



LCAP Engagement Practical Tips

Yes, MA'AMM

Messages

- What is your vision?
- What are you doing to achieve this vision?
- What do you want people to know about your district?
- What do you want to learn from your stakeholders?
- Do you show how resources are aligned with your goals?

All Audiences/Opportunities to Reach Key Audiences

- List all important stakeholder groups.
- Take time to organize groups based on their levels of interest/involvement with the district, e.g. elementary parents, booster groups, etc.
- Consider places where people are “teachable/reachable” such as new parent tours, new hire orientations.

Take Stock of All Communication Tools

- List the “beach you own,” e.g. newsletters, booster and parent engagement meetings.
- Don’t create new meetings, go to existing meetings. Go to the people; don’t ask them to come to you.
- Consider with whom you can partner to increase impact, e.g. faith based groups, homeowners groups reaching out to school neighborhood communities, etc.

Calendar

- Plot the calendar of events for the district, including schools and community events, and determine where you can “add” the LCAP story.

Messenger

- Who will resonate most with the audience you are trying to reach? Send in that person to deliver the LCAP message.
- Consider sending pairs, such as a trustee and superintendent, trustee and principal.

- Remember: Board members are elected to hear and engage the community voice; honor this role and involve them in the outreach process.

Method of Delivery – Tools

- Powerpoint?
- Leave behind?
- Infographic?

Remember These Critical Questions

- What is your vision?
- What do you want people to learn from your presentation? Can you impart some success stories in addition to your LCAP goals?
- What do you want to learn?
- How do you know you are reaching all the key groups? Look at your student demographic profile, does your outreach mirror this? If not, modify your plan.
- Do you need a parent lead for each key stakeholder group? One who can help you reach the audiences effectively and thoughtfully?
- What are the key issues that matter most to your parents, teachers, community? All stakeholders? Highlight points of interest for each group.
- Keep your messages simple, brief and make sure they make sense to no educators.
- Feature kids and staff – praise their great work.
- How can audiences monitor your work? Stay engaged and follow along?