

Strategic Communication:

Navigating Policy and Politics in a Competing Information Environment

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Key Concepts of Strategic Communications

- Systemic
- Leadership & Politics
- Connecting Policy with Implementation
- External Dissemination
- Internal Dissemination
- Message Refinement
- Stakeholder Support
- Continuous Improvement Process

What will SEAs gain from attending this convening?

- Communication reframed as a critical strategy to accomplish agency priorities and major initiatives
- Interactive agenda based on participant responses to a survey of communication processes
- National education, government, and private sector experts provide clear steps and facilitate discussions on how to create, implement, and institutionalize a strategic communications approach
- SEA highlights of selected communication processes and critical friend feedback on how to improve existing practices
- Opportunities to gain additional support from Regional Comprehensive Centers and the Building State Capacity and Productivity Center

Convening sponsored by



Convening Purposes, Outputs, and Outcomes

Purposes

- Frame the communication process as a critical strategy to accomplish agency priorities and major initiatives.
- Share best practices regarding alignment of agency-wide communications processes to state education agency (SEA) strategic goals.
- Connect SEA teams with national education, government, and private sector experts who can provide clear steps and facilitate discussions on how to create, implement, and institutionalize a strategic communications approach.
- Provide tools for SEA leadership teams to use when developing and implementing strategic communications plans.
- Identify technical assistance needs of SEA leadership teams in developing and implementing strategic communications plans, and in incorporating best practices into them.

Outputs

- Practical knowledge and resources about how the SEA can lead communication and guide discussion about significant state initiatives
- Professional connections to tap for ongoing support

Outcomes

- Increased knowledge and understanding about using strategic communication as a tool within the dynamic, ever-changing state educational landscape
- Increased effectiveness of SEA communications plans and processes
- Enhanced stakeholder relationships and sustained education initiatives