Mission \: POSSIBLE
Community Engagement Planning Timeline

CASB’s Community Engagement Planning Guide is available online at www.casb.org.

Start

Board/Superintendent Discussion

- In a work session, the board and superintendent should discuss the following:
  - What is the purpose of the board’s community engagement plan?
  - How will the board use the information and insights it gains through engaging the community?
  - Is school funding the right policy-level concern about which to engage our community?

Communications and Logistics

- Determine format
- Reserve room
- Finalize agenda and brief presentation
- Develop communications plan to include:
  - Key messages
  - Staff memo
  - Promotional materials

Issue for the community:

- How do Colorado’s fiscal challenges impact our local schools and the opportunities available to our students?

Invites and Outreach

- Send email invites
- Phone invites
- Media release and promote to local media
- Follow communications plan to promote event

Don’t forget to invite:

- Teachers
- Building administrators
- Support staff
- Parents
- Students
- Business community
- Non-parent taxpayers
- Community leaders
- Faith community representatives
- Higher education representatives
- Community / youth leaders
- Empty nesters / senior citizens
- Neighboring school districts
- BOCES

Prep with Facilitator and practice

- Schedule a practice run with a smaller targeted group, for example, the District Advisory Council
- Meet with facilitator and presenters
- Walk through slides
- Evaluate and refine to make sure dialogue is promoted

2-days prior

Event day

- Send email reminder
- Confirm room logistics
- Print any materials needed

Smile, it’s show time

- Arrive early to set up
- Make sure technology is set up and working 45 minutes prior to start time

Don’t forget to follow up

- Send thank you email to participants
- Develop report on the engagement meetings
- Distribute report to participants and thank them for participating
- Communicate highlights of report to staff and to the media and make full report available on district website

The purpose of the board’s community engagement program is to give our community the opportunity to discuss public education in a way that will:

- Create a common understanding of the public values underlying our vision of public education in District XX.
- Examine how these values are supported, or not supported, by the policies and programs of the district;
- Provide information to help guide the board in maintaining the proper balance when values are in conflict or insufficient resources exist to fully satisfy all values.

Sample Community Engagement Purpose Statement

[Image and text related to the purpose statement are not clearly visible in the image.]