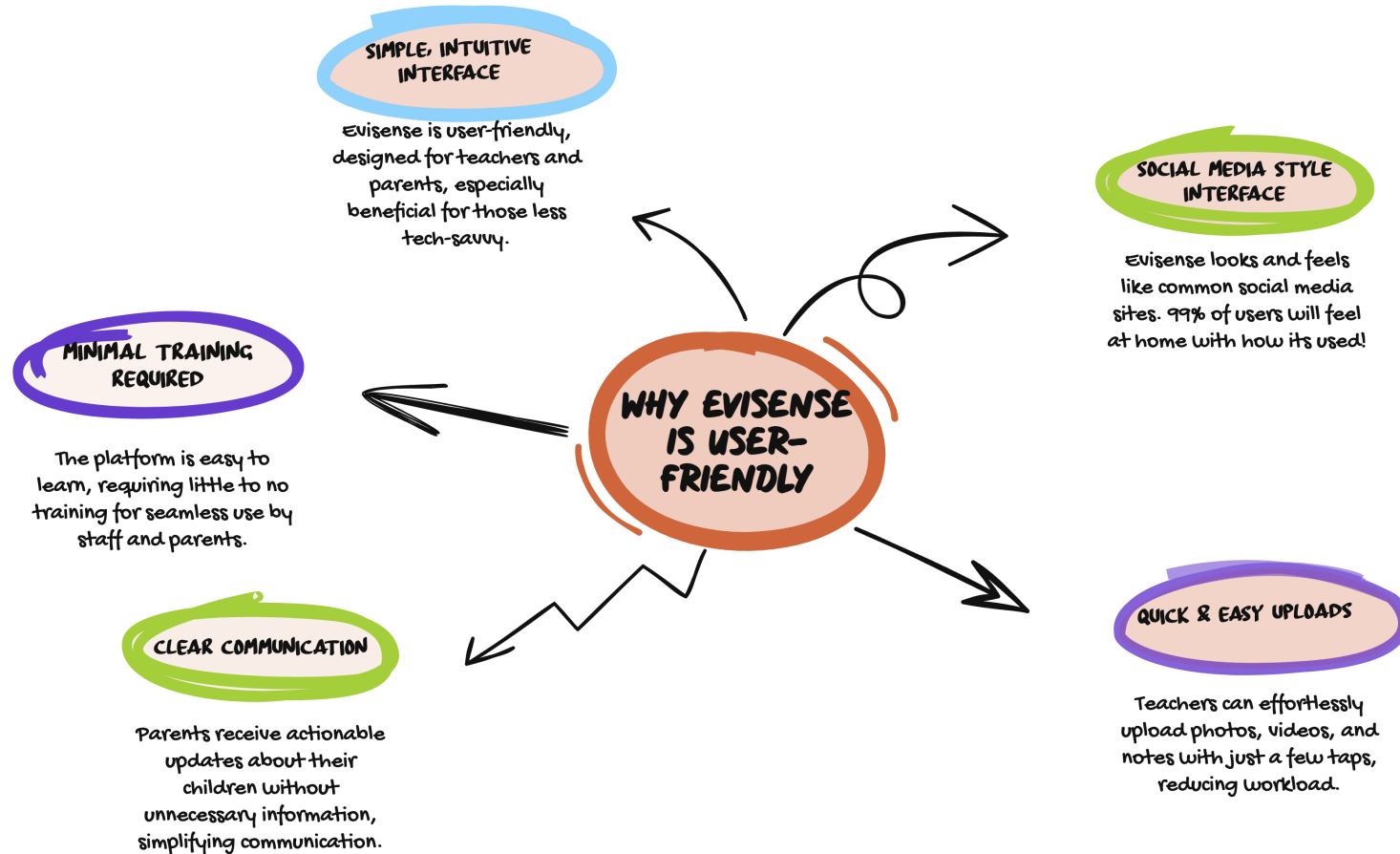
The BIG How

HOW does Evisense help address those challenges
and help build bridges with SEND parents!?

