



**Illinois
State Board of
Education**

Consultation Strategies to Support Title Programming: *Who is Sitting at the Table?*



Agenda



Collaboration



Collaboration





For values or guiding principles to be truly effective they have to be verbs. It's not "integrity," it's "always do the right thing." It's not "innovation," it's "look at the problem from a different angle." Articulating our values as verbs gives us a clear idea - we have a clear idea of how to act in any situation.

— *Simon Sinek* —



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Guiding Principles

Principle 1: Hold stakeholder engagement and the pursuit of equity and excellence as inseparable endeavors.

Principle 2: Include diverse groups of stakeholders, with a commitment to engaging historically excluded voices.

Principle 3: Ensure stakeholder engagement is well informed.

Principle 4: Focus on continuous improvement as an essential framework for engagement.

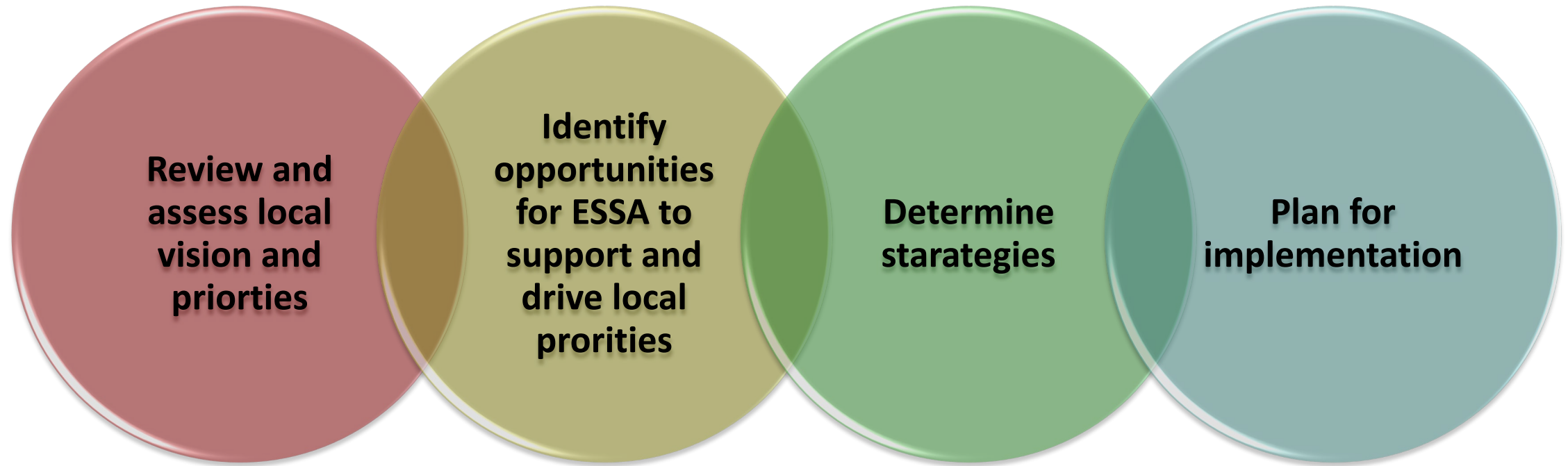
Principle 5: Seek to build consensus pragmatically; effective collaboration doesn't always mean full consensus.



Finding Your Starting Point



Local Context: Clarify Vision



Tools for Building an Engagement Strategy



10 Steps: Questions for Consideration and Discussion

Clarify goals

- How do your district's engagement goals connect to the state's strategic vision?
- What do you want to learn by engaging with your local stakeholders?
- How will you know your engagement plan is working?
- Who on your staff will be responsible for managing this work?



10 Steps: Questions for Consideration and Discussion

Work with
partner
organizations to
identify and
engage with your
stakeholders

- What stakeholder groups do you intend to engage?
- What are some stakeholder groups that you have not engaged in the past?
- How can you ensure you are reaching people who truly represent your specific groups of stakeholders?
- With whom can you partner to broaden your reach and ensure a more diverse group of stakeholders?



10 Steps: Questions for Consideration and Discussion

Speak to
your
audience

- What are key issues that matter most to local stakeholders?
- What are the questions stakeholders are most likely to ask as they relate to the state's implementation of ESSA and what it will mean locally?
- Are there questions related to ESSA implementation that certain stakeholder groups are uniquely positioned to answer?



10 Steps: Questions for Consideration and Discussion

Use
multiple
vehicles

- What vehicle or vehicles are the stakeholders currently using to communicate?
- Which vehicle or vehicles have proven most effective in the past?
- What new outreach vehicles can you incorporate?



