Engaging and Communicating with Stakeholders

Breakout Session

Teaching Conditions Matter

June 2, 2016

New Britain, CT

Center on
GREAT TEACHERS & LEADERS
at American Institutes for Research ■

NORTHEAST COMPREHENSIVE CENTER

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Session Objectives

- Build awareness of stakeholder engagement and communications for improving teaching conditions as a strategy for addressing gaps in equitable access to effective teachers

- Engage in early communications plan development

Agenda

- Introductions (5 minutes)

- Setting the stage (10 minutes)

- Process and beginning plans for stakeholder engagement and communications (40 min)

- Reflections and Wrap up (5 min)

Introductions

This session will be successful for me if....

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Think, Pair-Share

Why do so many education reforms fail to take root and lead to desired changes?

Think

Pair-Share

Two key ideas

- ## Adaptive vs technical

  - Ron Heifitz, Center for Public Leadership, Harvard University

- ## Human centered design

  - David Kelley, founder and chairman of **IDEO**

Adaptive vs technical

"Leadership requires keeping people in the game over time through a sustained period of disequilibrium. It's like cooking in a pressure cooker where the vessel is strong enough – the holding environment – the set of relationships are strong enough to keep people in the process…."

(Heifitz, Ronald. Center for Public Leadership, Harvard)

Yes or No

- Teachers would agree that the state understands them and their work lives

- Teachers would agree that the district understands them and their work lives

- State leaders would agree that teachers understand them and their work lives

- District leaders would agree that teachers understand them and their work lives

Empathy Gap

Empathy is the centerpiece of a **_human-centered design_** process. It is the work you do to understand people, within the context of your challenge. It is your effort to understand the way they do things and why, their physical and emotional needs, how they think about the world, and what is meaningful to them.

Why is there an Empathy Gap?

- Different roles - different job responsibilities.

- State and district worldview

- Teacher worldview

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Pause and Reflect

So let's pause here for a moment.

What do you take away from this as you set about to improve the teaching conditions in your school?