Accessibility

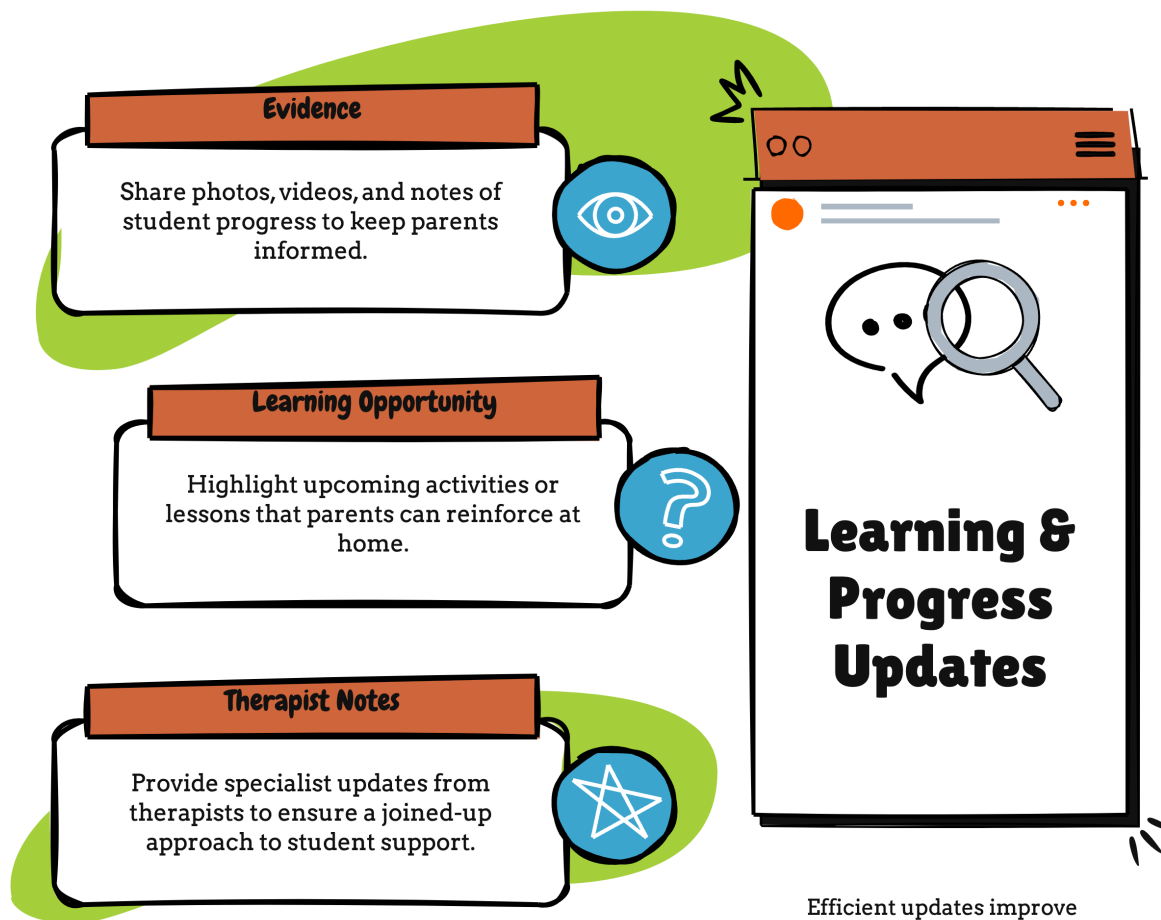


The Learning Curve



Streamlining

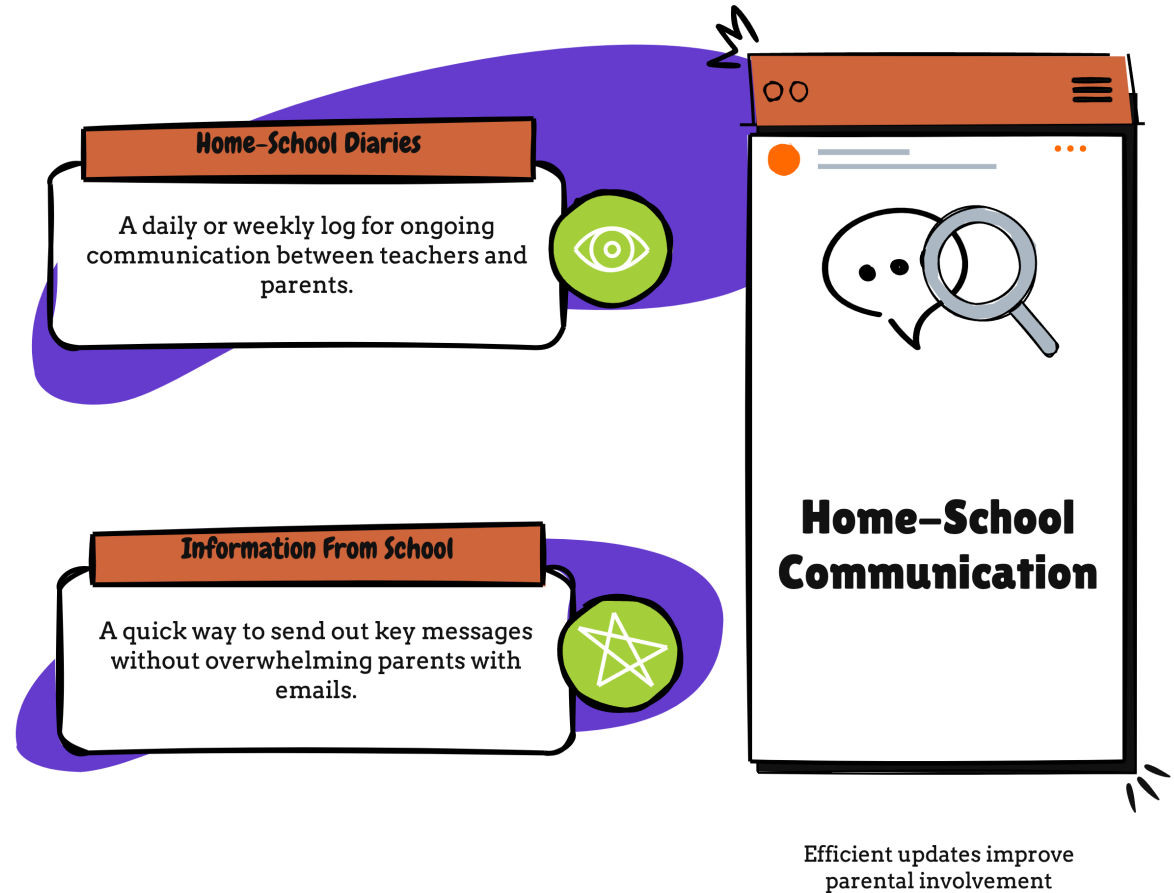
What can you share in Evisense?



