

Meeting the Challenges of Stakeholder Engagement

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Teacher
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This Session will Touch on...

- Internal stakeholders
- External stakeholders
- The media
- Comprehensive communication plans

Internal Stakeholders

- Have a direct stake (vested interest) in processes and outcomes of TIF program
- Teachers and their unions/associations
- Principals
- District (state, charters, CMO) leaders and decision makers
- Engagement and communication essential

External Stakeholders

- Have an interest in the program and outcomes, but less directly affected by it
- Parents
- Local community
- Others (business community, influential local organizations)
- Communication is key

The Media

- Special circumstance—Don't ignore
- Reaches internal and external audiences
- Be proactive so it's less likely you'll have to be reactive
- Develop media contacts
- Put out regular positive stories about your program

Putting It All Together: A Comprehensive Communication Plan

- Determine a set of communication goals and a plan to achieve them
- Have a coherent and consistent message (or set of messages)

Putting it all Together, continued

- Develop a timeline
- Assign responsibility
- Communicate content
- Communicate to multiple audiences (Target communication)
- Communicate in multiple forms
- Have a feedback loop

Getting Help

- TIF Technical Assistance providers
- Colleague grantees
- Outside consultants