
Creating a Community Engagement Action Plan

ActionSteps ...

- **Create a Community Involvement Plan**
- **Involve key partners.** Your engagement plan is strengthened when multiple organizations support the work and promote it to their constituencies.
- **Develop meaningful and memorable messages.** Messages are the core of what you tell the public about your campaign.
- **Have effective messengers.** Messengers convey your message to the public. It is important to have the “right” messenger so that your message will be received and your audience will be engaged.
- **Invite community members (policymakers, city council, Chamber of Commerce members, local business owners, community resource providers, parents) together for a conversation about any relevant school issue that needs to be addressed.**
 - [See sample survey questions for family/community members](#)
- Discuss the current reality of the issue and how to work through it as a community. Decide on timelines and outcomes.
- Discuss goals and objectives as a school and district with the community.
- Engage the community as a problem solver. It is crucial to create a defined plan based on a clear message with measurable assessments, benchmarks and outcomes.
- Create planning and implementation groups, and set short timelines with multiple measurable successes.
- **Articulate your plan of action to all community members and stakeholders with clear communication using the following guidelines:**
 - **Step 1:** Starting with the end in mind, create a communication plan defining your objectives, how they might be accomplished and a timeline for doing so.
 - **Step 2:** Decide upon an evaluative assessment to be used to determine if objectives were accomplished.
 - **Step 3:** Be transparent by communicating all parts of the plan with all relevant stakeholders, in writing. Keep this plan in all stakeholders’ awareness by referring to it frequently in communications, newsletters, remarks, etc.

**Action Steps for All Educators:**

- Seek out opportunities for ***professional development and training in parent involvement***. Make parents and families feel welcome in the school. Provide a parent/family center for use while at school. Reach out to parents whose first language is not English.
- Learn about the various ***ethnic, cultural and socioeconomic backgrounds*** of the students and know how to communicate with diverse families.
- Accommodate parents' work schedules when creating parent-involvement opportunities.
- Keep parents informed of their children's performance and school activities by means of notes, telephone calls, newsletters, conferences and meetings.
- Provide opportunities for parents to visit the school, observe classes and provide feedback.
- Develop a ***plan to promote teacher-parent partnerships*** at school.
- Invite parents to serve on school or district committees.