Efficient updates improve parental involvement

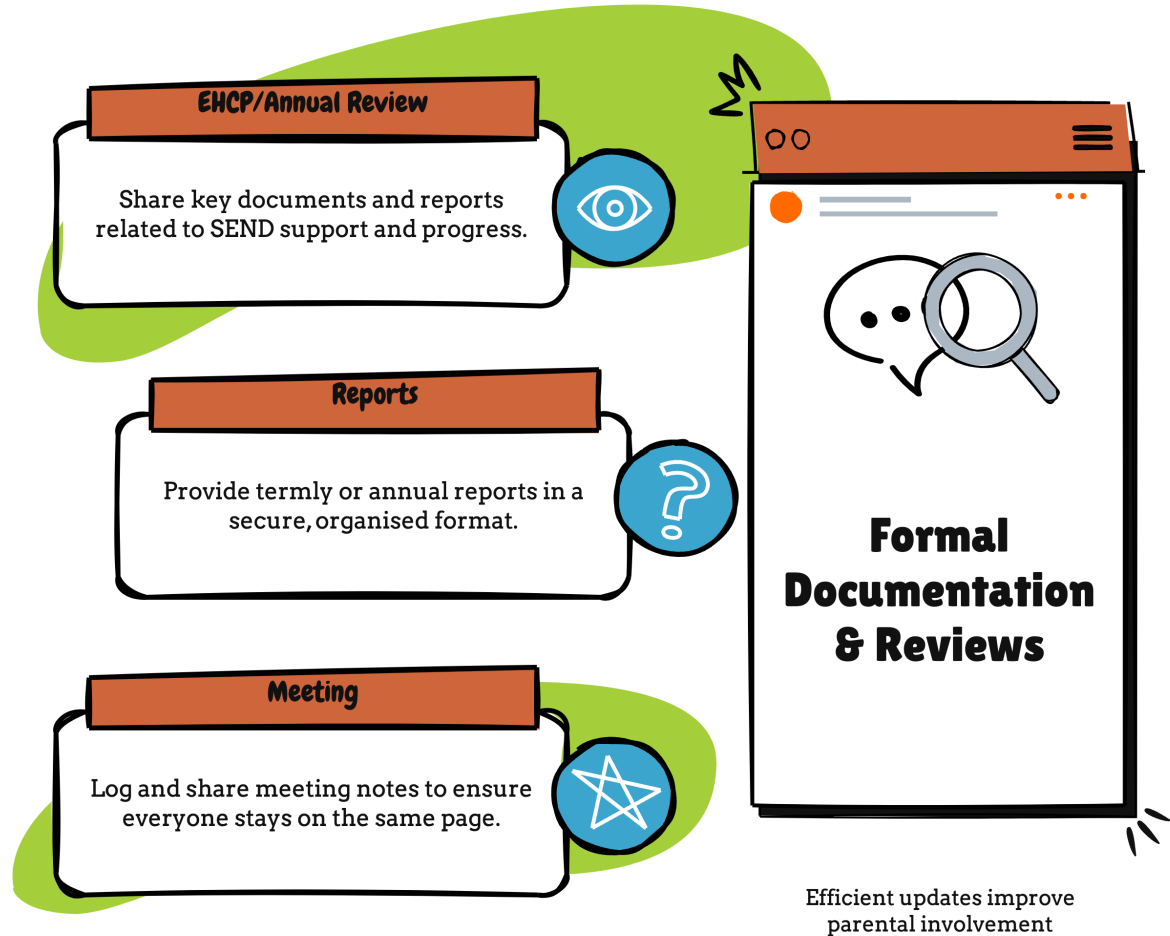
Streamlining

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