10 Steps: Questions for Consideration and Discussion

Identify ambassadors

- What partners do you work with who are closely tied to specific stakeholder groups?
- Could they potentially serve as district ambassadors?
- How can you recruit additional ambassadors to connect with stakeholder groups with whom district leadership is not closely tied?
- What can you do to ensure ambassador success in engagement efforts?



10 Steps: Questions for Consideration and Discussion

Ask for input
before
decisions are
made and use
it

- When should you engage stakeholders to provide potential policy changes?
- When should outreach begin to ensure that a representative sampling of stakeholders can engage?
- How will the district provide feedback to stakeholders on how their input was integrated in decision-making?



10 Steps: Questions for Consideration and Discussion

Keep
material
simple and
brief

- Which groups will be most responsive to the "in-the-weeds" discussion?
- How can you gain valuable input from other stakeholders without too much detail?
- Who can help to ensure materials are clear, concise, and appropriate for stakeholders?



10 Steps: Questions for Consideration and Discussion

Communicate
early and
often

- What would be the best way to provide stakeholders with an ongoing source of reliable information?
- What tools are stakeholders already using?
- What additional capacity and /or training would the team need to do this well?



10 Steps: Questions for Consideration and Discussion

Keep the
team
informed

- What internal structures currently exist to gather input from central staff and/or the leadership team?
- What is the best way to provide staff with an ongoing source of reliable information?
- How can the leadership team support this across the agency?
- Who will lead internal communications and engagement work?



10 Steps: Questions for Consideration and Discussion

Turn new
connections
into long-
term
relationships

- What other opportunities exist or are on the horizon that could be informed by stakeholder input?
- Who on staff can be tasked with building and maintaining these relationships?
- How will you know if this effort has been successful?



Designing a Comprehensive Engagement Strategy

1. Building the Foundation
2. Planning for Success
3. Engaging with Stakeholders
4. Continuing Success



Building the Foundation

- Identify a leadership team to organize stakeholder engagement.
- Allocate resource funds for materials and staff.
- Foster relationships with local community leadership, including school districts, community-based organizations, and charities.
- Develop resources on the school web page for housing information, timelines, etc.
- Communicate with national, state, and community organizations to understand the needs of underrepresented and or/underserved minority groups.



Planning for Success

- Develop a process that includes strategies to ensure that district plans include the collection and use of data, alignment with unique needs of the district, and compliance with ESSA.
- Develop a timeline for local plan development; approval; and implementation, including time for meaningful engagement of stakeholders at each step.
- Make processes and procedures for plan development available publicly and accessible to everyone.



Engaging with Stakeholders

- Engage with a broad range of stakeholders.
- Collaborate with partners who support broad engagement.
- Employ effective engagement strategies.
- Ensure all communication materials are written and distributed in a way that is easily understood (online, written, email, text).
- Conduct mass surveys of stakeholder groups or a representative sample.
- Clarify how stakeholder feedback is incorporated, on which issues, and why.
- Create focus groups to elicit feedback on a particular issue, typically facilitated by a third party.
- Hold large-scale public meetings or multi-stakeholder forums for dissemination of information, sharing of opinions, and discussion.
- Engage direct involvement of stakeholder experts to investigate issues, draft reports and policies, or collaborate with the school, district, and/or SEA.
- Create stakeholder advisory panels to offer advice or comments on a particular project or ongoing issue.



Continuing Success

- Commit to regularly convene.
- Use the information gathered from engagement efforts to improve the effectiveness of future collaboration.
- Regularly update a public timeline for continuous improvement that is ambitious and actionable.
- Develop systems to track attendance at public events.
- Develop systems for organizing stakeholder feedback, including how stakeholder input has shaped decisions.



Checklists for Success



Stakeholder Meetings Checklist

- ❑ Target outreach to historically underserved stakeholders.
- ❑ Make informative materials available ahead of meeting.
- ❑ Host events in a central, accessible location, with transportation assistance.
- ❑ Invite interpreters, including American Sign Language.
- ❑ Provide food (include options for those with dietary requirements).
- ❑ Hold meetings at times when families and teachers can join.
- ❑ Offer child care.



Stakeholder Meetings Checklist Cont.

