

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

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Gerry Teevens, State Director, ND



Jacksonville, FL; May 12-13, 2015

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Chicago, IL; May 27-28, 2015

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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’
 - 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

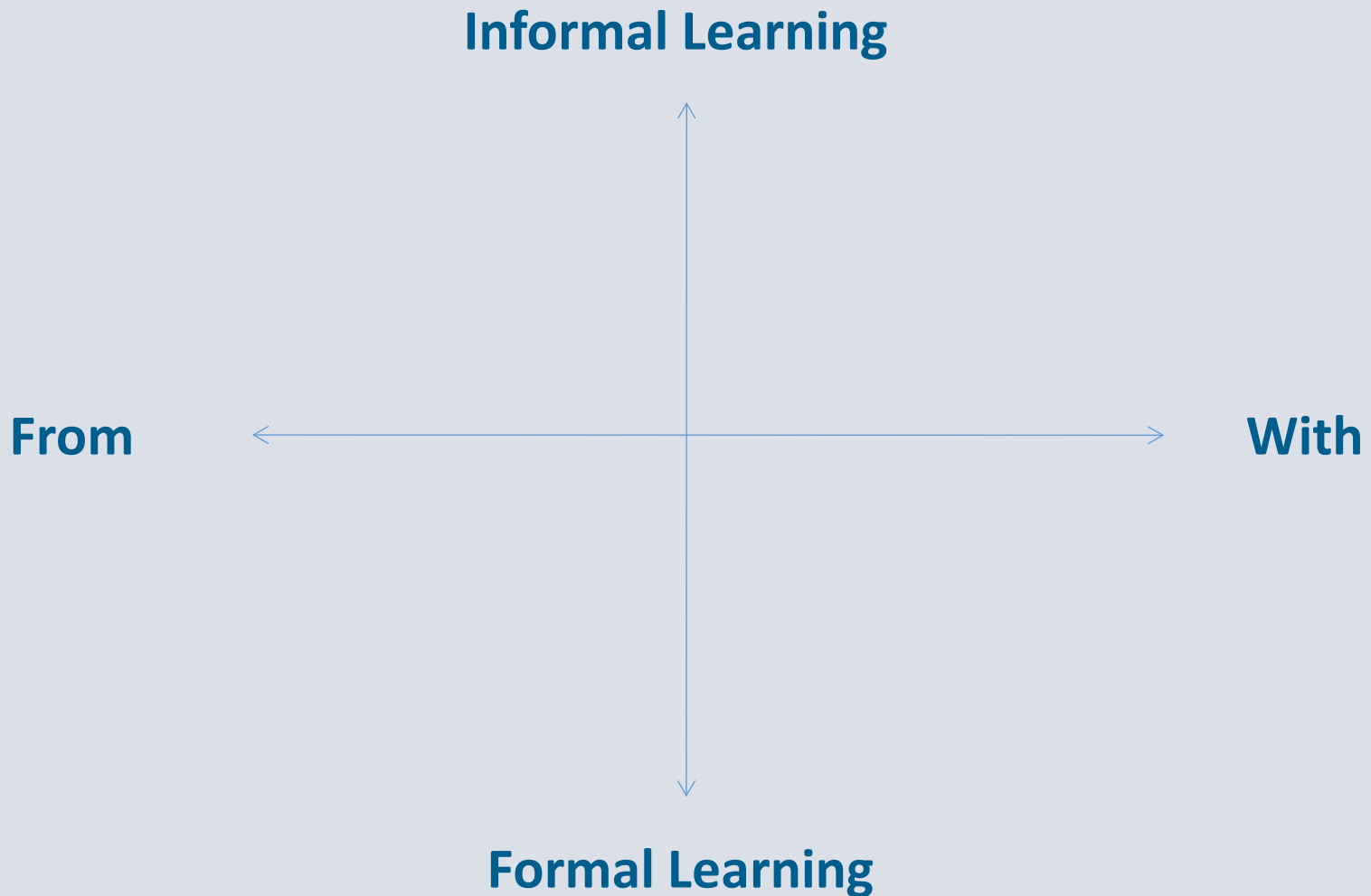