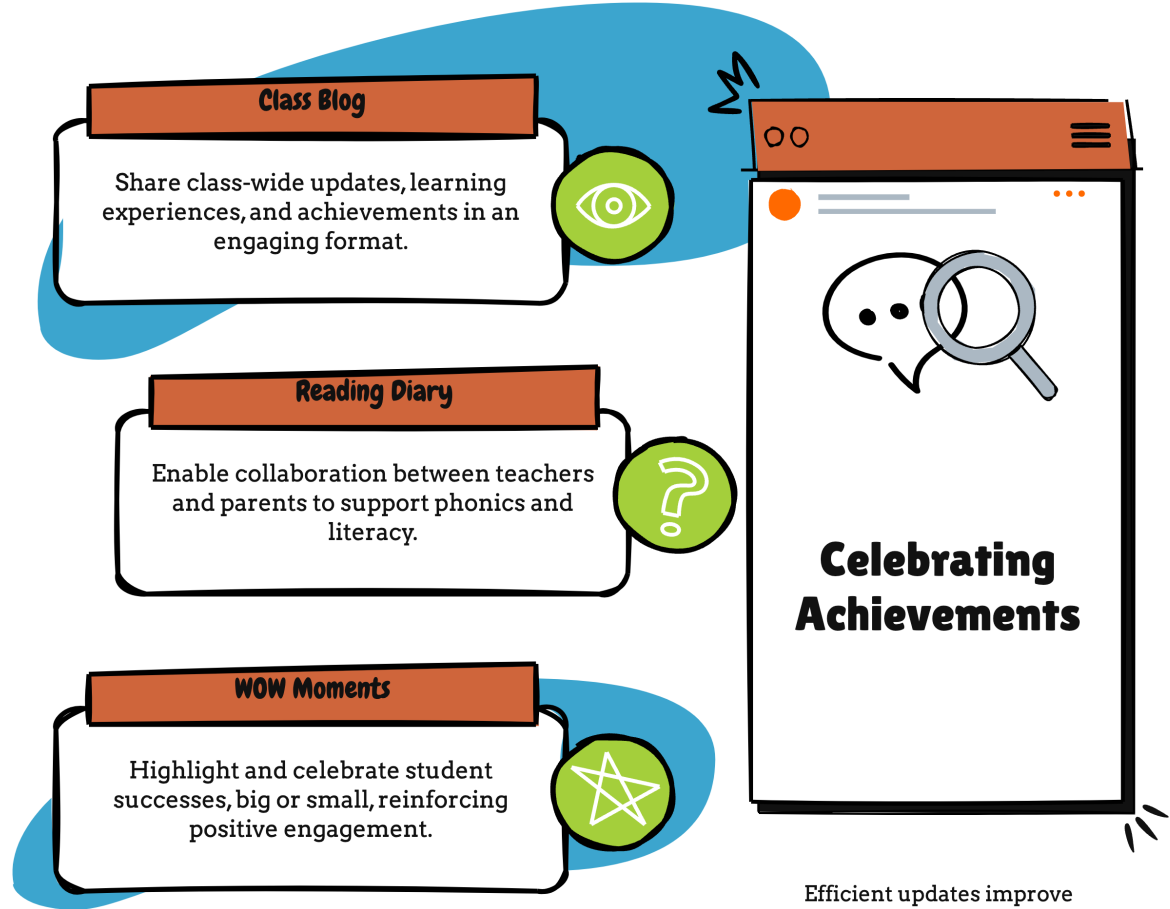
Streamlining

What can you share in Evisense?



And Parents?

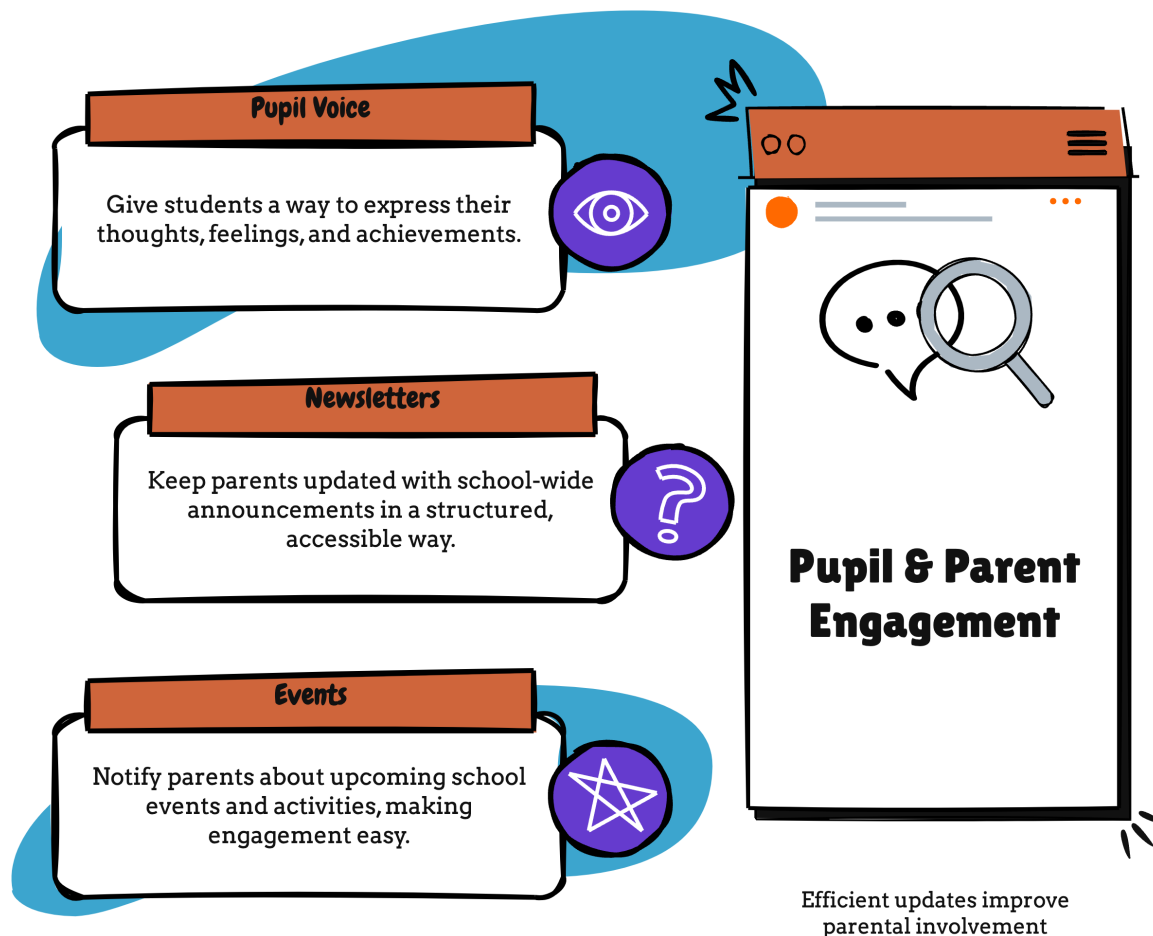
What can you share in Evisense?



