

Key Concepts of Strategic Communications

- Leadership & Politics
- Connecting Policy with
- **External Dissemination**
- **Internal Dissemination**
- Message Refinement
- Stakeholder Support
- **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

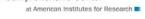
Convening sponsored by







GREAT LAKES Comprehensive Center





MIDWEST Comprehensive Center

at American Institutes for Research



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 quide 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