



## Comms

### A Quick Summary of The Communications Pillar

#### The Elements of Communication

1. What the communicator (sender) wants of the receiver i.e.,
  - a. to know (to have information),
  - b. to act (to do something).
2. To Whom the sender is directing the communication (receiver, audience)
3. What is communicated: content
4. How it is being communicated : medium or channels
5. What you are using to communicate it: the collaterals
6. Evaluation of the communication, did the sender get from the receiver what was expected (see #1) and how would the sender know?

#### Impacting Communities

- School community (admin, instructors, support staff, students, and parents)
- Neighborhood community (residents, business owners, customers, faith institutions who live or operate “near” the school)
- Institutional policy making community (persons who make policies and procedures that apply to large sections of the locale)

#### Next Page – The Team Approach



## Working as a Team – Our Approach:

1. ESDCD works in a values-based context of coordinated data driven effort to:
  - a. identify and reduce barriers - wraparound services ,
  - b. sustain and grow a welcoming school environment – technical assistance,
  - c. courageously search for and report on best practice and insight, with an eye toward continuous improvement throughout the ecosystem.
  - d. sharing information, highlighting what works and doesn't, helps and helpers, helping people do better by knowing - Communication
2. Make known resources that are available that can help school attendance
3. Make known resources that needed but not available to those in a position to make them available
4. Engage persons who are in the school community that know what information is useful and needed for students to be present at school
5. Maximize information sharing of necessary information using skills and resources that highly trained communicators (subject matter experts, SMEs) possess.
6. Build a team of school community and skilled communications persons (subject matter experts) working together with value-based practices, blending their diverse talents, creating an ideal school-based information environment with all communities informed to use their power so that students be present at school.
7. Examples of how the communication teams might work are:
  - a. parent and student power are necessary but may not be enough to overcome the barriers that cause students to not be present, communicating successes and challenges to institutional policy makers helps them to make decisions that minimize or eliminate those barriers, is one example.
  - b. communicating the positive aspect of the school in fun ways builds morale and contributes to a welcoming school, is another example

See “The Partner Team Members” on the roles of the partners in the Comms team.



## The Partner Team Members

**Parents** – parents must communicate with their children, other parents and personnel of schools and other significant persons in the lives of their families. They know the what and the how, they know many of the barriers, they know what has worked and not. They are indispensable.

**Students** – youth of all ages can learn communications and participate in the team. They know much of the what and the how of communication with their peers. They are indispensable

**School Personnel** – are daily with children, speaking with parents they lead the creation of welcoming school environment. Their perspective, knowledge and skills are essential in shaping strategy, content, and collaterals.

**School Staff Liason** – this person ensures the team works in compliance with school policies and procedures, serves as a coordination link with school administration and other school personnel as needed.,

**Subject Matter Experts (SMEs)** – communications is a field of study and a profession. Having those trained and experienced in creating collaterals and helping to design strategy will lift the work to its best level.

**ESDCD – team lead** – this is a community organizer who facilitates the team building work in accordance with the values identified in the participation agreement. This person does the on the ground work of ensuring the growth and the success of the communications effort. They are responsible for the overall success of the partners on the team and meeting the strategic goals within the budget available.