Efficient updates improve parental involvement

Streamlining

What can you share in Evisense?



And parents?

Parental Isolation!

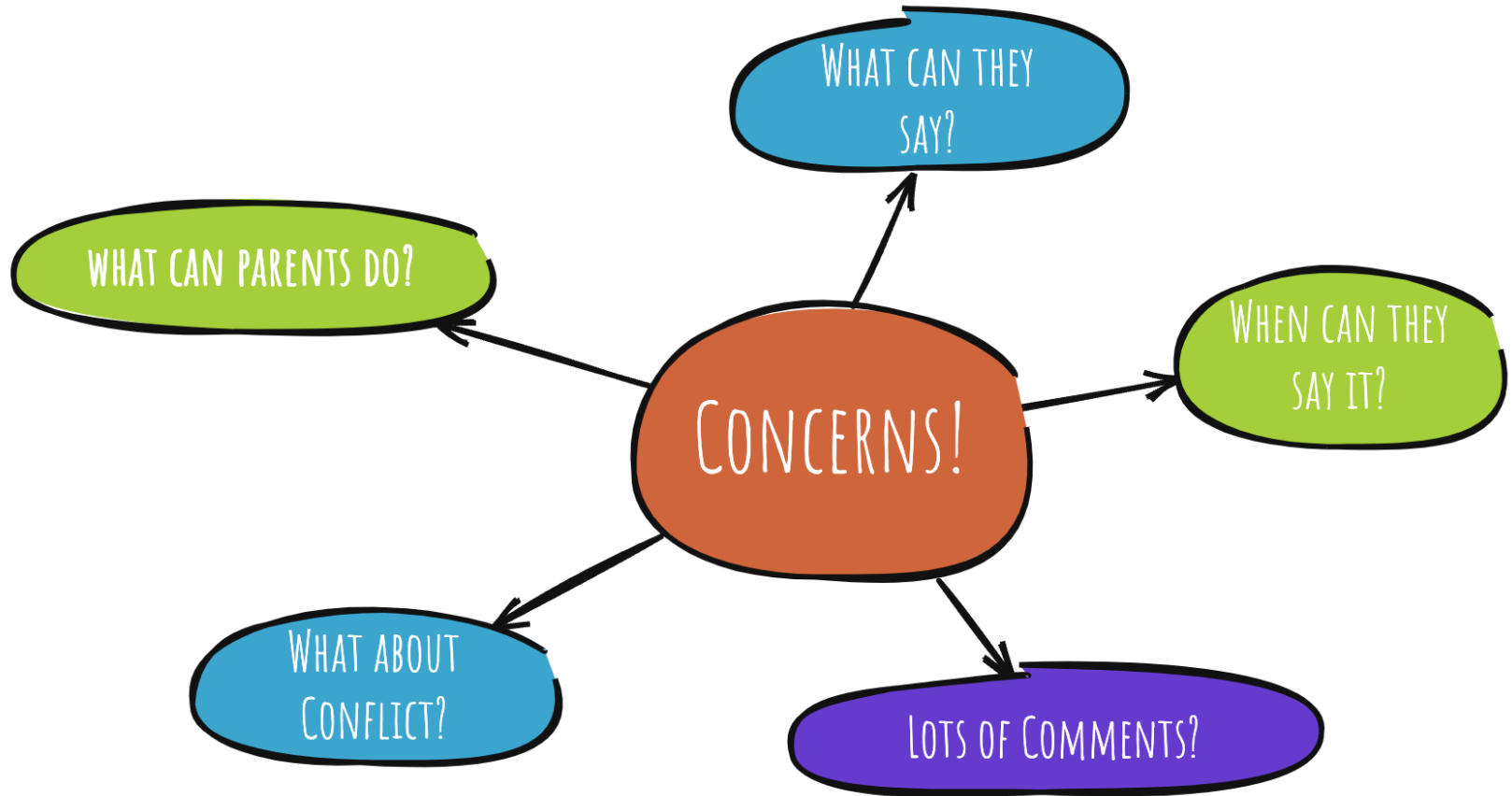
And parents?

What can parents share with us??

And parents?

