

ENGAGEMENT PLANNING

Supplemental Planning Guide



Park Hill School District is committed to enhancing community engagement through a comprehensive and dynamic plan. This engagement planning guide incorporates best practices from community planning groups and includes school-specific considerations. In collaboration with Granicus, our partner through *Park Hill Listens* and *Park Hill Perspectives*, we have developed some tips and guidelines below to support engagement planning efforts in our schools, departments and teams.

This is simply a best practice guide as you plan engagement events moving forward.

Thank you for supporting our engagement work in Park Hill!

The following steps can help us create effective engagement plans, outlining outreach and participation strategies for projects impacting our school community:

STEP 1

Determine the need for community engagement.

- Assess potential impacts on the school.
- Consider community interest, concerns or opposition.
- Evaluate the potential for public participation.

STEP 2

Understand the project.

- Define project goals and impacts.
- Assess awareness internally and externally.
- Review past community engagement efforts for effectiveness.

STEP 3

Identify who to engage.

- Identify specific stakeholders and their relationships to the district.
- Assess existing engagement levels and influence on project outcomes.
- Determine groups to be provided information, invited for input and included in decision making.

STEP 4

Develop dynamic engagement strategies.

- Address barriers for stakeholder groups.
- Recognize cultural and racial diversity in engagement methods.
- Leverage existing relationships to build connections.

STEP 5

Define success.

- Set specific goals and objectives.
- Identify measurable indicators of success.
- Debrief efforts post-project, identifying successes and areas for improvement.

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Planning, preparation, engagement and reporting considerations to think about:

1. Planning

Objective: Define the purpose of engagement

- Identify stakeholders.
- Define clear objectives, outcomes, parameters and negotiables.
- Understand the broader audience to guide the type and style of engagement.

2. Preparation

Objective: Organize resources and create a strong communication plan

- Utilize various communication channels, including newsletters, bulletins, website, social media and more.
- Develop a communication strategy.
- Delegate tasks, including catering for events or contacting technology support.

3. Engagement

Objective: Continuously evaluate outcomes and adjust for improvement

- Regular check-ins to identify issues and assess demographic reach.
- Analyze data for actionability and level of engagement.
- Ensure engagement is adaptable and responsive to community needs and circumstances.

4. Reporting

Objective: Analyze feedback data and present findings to decision-makers and the community

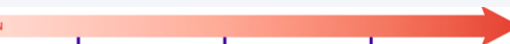
- Identify common themes and perspectives.
- Utilize impactful quotes from community stakeholders in presentations.
- “Close the loop” by reporting results to the community, fostering trust and encourage future participation.

By following these engagement plan guidelines, Park Hill School District can foster an inclusive and participatory environment, strengthening connections within the community.

IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

**The committee wishes to highlight the alignment with our Restorative Practices work around “fair-process decision-making” and living in the “with” box of supporting each other.*

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.