- ❑ Provide access to homework help.
- ❑ Send out numerous reminders via email, text, and paper correspondence.
- ❑ Live stream and/or record the event.
- ❑ Confirm that experts are present to have time for Q&A.
- ❑ Provide a platform so that engagement regarding issues discussed at the meeting can subsequently occur.
- ❑ Provide a physical place for stakeholders' ongoing input

Stakeholder Engagement

- ❑ Students and youth
- ❑ Parents, Families, and Communities
- ❑ District- and School-Level Educators
- ❑ Elected Officials
- ❑ LGBT Community
- ❑ Agencies & Governmental Bodies
- ❑ Advocacy Organizations
- ❑ Civil/Human Rights Organizations
- ❑ Early Learning Leaders
- ❑ Philanthropy
- ❑ Outside Organizations
- ❑ Physical & Mental Health Professionals
- ❑ Higher Ed, Certification, Research
- ❑ Business Communities
- ❑ Professional Leadership
- ❑ Other



ESSA Stakeholder Engagement Requirements



ESSA Stakeholder Engagement Requirements*

Summary of Engagement Requirements

ESSA requires that districts engage with—at minimum—the stakeholders checked below across the different Titles in developing and implementing the local plan.

Stakeholders	Title IA	Title IIA	Title III	Title IVA
CITATION	1112(a)(1)(A), 1112(b)(7-10)	2102(b)(3)(A) & 2102(b)(2)(D)	3116(b)(4)(C)	4106(c)(1&2)
Teachers	x	x	x	x
Principals	x	x	x	x
Other school leaders	x	x	x	x
Parents/family members	x	x	x	x
Paraprofessionals	x	x		
Specialized instructional support personnel	x	x		x
Administrators	x		x	
Other Appropriate School Personnel	x	x		
Non-Public Schools	x	x	x	x
Community Partners/Community-Based Organizations/Community Members	x	x	x	x
Researchers			x	
Early childhood education programs (where applicable)	x			
Institutions of higher education (where applicable)	x		x	
Employers (where applicable)	x			
Local government representatives (which may include a local law enforcement agency, local juvenile court, local child welfare agency, or local public housing agency)				x
Indian tribes or tribal organizations (where applicable)				x
Other stakeholders/other organizations with relevant experience		x	x	
Public or private entities			x	



Mock Consultation



Scenario A

Safe and Orderly School Environment

District X has discovered through a longitudinal climate study an increase in disciplinary actions, lowered student achievement, and decreased graduation rates. Law enforcement was added three years ago to deter incidents of bullying and violence. To date incidents of bullying and violence have remained constant. District X has received numerous complaints via emails and letters from parents voicing concerns of bullying and violence. Also, survey data shows decreased teacher morale. District X has determined a need to address and direct funding towards school climate. The district will meet with stakeholders involved in safeguarding these issues.



Scenario B

Parent and Family Engagement

District X results from the 5 Essentials Survey indicate parent engagement as an area of need. The survey identifies stress as a factor for parents not being involved in school activities. Research shows parent involvement impacts student success. District X wants to increase the parent engagement in school activities.



Scenario C

Partnership with Local Businesses

Three large districts demonstrate a need for enhanced college and career readiness opportunities. The districts have researched practices for college and career readiness programs and want to develop new programs with community support. The districts want to present the initiatives to state and local leaders to gain a deeper view of possibilities and initiate conversations about college and career practices.



Promising Practices



Promising Practices

- Provide an overview.
- Reference stakeholder engagement in the text.
- Use Appendix A: Stakeholder Engagement in the Law.
- Use tables, charts, or graphics.
- Create easy-to-understand materials to supplement the plan.
- Show how stakeholders will continue to be engaged.



Review



Effective Engagement Strategies

- Clarify your goals.
- Work with partner organizations.
- Identify and engage with your stakeholders.
- Speak to your audience.
- Use multiply vehicles.
- Identify ambassadors.



Effective Engagement Strategies

- Ask for input before decisions are made and use it.
- Keep your material simple and brief.
- Communicate early and often.
- Keep your team informed.
- Turn these new connects into long-term relationships.



Effective Collaboration



Resources

Guiding principle quote: Simon Sinek . Retrieved on January 20, 2020

Engagement Vehicles/Mechanisms

- [The Partnership Way Resources](#) (The IDEA Partnership)
- [Using Technology to Support Family Engagement](#) (Kaplan)
- [Every Student Succeeds Act Guide for Advocates](#) (The Leadership Conference Education Fund/The Leadership Conference on Civil and Human Rights)

Engagement with Specific Groups

- [ESSA Bootcamp: Parent and Community Engagement Deep Dive](#) (National Center for Learning Disabilities)
- [10 Ways to Engage Rural Communities, Families, and Schools in Education](#) (Indian Country Today)
- [A How-To Guide for School-Business Partnerships](#) (The Council for Corporate and School Partnerships)
- [Engaging Educations: A Reform Support Network Guide for States and Districts](#) (The Reform Network)
- [Community Engagement and Education Advocacy by School Boards](#) (Hanover Research)
- [Opportunity Youth Network](#) (National Association of Student Councils)



Questions?

