

MAKING THE CASE

Data

Why Data Matters

When leaders can point to clear research and evidence that demonstrates the direct correlation between family engagement and improved student outcomes, other decision-makers are more likely to allocate resources to support this work. Data helps make the case that family engagement is not just a “nice to have” but is a critical lever for school improvement. Identify what data points are most important to your school system and provide research highlights to support your case.

Among other things, family engagement is associated with reduced drop-out rates and higher graduation rates, increased student achievement, reduced chronic absenteeism¹. Family Engagement Matters.

The Power of Data

Data is a powerful tool for elevating family engagement from a well intentioned effort to a system-wide priority. By identifying and elevating data points that matter most to your system, you can make a compelling case for sustained investment in family engagement.

BUILD BUY-IN

Data can help communicate a sense of urgency and share the impact to boards, staff, funders, and community partners.

STRENGTHEN DECISION-MAKING

Data helps to ground decisions in evidence rather than anecdotes across your system.

DEMONSTRATE IMPACT

Effective data demonstrates how family engagement supports school improvement initiatives.

¹. Source: Family Engagement Matters, Flamboyant Foundation, 2022

Key Considerations

- **Measure Impact:** Move beyond tracking participation alone. While attendance at events and workshops is useful, system leaders should also examine how family engagement connects to priority outcomes such as student attendance, academic progress, graduation rates, and family trust or satisfaction. When possible, pair quantitative data with qualitative insights to show both scale and depth of impact.
- **Contextualize Data in Human Experiences:** Data is most persuasive when it is connected to real experiences. Use stories, quotes, or examples from families, educators, and students to bring the numbers to life. This helps stakeholders understand not just what is happening, but why it matters and how family engagement shows up in daily practice.
- **Focus on Priorities:** Not all data is equally useful. Identify the outcomes that are most urgent for your system, such as chronic absenteeism, enrollment, or student achievement, and highlight how family engagement supports progress in those areas. A focused data strategy prevents overload and keeps attention on what matters most.
- **Make It Part of a Broader Strategy:** Data should inform ongoing improvement, not sit on a shelf. Integrate family engagement data into existing systems for planning, monitoring, and decision-making. When leaders regularly review and act on this data alongside other system priorities, family engagement becomes embedded in the work—not treated as an add-on.

Additional Resources

[Family Engagement Matters](#)

[Family Engagement Data Slides](#)