

In collaboration with **DaSy, ECTA, NCSI, & NTACT**

Beyond PR: Stakeholders as Allies





SSIP Interactive Institutes

Albuquerque, NM; April 29-30, 2015

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Jacksonville, FL; May 12-13, 2015

Joanne Cashman, NCSI

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Chicago, IL; May 27-28, 2015

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The purpose of this session is to:

- revisit stakeholder engagement as a core feature of the SSIP
- explore the benefits of stakeholders as allies in implementing and achieving goals in Phase II and Phase III of the SSIP

Beyond PR: Stakeholders as Allies

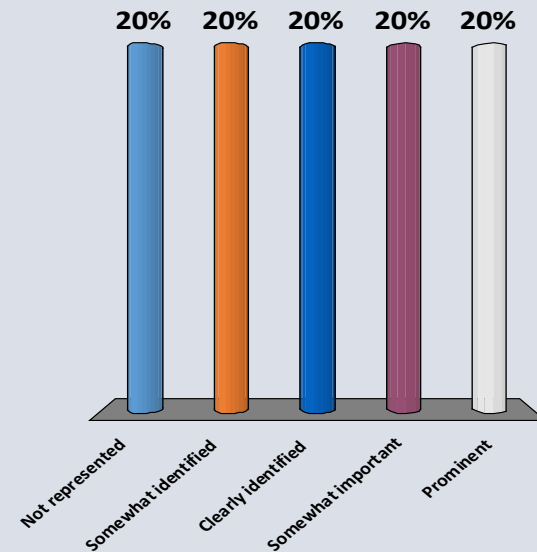
- Leaders are often cautioned to “*pay attention to the ‘optics’ and the ‘PR’*” as they lead change. What would we observe in a PR approach?
- In contrast, we are proposing that SEAs adopt an ‘ally approach.’ In your view, what does an ‘ally approach’ look like?
- In your SSIP, who are the stakeholders?

Reflect on the process that you used to engage stakeholders in the development of Phase I of your SSIP.

As we move to Phase II, please respond to the statements on the following slides.

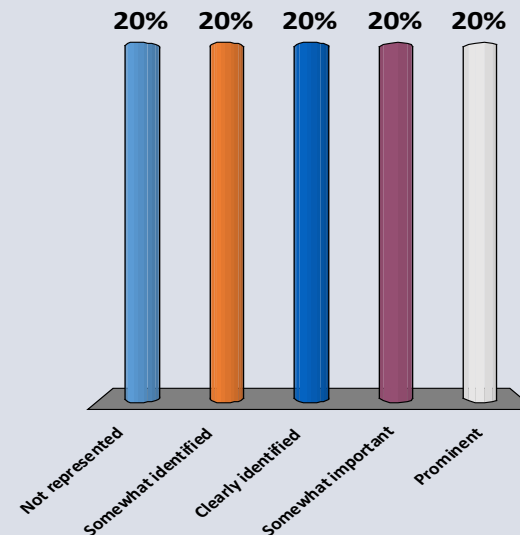
To achieve systemic change over the 6 years of the SSIP, we need to build broad support for our strategy.

1. Strongly disagree
2. Somewhat disagree
3. Neutral
4. Somewhat agree
5. Strongly agree



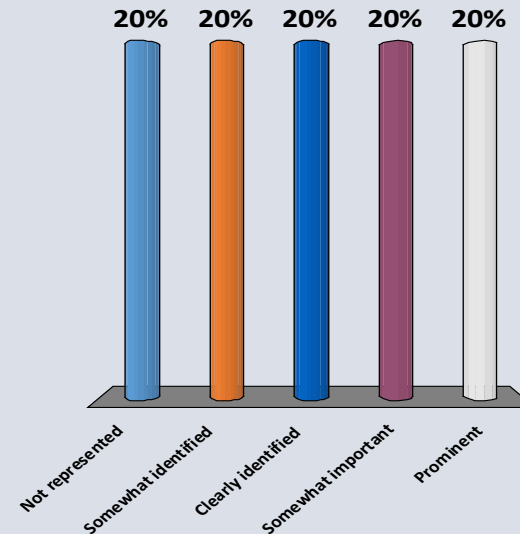
We can advance our SiMR by using the deep stakeholder networks that are already in place.

1. Strongly disagree
2. Somewhat disagree
3. Neutral
4. Somewhat agree
5. Strongly agree



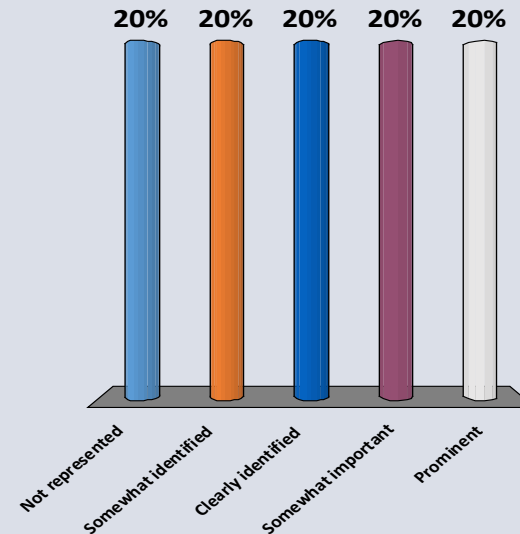
Stakeholders can teach us much about the context for local change.

1. Strongly disagree
2. Somewhat disagree
3. Neutral
4. Somewhat agree
5. Strongly agree



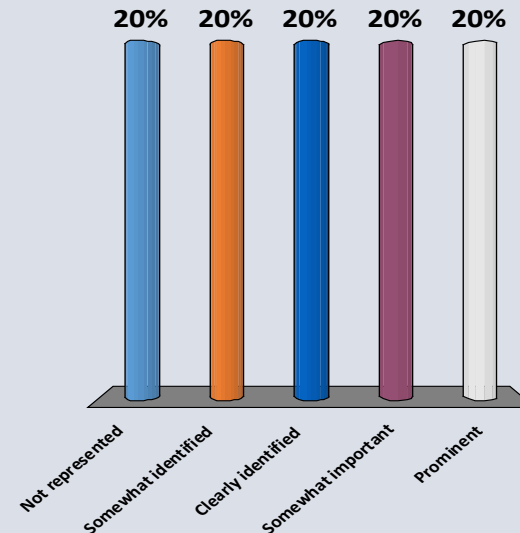
An ongoing relationship with stakeholders enables us to make mid-course corrections in our strategy.

1. Strongly disagree
2. Somewhat disagree
3. Neutral
4. Somewhat agree
5. Strongly agree



Sustainability rests with stakeholders that understand and support practice change.

1. Strongly disagree
2. Somewhat disagree
3. Neutral
4. Somewhat agree
5. Strongly agree



Biggest Messages

In your view, what is the role of stakeholder engagement as an approach to Phase II and III of the SSIP?

What message will you carry throughout this institute about stakeholder engagement?

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