

In collaboration with DaSy, ECTA, NCSI, & NTACT

Knowing Your Audience: Communicating to Build Understanding and Support







SSIP Interactive Institutes

Albuquerque, NM; April 29-30, 2015
Joanne Cashman, NCSI
Patrice Linehan, NCSI
MarioLa Rosser, NCSI
Gerry Teevens, State Director, ND



Jacksonville, FL; May 12-13, 2015
Joanne Cashman, NCSI
Patrice Linehan, NCSI
Victor Rodriquez, PA Training and Technical
Assistance Network (PATTAN)
Luz Hernandez, PA PTI

Chicago, IL; May 27-28, 2015
Joanne Cashman, NCSI
Mariola Rosser, NCSI
Johnny Collett, CCSSO

Purpose of the Session

- To explore various types of communications
- To explore a mix of communication strategies to achieve understanding and support state goals





Plan of the 30 minute 'Burst' session:

10 minutes - Define communication strategies

10 minutes – Explore a tool to identify a mix of strategies

10 minutes – Define the value in using the tool





Communication: Reach and Influence

- Reach: Important, but often 'one way'
 - o Roll out
 - Give information
- Influence: Critical, and always 'two way'
 - Interaction
 - Learn together
- Choice of communication strategies helps you to know your audience
 - Formal
 - Informal



Defining the Strategies

- What strategies would you consider 'one way'?
- What strategies would you consider 'two way'?
- What strategies are more formal?
- What strategies are more informal?





The Mix of One-Way and Two-Way Strategies

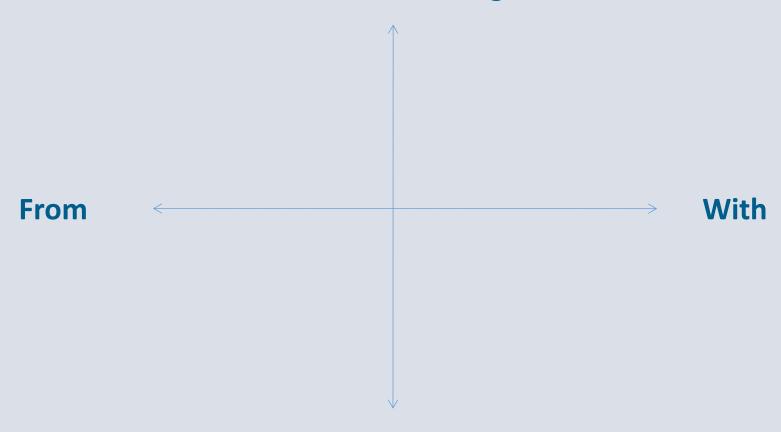
- Not all interaction can be 'two way.'
- We can become more aware of our mix of strategies.
- We can become more intentional about reach <u>and</u> influence.





Plotting Communication Strategies in Four Quadrants

Informal Learning



Formal Learning



Four Quadrants: A Sample of State and Local Stakeholder Communication Strategy

Informal Learning

5. Blogs share comments /ideas from important stakeholder perspectives related to issue

6. DOE shares important learning and relevant modifications based on interaction with the stakeholders

4. Poll checks for key understanding based on the online interaction

3. DOE hosts an online space for interaction on document and the webinar

From

With

1. Department of Education (DOE) releases a guidance document

2. DOE holds webinar to discuss document

Formal Learning



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