

Conference Reflection and Application Matrix

Day 1	Content <i>What were the key points of the discussion?</i>	Application <i>How can we apply this knowledge to help our SEA communicate more effectively?</i>	Identification <i>Are there areas of challenge that are common among states in our region or apply just to us?</i>	Collaboration <i>What ideas/resources/processes will ensure our communication approach is well aligned to our strategic vision, and implemented agency-wide?</i>
<p>2:00 p.m.</p> <p>Leadership and Politics</p> <p>Dr. Holliday</p>				
<p>3:30</p> <p>Leadership and Politics Panel</p>				

Day 1

Content

What were the key points of the discussion?

Application

How can we apply this knowledge to help our SEA communicate more effectively?

Identification

Are there areas of challenge that are common among states in our region or apply just to us?

Collaboration

What ideas/resources/processes will ensure our communication approach is well aligned to our strategic vision, and implemented agency-wide?

4:30

Key Elements of Strategic Communication

Dr. Zavadsky

Day 2

Content
What were the key points of the discussion?

Application
How can we apply this knowledge to help our SEA communicate more effectively?

Identification
Are there areas of challenge that are common among states in our region or apply just to us?

Collaboration
What ideas/resources/processes will ensure our communication approach is well aligned to our strategic vision, and implemented agency-wide?

8:00 a.m.
Connecting Policy with Implementation
Dr. DeBacker

10:00
Internal and External Dissemination Panel

Day 2

Content

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Identification

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Collaboration

What ideas/resources/processes will ensure our communication approach is well aligned to our strategic vision, and implemented agency-wide?

11:00

Small Group Conversations

Conversation Prompts

- A. How has your SEA approached internal and external communications?
 - Which internal communications processes are working well? Which ones are not?
 - Which external communications processes are working well? Which ones are not?
 - What barriers currently exist that hinder clear and well-aligned communication in (internal) and through (external) your SEA?

- B. What would be required to ensure clear and well-aligned communication strategies happen consistently in (internal) and through (external) your SEA?
 - What suggestions did you hear in this session that might help your SEA provide clear and well-aligned communications internally and externally?
 - How can you use the levers of internal and external communication (e.g., leadership, processes, physical arrangement, regularly scheduled meetings, and technology) to increase your effectiveness?
 - What resources, tools, and supports would be beneficial as you think about improvements to your current internal and external communication processes?
 - How could your Regional Comprehensive Center assist you in this process?

Day 2

Content

What were the key points of the discussion?

Application

How can we apply this knowledge to help our SEA communicate more effectively?

Identification

Are there areas of challenge that are common among states in our region or apply just to us?

Collaboration

What ideas/resources/processes will ensure our communication approach is well aligned to our strategic vision, and implemented agency-wide?

12:45 p.m.

Stakeholder Support, Message Refinement, and Continuous Improvement Process

Ms. Matta-Barrera

Day 2

Content

What were the key points of the discussion?

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Identification

Are there areas of challenge that are common among states in our region or apply just to us?

Collaboration

What ideas/resources/processes will ensure our communication approach is well aligned to our strategic vision, and implemented agency-wide?

2:30

Small Group Conversations

Conversation Prompts

- A. How has your SEA approached gaining support for its major reforms or activities (such as rolling out new state standards or disseminating results of new assessments)?
- Which strategies were most effective?
 - Which strategies were not effective?
 - How do you know?
 - What barriers currently exist that hinder your effectiveness to gain support on major reforms or activities?
- B. What suggestions did you hear in this session that might help your SEA gain clarity and support on its major reforms or activities?
- How could you contextualize the suggestions you heard in this session to your own SEA?
 - What resources, tools, and supports would assist you in leveraging communication as a strategy to accomplish your priorities and major initiatives?
 - How could your Regional Comprehensive Center assist you in this process?

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