

# Effective Practices for Communication and Engagement

## Developing a State Action Plan Toolkit

**Purpose:** This resource can assist working groups to define effective communication and engagement practices related to their charge and deliverables.

**Users:** Working groups

Effective communication practices build awareness of math pathways within and across institutions. Engagement strategies enable people to process and act upon their awareness of information to build ownership. Both communication and engagement are essential practices that require planning and subsequent action among different stakeholder groups.

Working groups should examine the following practices and incorporate them into their action plan. If a separate working group is established solely for communication and engagement, then use the [Communication and Engagement Plan Template](#) (Appendix A), alongside coordinated discussion with other working groups, to create an aligned communication and engagement plan for both state- and institutional-level activities. Refer to Appendix B to view a [Sample Communication and Engagement Plan](#) (Appendix B).

Communication and Engagement Practices	Considerations
Build champions and advocates among task force and working group members, or interested individuals.	<ul style="list-style-type: none"> <li>• Prepare talking points for a common message.</li> <li>• Create a PowerPoint slide deck and informational materials for presentations.</li> <li>• Help people practice for presentations and for representing the work, and to prepare for tough questions.</li> <li>• Ensure champions have up-to-date information.</li> </ul>
Create an online repository of information.	<ul style="list-style-type: none"> <li>• Provide any resources, references, or data that the task force found especially useful or enlightening.</li> <li>• List events.</li> <li>• Post updates and informational materials.</li> <li>• Prepare videos of champions talking about the work.</li> </ul>
Find different ways to engage others in the work.	<ul style="list-style-type: none"> <li>• Create opportunities for discussion around data, research, student interviews, etc.</li> <li>• Organize site visits to model programs.</li> <li>• Help departments and college to organize local events.</li> </ul>
Think broadly about stakeholder groups.	<ul style="list-style-type: none"> <li>• Consider who will be impacted by the recommendations: administrators, advisors and other student support staff, client disciplines, etc.</li> <li>• Research how these groups receive information: professional associations, events, discussion forums, etc.</li> </ul>

Communication and Engagement Practices	Considerations
<p>Think in multiples: multiple delivery methods, multiple audiences, multiple times.</p>	<ul style="list-style-type: none"> <li>• Multiple delivery methods                             <ul style="list-style-type: none"> <li>○ Consider disseminating via state and regional events, local events, virtual events, newsletters, email blasts (general or targeted), etc.</li> </ul> </li> <li>• Multiple audiences                             <ul style="list-style-type: none"> <li>○ Ask: Who is the audience? What is the right message for this audience at this time? Who should deliver the message to this audience so that it has legitimacy?</li> </ul> </li> <li>• Multiple times                             <ul style="list-style-type: none"> <li>○ Consider how communication and engagement activities work together. People need to hear things multiple times, people want to deepen their understanding over time, and people want to be respected and to contribute. (Approach each activity with the assumption that the audience is a valuable part of the math pathways effort.)</li> </ul> </li> </ul>