Defining the Strategies

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

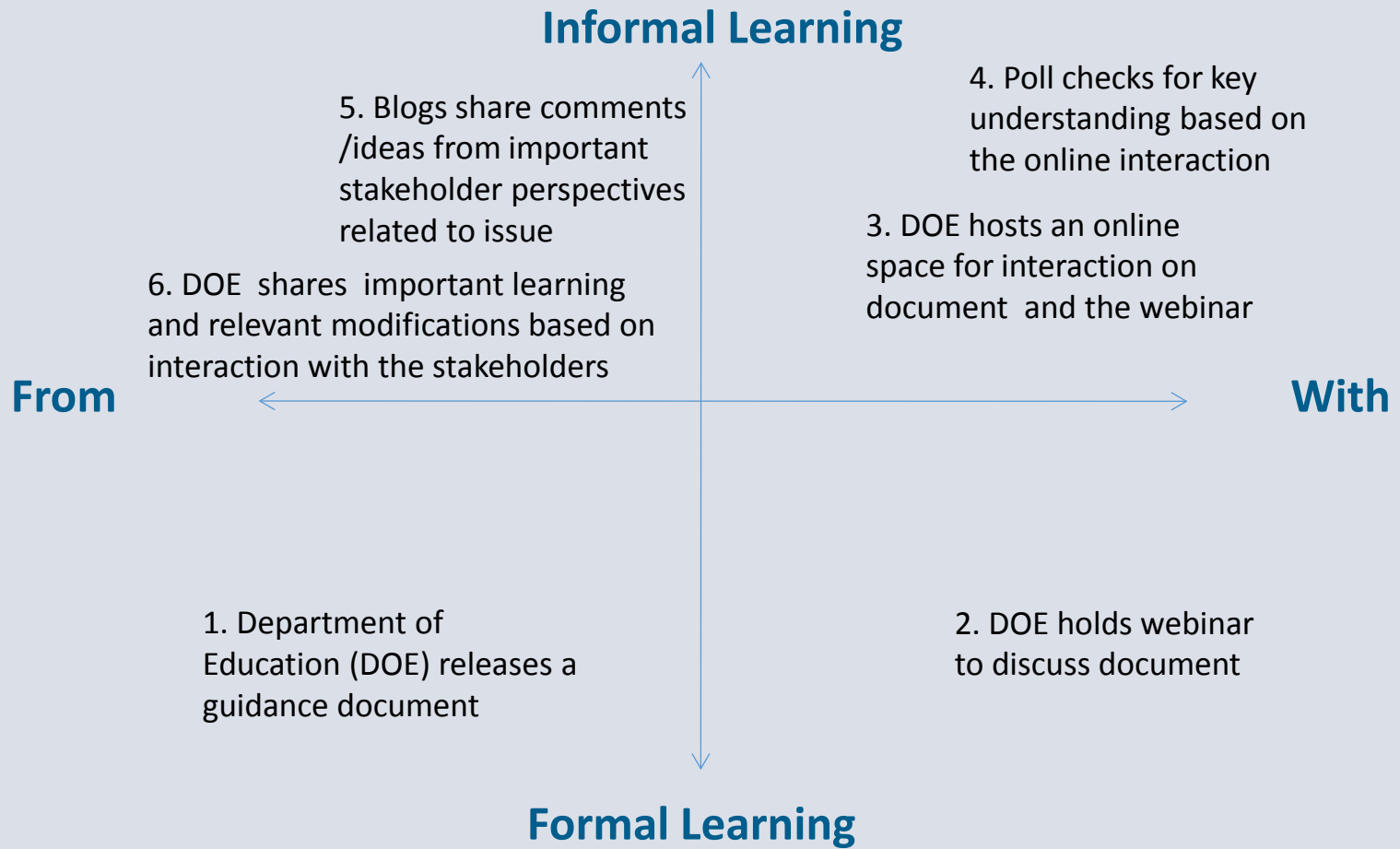
The Mix of One-Way and Two-Way Strategies

- Not all interaction can be ‘two way.’
- We can become more aware of our mix of strategies.
- We can become more intentional about reach and influence.

Plotting Communication Strategies in Four Quadrants



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



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