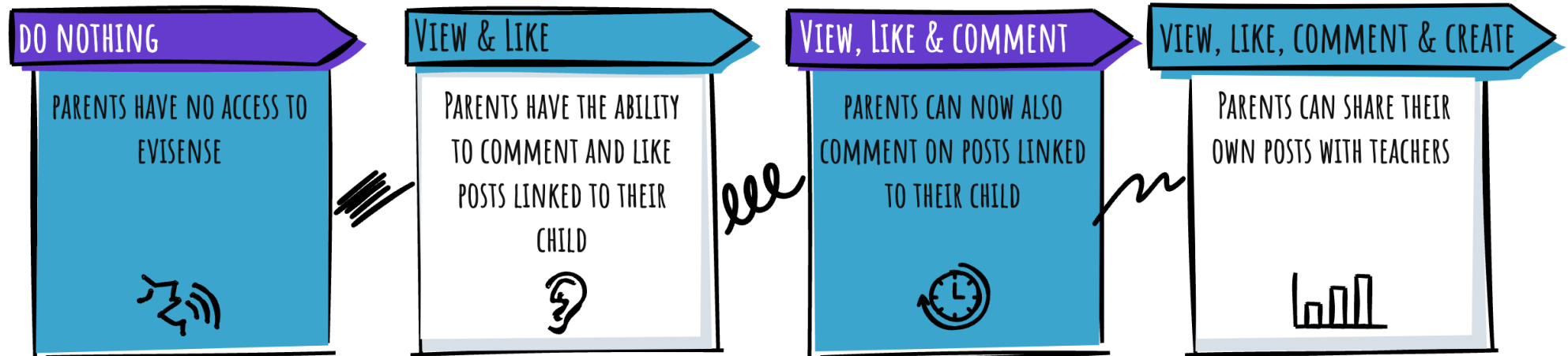
It depends...
...for all the right reasons!

Biggest concerns



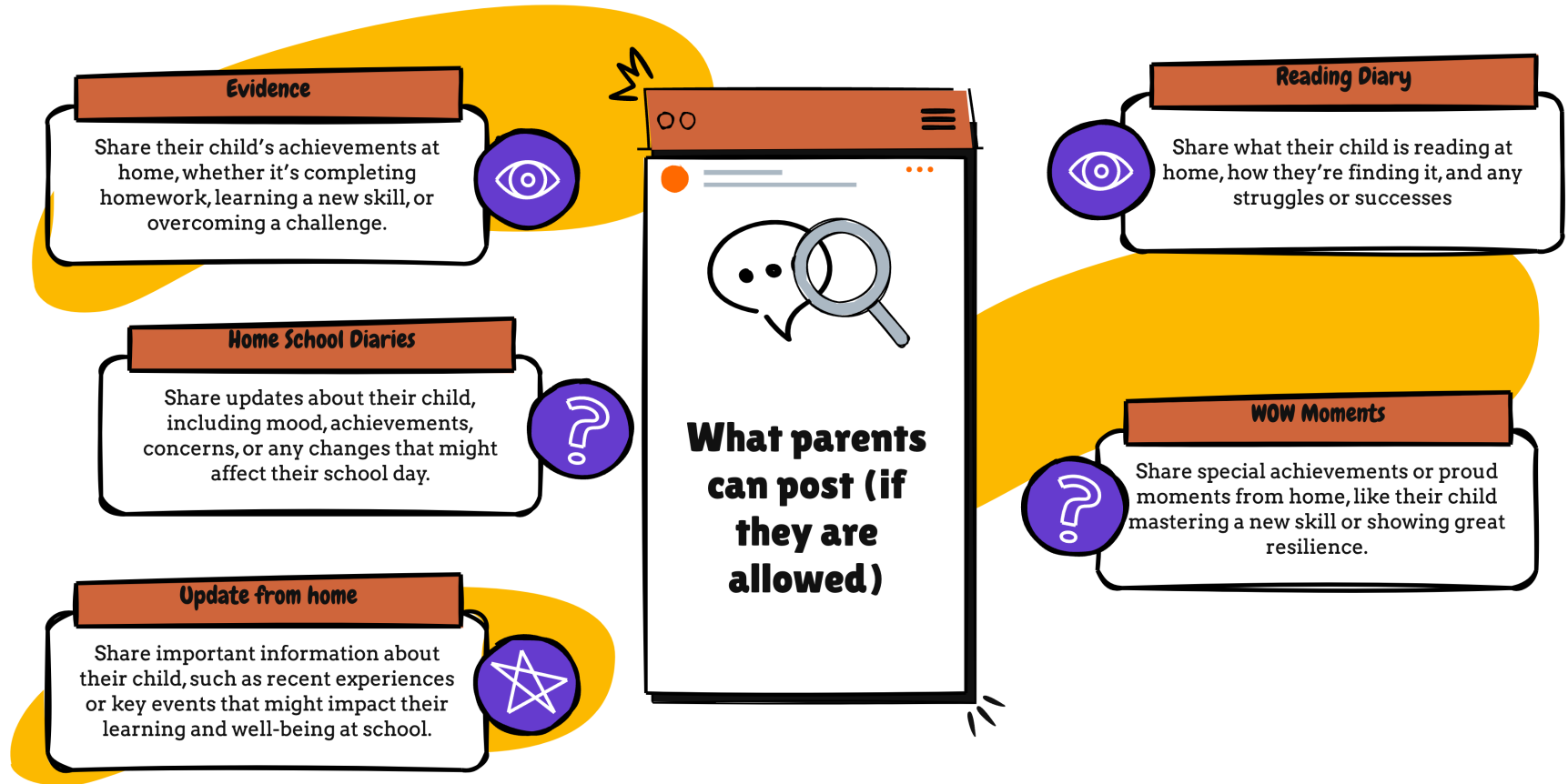
Permissions

WHAT CAN PARENTS DO?

