

Strategic Communication:

Navigating Policy and Politics in a Competing Information Environment



Denver, Colorado
July 1-2, 2015

Stakeholder
Support,
Message
Refinement, &
Continuous
Improvement
Process

Gaining Champions: How do state education agencies (SEAs) pull people together to move priorities forward? How do SEAs know if their plans are working?

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STRATEGIC COMMUNICATION: NAVIGATING POLICY AND POLITICS



Romanita Matta-Barrera, CEO



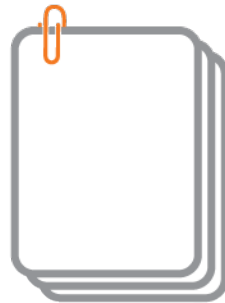
STAKEHOLDER CLASSIFICATION TOOL

Group/ Individual Name	Area of Focus	Key Issues	Capacity and Reach	Preferred or Priority Channels	Sphere of Influence	Current Classification
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CLASSIFICATION PROCESS



Identify



Classify

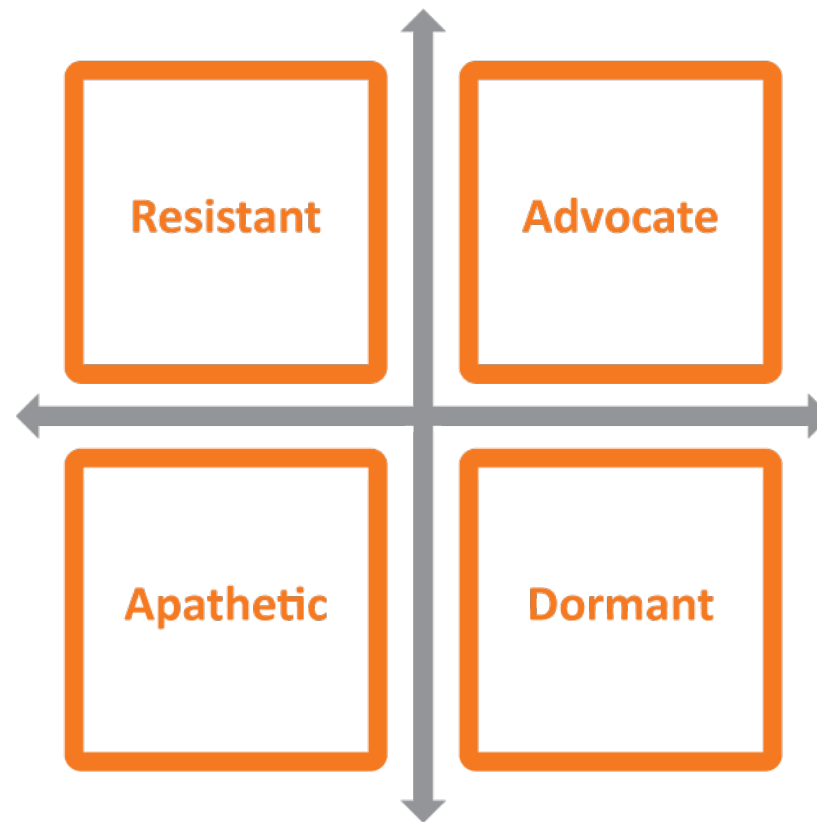


Prioritize



EDUCATE
INFORM
ENGAGE
ENCOURAGE

STAKEHOLDER CLASSIFICATIONS



STAKEHOLDER CLASSIFICATION ATTRIBUTES

Advocate

- Action-and Behavior-oriented Messages
- Endorsements, letter-writing campaigns, influencing their network, attending functions

Resistant

- Engage outside of privately to avoid public disagreement
- Identify “honest brokers” and assess their influence

Dormant

- Determine reasons for inactivity — lack of awareness, not impacted by, lack of interest
- Timing and persistence may convert to Advocate

Apathetic

- Difficult to focus resources and engage
- Often moved to engagement by media, community voices and a “cause”

