



Family & Stakeholder Engagement through Community Building

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Community Engagement



Find Your Community

Your table is your new community.



Why Does Engagement Matter?



Community engagement feels “nonessential,” but is it?

1. Increase buy-in
2. Draw on a diverse group for better solutions
3. Increase success in reaching goals
4. Address concerns before they get out of control
5. Build trust & reduce conflict
6. **Ultimately, build better outcomes for students!**

Those who trust us educate us.

-George Eliot

The most expensive thing in the world is trust. It can take years to earn & just a matter of seconds to lose.

-Anonymous

When Do You Need Support?



Intervention for
a student

Traffic control

Leader change

New curriculum

Addition/removal of
a program or activity

Milestones testing

Fundraiser

Access to
resources/facilities

Emergency situation

New building/addition

Pandemic

Enrollment

Scandal

Natural disaster

Did We Forget Something?

When we ask for input, we need to listen & acknowledge.

Let's go back to the beginning! (Were you worried? Feel unheard?)

1. What made your community?
2. Did you learn something new from someone else?

Group Exercise Results

1. What about now? How do you feel about the group?
2. Did you learn something new from other candy communities?
3. Did you prefer discussing in a group or responding in a form?

Let's Be CLEAR

COMMUNICATE

LISTEN

ENGAGE

ACKNOWLEDGE

RESPOND



Inclusion & Accessibility

Build a community that includes everyone.

- Representation matters. Can members of your community find their micro-community?
- When, where, & how do you hold meetings & events? Who can attend?
- When, where, & how do you collect feedback? How do you act on it? How does anyone know? (Are you CLEAR?)
- Are you checking the box for engagement? Or are you making it meaningful?

Engage before there is a crisis!

Families & Students



How can you be CLEAR with families & students? – post your sticky notes

- Follow a consistent communications protocol – general news, urgent situations, special announcements – use different methods
- Create a family and/or student council – give authority – be CLEAR
- Take the parents on “the list” & turn them into your “influencers” – give them early access to information & let them help spread the word
- Offer volunteer opportunities during & after school – events, carpool, stocking the lounge, helping with fundraising, sending thank you cards – consider a volunteer corps who can be available on short notice (outside of the PTO)

Sometimes, you need to add an H & offer *help*.



Your Team

How can you be CLEAR with your team? – post your sticky notes

- Follow a consistent communications protocol – general news, urgent situations, special announcements – use different methods – tell your team BEFORE families & students when possible
- Create committees/groups based on interests/skills/content area (micro-communities) – give authority – be CLEAR
- Give multiple ways to provide feedback & be CLEAR – take action quickly & follow up on requests (don't forget facility requests)
- Show your appreciation in different ways – social events & public messages are great for some & feel like an obligation to others – ask for input

Your Greater Community



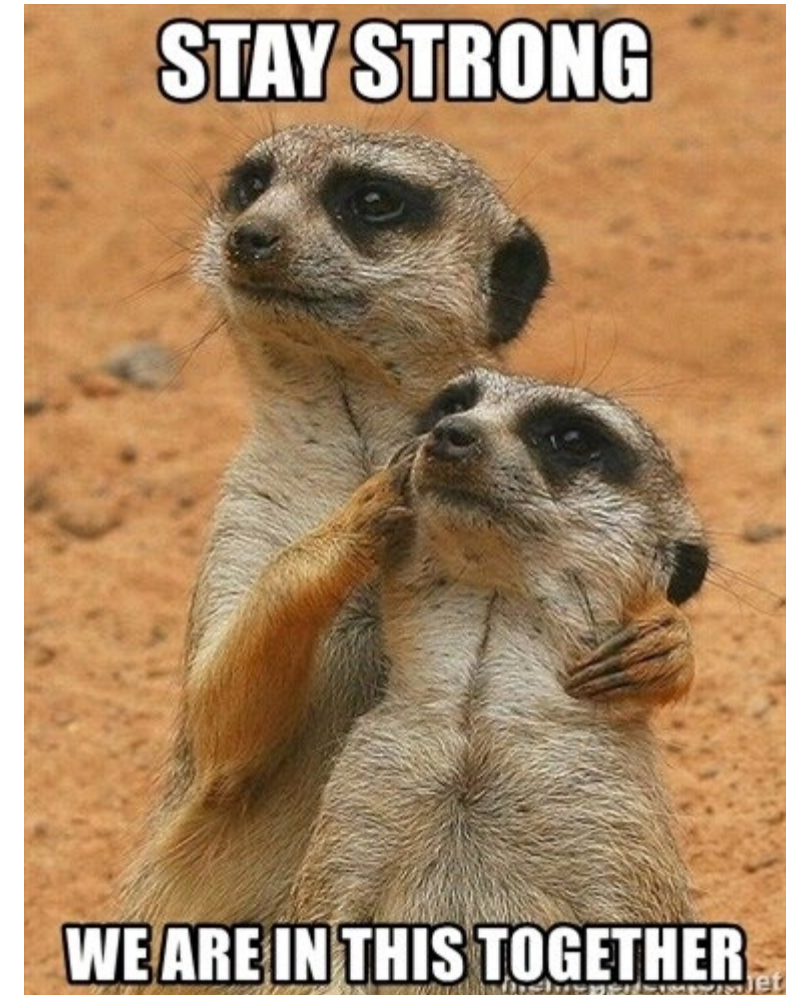
How can you be CLEAR with the greater community? – post your sticky notes

- Get to know your neighbors & communicate when activities affect them – include them in events, requests for facility changes, fundraising
- Invite & welcome elected officials – even if you do not agree with their politics – include them in school community meetings & events – encourage families & students to send emails & write letters (these relationships are helpful when there are issues)
- Get to know your public safety team – invite them to your school – give a tour, talk about safety concerns – invite police to use parking lot & restrooms – take concerns they bring seriously & be CLEAR – update them on facility changes
- Reach out to faith-based organizations & nonprofits – offer use of facilities, ask for programs to help families, ask about needs they see – they can broaden your community

Let's Reflect

How were we **CLEAR** today?

- Which form of feedback & interaction did you like best?
Which was most engaging? Is there one right answer?
 - Group discussion
 - Electronic submission
 - Handwritten notes
 - Verbal response
- What is one thing you can take back to your school?
- What benefits do you see in being CLEAR with community engagement?
- When you build trust first, can it help with crisis later?





SCSF Resources

The SCSF is constantly compiling resources for you.



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