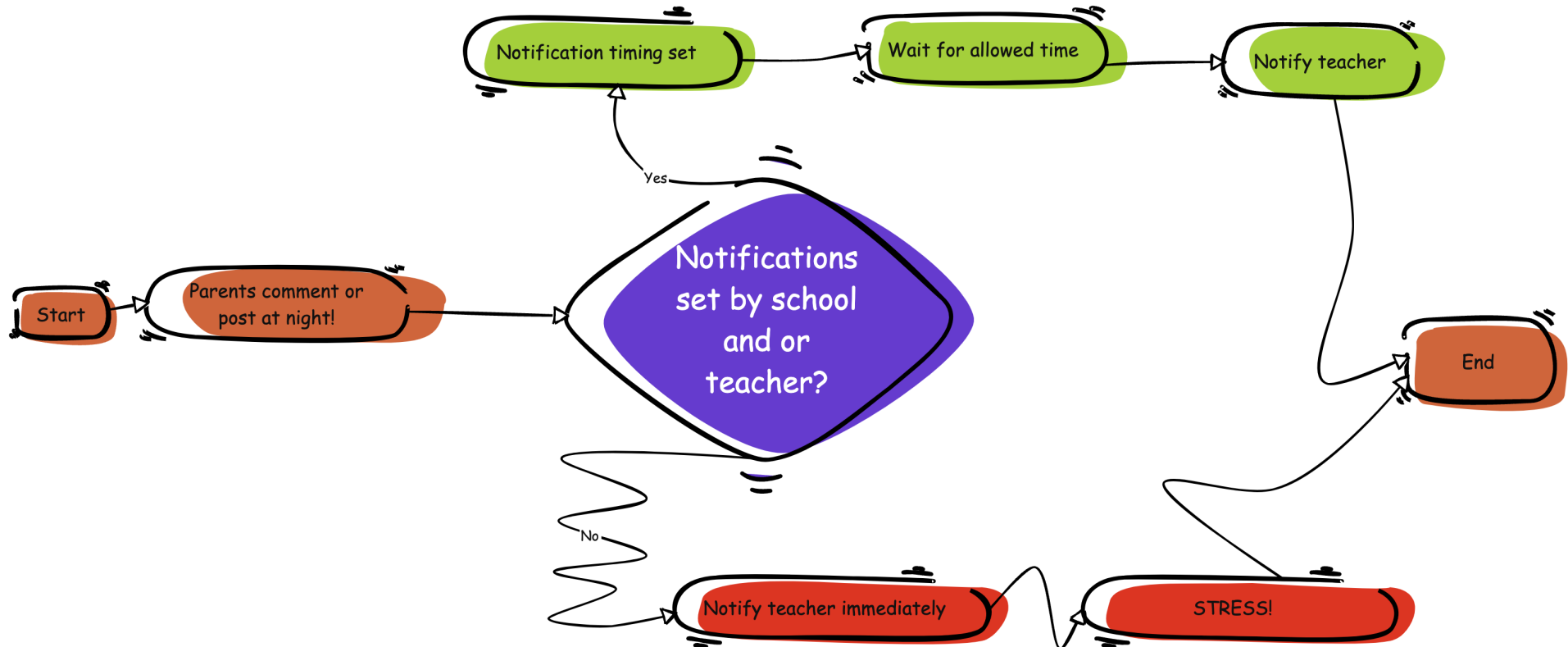


THESE ARE SET PER PARENT!