Dimensions of Success

TASK

RELATIONSHIP

Dimensions of Success

PROCESS
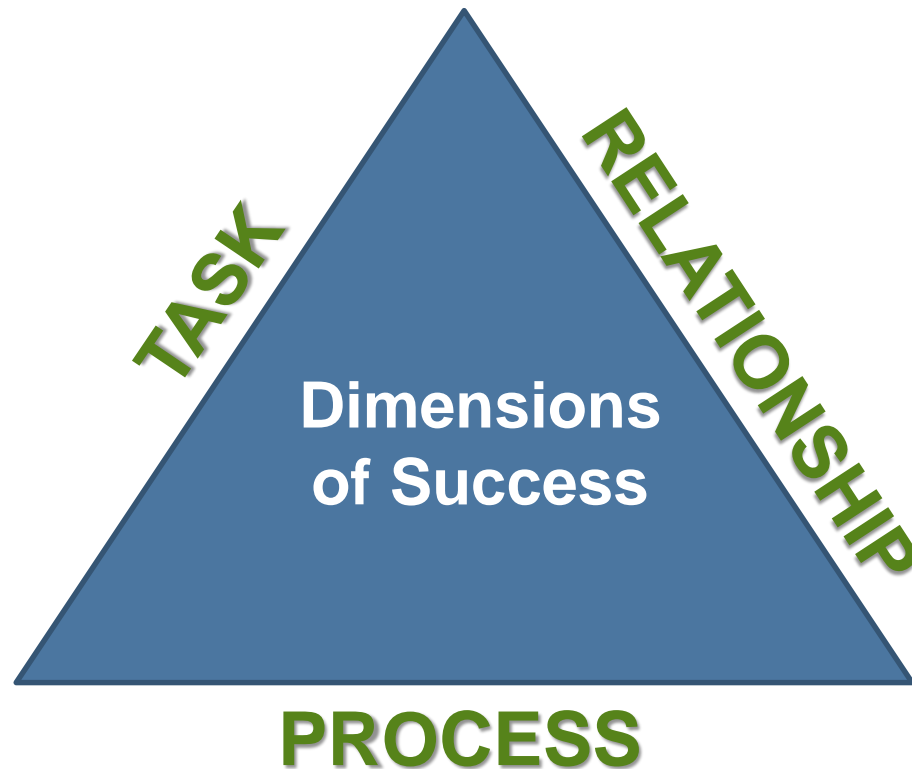
Getting clear about terms

Communicating

Engaging
Stakeholders

Informing

Planning

Seeking input

Implementing

Monitoring

Updates

Refining

Involving Stakeholders in the Work

Purposes*:

➢ Understanding the Problem

➢ Setting Priorities

➢ Raising Awareness

➢ Taking Action

➢ Measuring Progress

➢ Adjusting Strategies

*Center for Great Teachers and Leaders. Moving Toward Equity Stakeholder Engagement Guide

Stakeholder Groups

Who has a stake in schools being able to attract and retain effective teachers?

STUDENTS	PARENTS
SCHOOL BOARDS	EDUCATORS
BUSINESS	COMMUNITY LEADERS
PROFESSIONAL ASSOCIATIONS	STATE POLICY LEADERS
STATE POLICY MAKERS	HUMAN SERVICE CIVIC GROUPS

Strategic Communications Planning

STEP 1: Identify Audiences and Messengers

STEP 2: Identify and Implement Communication Strategies

STEP 3: Develop Key Messages

STEP 4: Establishing a Project Management Plan for Communications

STEP 5: Monitor the Effectiveness of Communication

Communication strategies

Audience	Purpose	Strategy
		Collateral: print and electronic materials
		Meetings: Face to face / virtual
		Digital Media / Electronic Communications: websites, databases, webcasts, podcasts.
		Social Media: platforms to engage in dialogue and disseminate information
		Traditional Media: news, newsletters, radio

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Teaching and Learning Conditions

Time

Facilities and resources

Community support and involvement

Managing student conduct

Teacher leadership

School leadership

Professional development

Instructional practices and support

Source: http://teachingconditions.org/constructs

Questions for stakeholder engagement and communication planning

What have we discovered about the status of teaching conditions in our school/district?

Who do we involve and how in identifying problems ?

How do we communicate what has been identified?

What have we discovered about what is at the root of the problem?

Who do we involve in conducting root cause analysis?

How do we communicate our priorities for action based on the analysis?

Questions for stakeholder engagement and communication planning

How will we raise awareness of the issue(s) and what we are planning to do to address them?

What will we share with whom about what we have discovered and what we are committed to doing?

Who do we need to take action?

How do we involve, support, and communicate with stakeholders identified as having roles and responsibilities (policy, professional development, implementation, ongoing planning and monitoring)

Questions for stakeholder engagement and communication planning

What is our plan for monitoring progress and informing ongoing improvement?

Who will be monitoring progress?

Who will be involved in looking at data to make adjustments?

How will updates on progress be shared and with whom?

Differentiating Communication to Stakeholders*

Communications Plan: Providing more time and support for staff collaboration

Stakeholders	What they need to know	When/ who	Strategy	What we need to learn from them	When/ who	Stretegy
District leaders: Supt and Asst Supt	Proposed schedule	Jan 15	Written plan with rationale	Feedback on plan Help with union support	F2F meeting	Feb 15 Principal w/ Lead team
Title II Coordinator	PD plan for grade level and cross grade teams	Mar 1	Written plan with rationale and budget	Written request with plan for use of PD funds	Follow up call	Mar 15 Principal

*adapted from Equitable Access Playbook: Communication Guide, Center for Great Teachers and Leaders

Resources

Center for Great Teachers and Leaders

http://www.gtlcenter.org/

Moving Toward Equity Stakeholder Engagement Guide

The Equitable Access Implementation Playbook: Communications Guidebook

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Thank you!!

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