

YOUR COMMUNITY ENGAGEMENT STRATEGY



Identify your community stakeholders. Everyone in your community is connected to schools in some manner, but be specific. Consider businesses, elected leaders and officials, churches and teachers, as well as parents, guardians and siblings.



Choose your engagement strategy. Face-to-face talking points and storytelling are the best way to make a connection, whether we're talking about your community stakeholders or the local media. Consider a multifaceted approach that leverages face-to-face meetings, online / social media content and print engagement. Your strategy can't be based on a one-size-fits all approach. Your team will need to be fluid.

Plan your engagement process. What is your strategy and what are you trying to accomplish? Be outcome driven and think about what are the three takeaways you want to achieve with your community engagement.



Make your community engagement permanent. We want long-term engagement based on consistent relationships. That requires us to think two steps ahead or three steps ahead. We can't be crisis-oriented because our messaging will eventually lose importance.