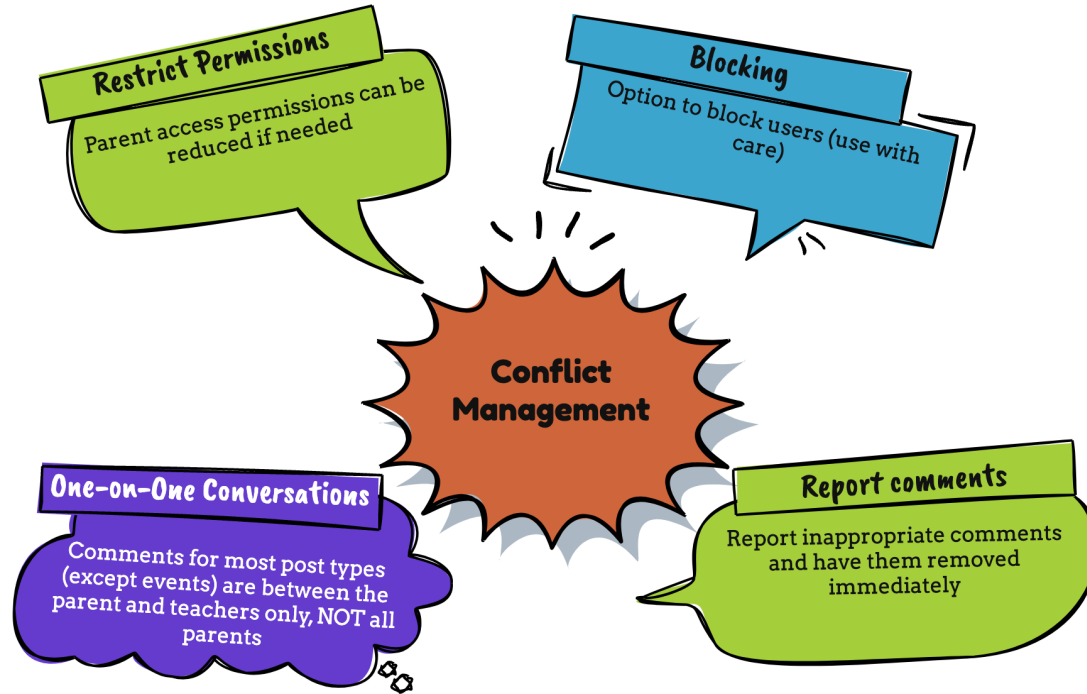
Posts



When can they say it?



Conflict?



How implement/grow your Evisense

Flexibility is key!

Ideas

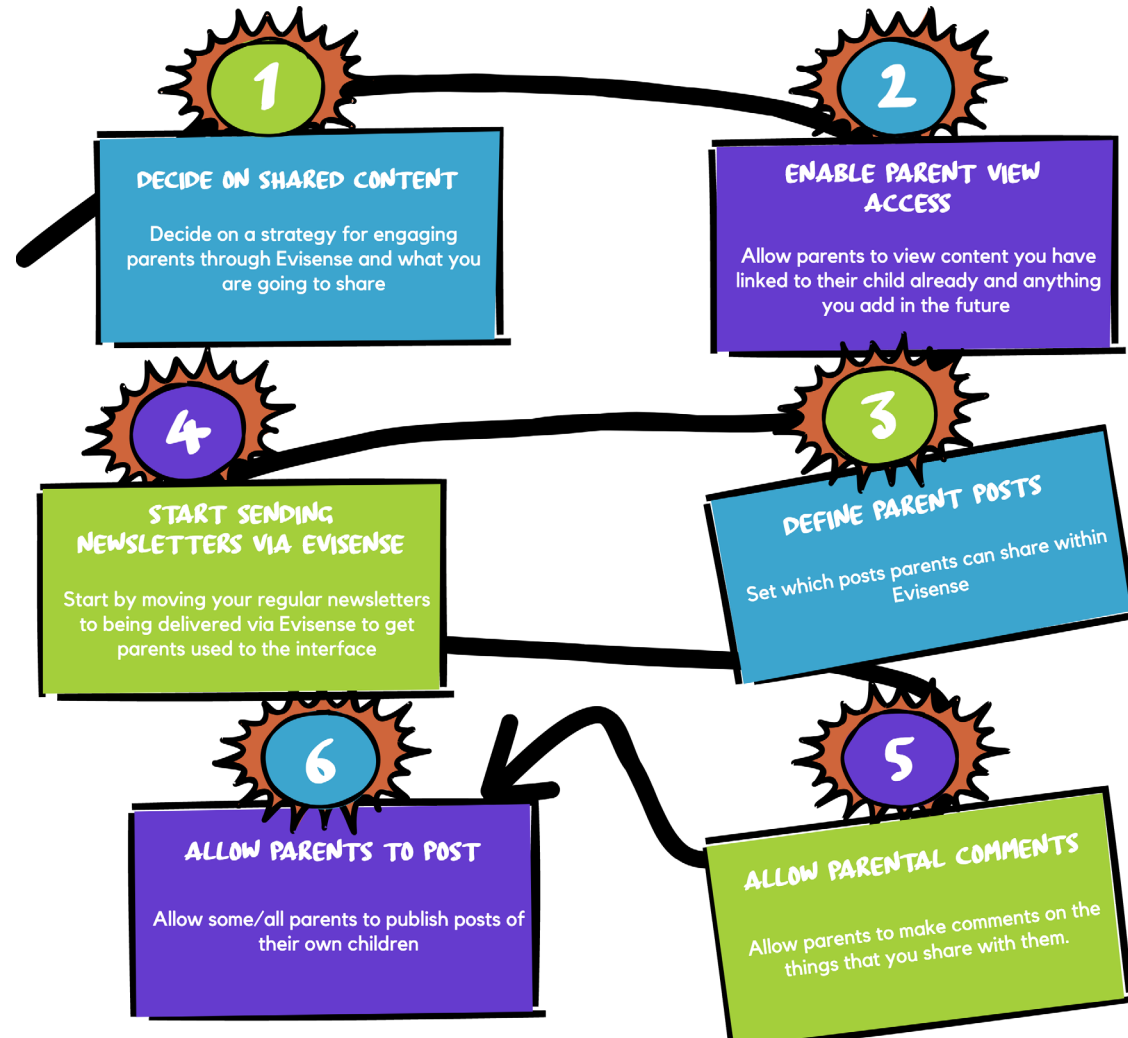
Launch Evisense Effectively



How implement/grow your Evisense

Grow confidence...

Expand...



Expand...



Q&A – Ask Your Questions

What do YOU want to know?

Let's see what you asked,
and see if I can answer your questions

(If you haven't asked yet, ask now!)

Email me for more information or if you have any questions - jon@bsquared.co.uk

Book a **FREE** online meeting using the button below if you have any questions.

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