**Stakeholder Engagement and Communication Plan**

**Success Criteria:**

An effective Stakeholder Engagement and Communication Plan will include:

* A well-developed list of stakeholders including overarching talking points that should be used with all groups, as well as differentiated messages for each group
* Clear roles and responsibilities of the Communication Team, including the best messengers for certain groups
* Several strategies for authentic, two-way engagement to gather input from stakeholder groups as well as related data. The Stakeholder Engagement and Communication Plan includes details of how stakeholder feedback will be used and how adjustments will be communicated to stakeholders to close the loop
* A timeline that exhibits a regular cadence of engagement and communication activities and methods throughout planning year

**This resource has five parts:**

**Prepare:**

* [Part 1](#wg3751m2zw2k): Define the key aspects of the whole communication plan process - who will be involved, the big ideas that need to be communicated, and the strengths you’re building on.
* [Part 2](#3rygkwx8zhag): Identify your stakeholders

**Create:**

* [Part 3](#hrl3onmy5p71): Determine the messages and delivery
* [Part 4](#l8kfgl47s9a0): Draft a month-by-month plan for what information needs to go out when.

**Implement:**

* [Part 5](#g8tdi8dgraa6): Reflect on process, ensure readiness and launch plan

| **Part 1: Communication Plan Overview** |
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| **Purpose:** Why is this communication plan & strategy being developed? What do you hope to achieve with it? |
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| **Reflection:** What communication plans have you and your district enacted in the past that have gone well? What do you want to take from those previous successes? What do you want to keep in mind from plans that didn’t have the intended outcome? What will be different about this communication plan & strategy compared to those you and others have experienced in the past? |
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| **Big Ideas**: Why is the district embarking on this planning year? What are the already known key messages that you need to clearly communicate throughout this plan? |
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| **Roles and Responsibilities:** Who will lead this communication plan? Who will support? Who will create collateral? Who will ensure the plan is implemented? |
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| **Part 2: Stakeholders** | | |
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| Think carefully about all the groups of stakeholders that need to be engaged and informed throughout the planning year.   * Get as specific as possible - for example instead of “families” you might consider “families of incoming students” as one set of stakeholders and “families of current students” as another set of stakeholders. * Make sure as you identify stakeholders you’re thinking carefully about groups that may have been historically left out or underrepresented in your community such as individuals who speak languages other than English or Spanish, families without reliable internet and phone access, teachers with less social capital or access to administration, etc. | | |
| **Stakeholder Group** | **Typical Communication/Engagement Tools & Possible Additional Communication/Engagement Tools** | **Important deadlines for messages to go out** *(if any)* |
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| **Part 3: Targeted Messages and Delivery** | | |  |
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| **Stakeholders**: Paste your list of stakeholders from the table above into the rows below. | **Targeted Communication Needs:**   * Input: What input to make the plan stronger is this stakeholder group uniquely qualified to provide? * Information: What will be the most important questions or concerns you foresee this stakeholder group having? Therefore, what specific messages or framing of the overall key ideas needs to be included in communication to this group? | **Delivery**: Which members of the planning team (or others) have the respect, authority, trust, or knowledge to engage most deeply with this stakeholder group? | **Closing the loop:** How and when will feedback from this stakeholder group be summarized and next steps be shared back with them? |
| Stakeholder group 1 | Messages: |  |  |
| Questions: |
| Stakeholder group 2 | Messages: |  |  |
| Questions: |
| Continue as needed | Messages: |  |  |
| Questions: |
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| **Part 4: Calendar** | | |
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| First, place any major known communication activities on the calendar in the months they start in their own row. For example, if you have a quarterly meeting of all principals in a feeder pattern, place those meetings on the calendar. If the school choice website with descriptions of each school goes live on a certain date, place that date on the calendar. If job openings for new, non-vacancy positions get posted during a certain month, place that date on the calendar. If the board always approves new schools or school year staffing on a certain date, place that on the calendar.  Now, look back at your purpose and big ideas (Part 1), your stakeholders and communication methods (Part 2), and your targeted methods and delivery (Part 3). Strategically add in all specific, targeted communication steps (eg. input surveys, town hall meetings, focus groups, etc. that need to be taken to thoroughly engage your stakeholders. [See examples and protocols here.](https://docs.google.com/presentation/d/1mXyseLrxw7hriOYThkIYi1oEfvXp3nU5UWjRgaC8T_o/edit?usp=sharing)  Stakeholder engagement is a two-way process. Be sure that you are not only including data-gathering/informational events, but also include when events will occur to close the feedback loop and update stakeholders on next steps. | | |
| **Activity** | **Date (Start/End)** | **Owner** |
| **August** | | |
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| **September** | | |
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| **October Gate 1 (Envision and Plan): How will the new mission and vision be shared with stakeholders? How will you message your “case for change”? How will you highlight the new leadership team?** | | |
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| **November** | | |
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| **December Gate 2 (Design & Authorize) What do you want the community to know about the new plan for creating a positive culture at your campus? How will you highlight the new HQIM and instructional approach?** | | |
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| **March Gate 3 (Prepare to implement) What communication/events will support teacher recruitment? What communication/events will support student enrollment?** | | |
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| **May Gate 4 (Prepare to Launch) How will you build energy around the opening? What logistics for the upcoming year need to be communicated and how?** | | |
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| **Part 5: Reflect and Activate** |
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| Congrats! You’ve made a strong draft of your communication plan and are ready to activate. Before you do so, take a quick audit of what you’ve created:   * Have you carefully and intentionally planned to seek and promote the voices of all stakeholders, particularly those who might not typically have access to or the opportunity to take advantage of input and communication processes? * Have you planned backward from major milestones like important board meetings, hiring process launches, and student enrollment process launches to allow for a “no surprises” communication plan? * Have you acted on the strengths in communication your district already has by incorporating lessons learned and internal expertise and leadership? |
| Your final step is to go over this plan with all “owners” in Part 4 and make sure that everyone is clear on the key messages, expectations and timeline. |