

Improving Teaching Conditions:

A Guide for Stakeholder Engagement and Communications Planning

A common feature in studies and cases of successful school turnaround is a school culture that embraces and involves stakeholders, both internal and external to the school, in working together to create the conditions that are necessary to support excellence in teaching and learning. This guide provides a simple and straightforward process for planning how to engage and communicate with stakeholders. Used in tandem with the *Teaching Conditions standards and rubrics*¹, this guide can help you to be mindful and strategic about who and how you inform and involve stakeholders.

The Guide includes 1) Questions for Stakeholder Engagement and Communication Planning and a 2) Communication Planning Template. We recommend that you use these resources for each domain you are working on – Time, Teacher Leadership, etc. If you are implementing strategies in more than one domain, then you would examine each plan for stakeholders that are identified across both plans.

Steps in the process for any district or school leadership team:

1. Go through the *Questions for Stakeholder Engagement and Communications Planning* and discuss with your team – Record responses.
2. Build a communications plan using the template to identify stakeholders, timelines, strategy for communication, persons responsible.

¹ Center for Great Teachers and Leaders as adapted from the New Teacher Center.

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June 2, 2016

Questions for Stakeholder Engagement and Communications Planning

TEACHING CONDITIONS DOMAIN/STRATEGY: _____

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

Who do you involve and how in identifying problems?

To whom and how do you communicate what has been identified?

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

Who do you involve in conducting root cause analysis?

How do you communicate your priorities for action based on the analysis?

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3. 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?

4. 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)

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5. 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?

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Communications Plan: _____

Stakeholders/ Audience	What they need to know	When/who	Strategy	What we need to learn from them	When/who	Strategy

