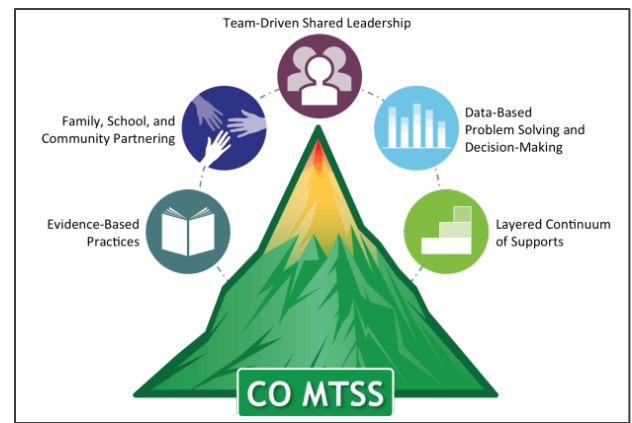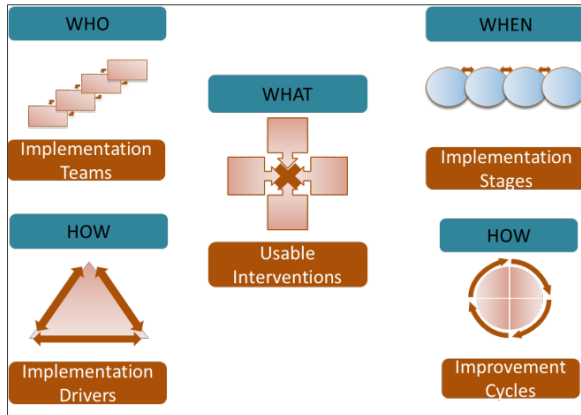# Communication Planning

Focus on Communication

Active Implementation Frameworks (National Implementation Research Network, NIRN: http://nirn.fpg.unc.edu)

Note how Communication is embedded in all areas.

Consider these connections between each of the *Active Implementation Frameworks* and the benefits of strategic communication planning within CO-MTSS.

Implementation Teams (including Leadership teams)**:** Internal and External communication across the system to establish readiness, exhibit transparency, build capacity, and refine collaboration.

Implementation Drivers (*italicized and underlined*)**:** Necessity and value of effective communication: through strategic personnel development to enhance *Competency* for every contributing stakeholder; through adaptive and technical *Leadership* techniques for existing and changing environments; and as facilitative administrators shape the *Organization* with systems-level interventions.

Usable Interventions: Features and functions are clearly described and operationalized for every participating stakeholder.

Implementation Stages: Parallel to action planning is communication planning; from *Exploration* through *Full Implementation*, plans for communication (including mechanisms that support efficiency) should be articulated and executed to assure clarity of process and progress for every stakeholder.

Improvement Cycles: Using the Practice-Policy improvement cycle, feedback loops are established and maintained between the practitioners and beneficiaries of an innovation/initiative/intervention implementation. Leaders define and develop policies that enable effective practice, and implementers' and customers' input about practice informs the executive team to impact policy adaptations.

Communication Planning TIPS:

- Include: Who, What, Where, When, Why, and How
- Consider internal and external stakeholders' availability, needs, access, and opportunities.
  Note: Benefits and risks, as applicable.
  - Key features for comprehensive planning: Balance of *Method* & *Message*; Feedback loops; and Variations in duration of content delivery (e.g., 30-sec., 30-min., 3-hr.)

COLORADO
Department of Education

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