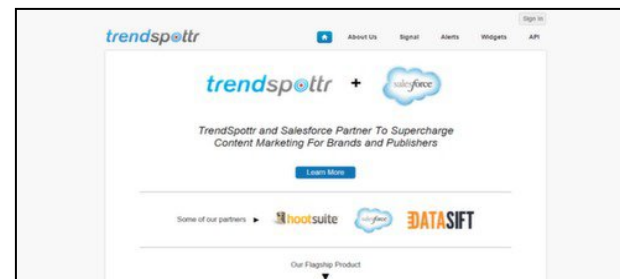


MEASURING PROGRESS: TOOLS AND TECHNOLOGY





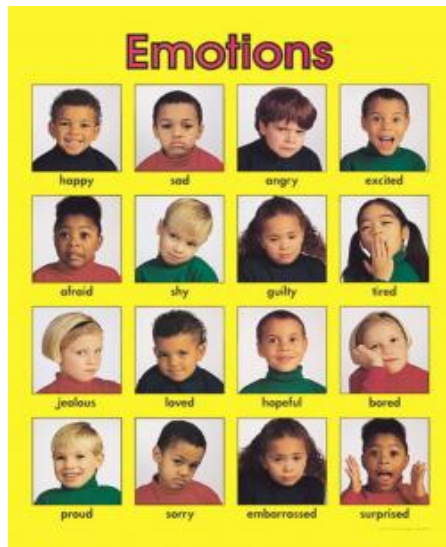
- ✓ SEO content analysis
- ✓ Real-time research and campaign insights
- ✓ Influencer and detractor identification and engagement
- ✓ Leverage fans to spread brand messaging
- ✓ Topic suggestions with the highest likelihood of success



DON'T DISMISS THE POWER OF PERSONAL RELATIONS, PHONE CONVERSATIONS AND IN-PERSON MEETINGS



EMOTIONAL APPEAL



“appear to influence what we notice, what we learn, what we remember, and ultimately the kinds of judgments and decisions we make.”

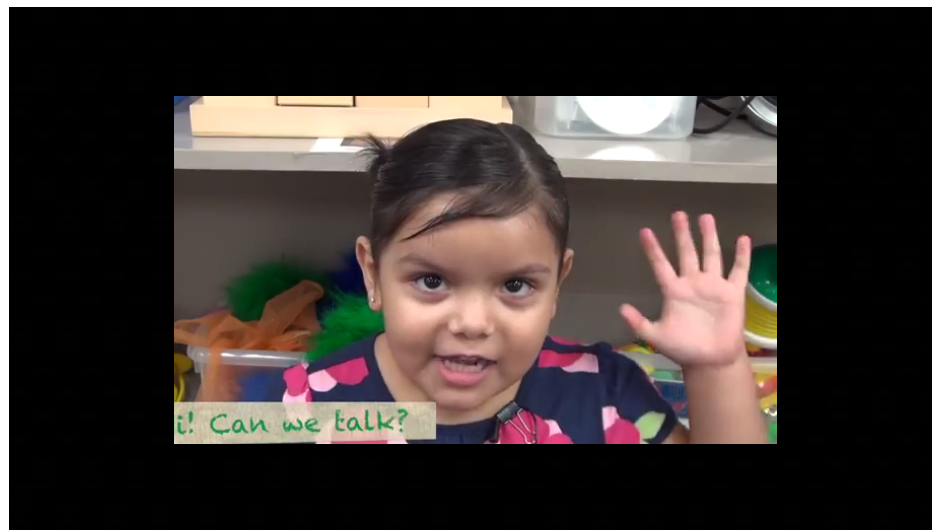


Informational ambiguity
can result in emotional
“anxiety”
that leads to “resistance”
and “discontent”



- ✓ Keep Message Simple
 - ✓ Avoid Jargon
 - ✓ Use Positive and Optimistic Messaging

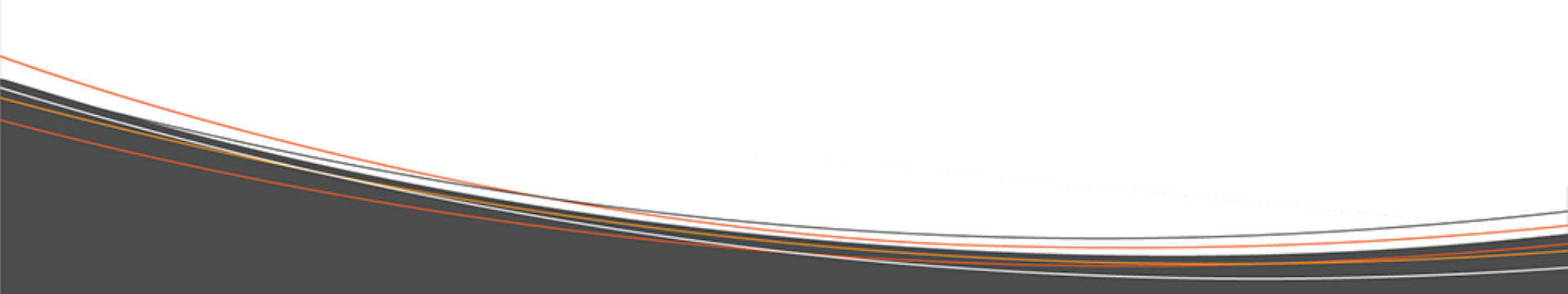
MUNICIPAL PRE-K CAMPAIGN: PRE-K4SA





PROGRESS TODAY IS FOR
THEIR PROSPEROUS TOMORROW





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Thank you for your participation!



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