Engaging with Your Community on the Blueprint
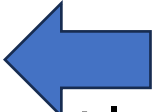
MABE Conference Presentation

10/3/2023

Session Purpose

- Deepen understanding of what **effective** and **inclusive** community engagement looks like

- Share **best practices** related to community engagement

- Identify specific **opportunities** and **challenges** in engaging the community on the Blueprint's implementation

Stakeholder Groups to Engage

All stakeholder engagement activities/initiatives should be inclusive and involve as diverse a group of participants as possible. It is critical to empower stakeholders who have been historically underrepresented and underserved in this work.

- Students
- Parents and guardians who are reflective of the student demographics served by the district
- **Community members** ⬅
- Teachers (e.g., teachers at large, by content or subject, etc.)
- Principals (e.g., principals at large, by level or school model, etc.)
- Teachers' Association
- Principals' Association
- Other bargaining units

- Librarians
- Counselors
- Non-teaching professionals
- Education support professionals
- Local school board
- College and career readiness partners from industry and institutions of higher education
- Community partners (e.g., partners providing wraparound services)
- Early Childhood partners and private child care providers

Why Community Engagement?

- Ensure that the district's plan to achieve the Blueprint's intended outcomes **aligns with community needs**

- Gather input and feedback from individuals **directly impacted by the Blueprint** that can lead to more effective and innovative implementation solutions

- Cultivate critical **local support** for the Blueprint's implementation

Types of Community Engagement

Community Engagement Spectrum

Increasing level of public impact

INFORM — Provide residents with info and assist in understanding problems, alternatives, and solutions.

CONSULT — Obtain public feedback on analysis, alternatives, and decisions.

INVOLVE — Work directly with residents and consistently consider their concerns and aspirations.

COLLABORATE — Partner with residents in decision-making, including in identification of solutions.

EMPOWER — Residents are making decisions and leading solution-based efforts.

*From Local Initiatives Support Corporation (LISC)

Reflection

Community Engagement Spectrum

Increasing level of public impact

INFORM — Provide residents with info and assist in understanding problems, alternatives, and solutions.

CONSULT — Obtain public feedback on analysis, alternatives, and decisions.

INVOLVE — Work directly with residents and consistently consider their concerns and aspirations.

COLLABORATE — Partner with residents in decision-making, including in identification of solutions.

EMPOWER — Residents are making decisions and leading solution-based efforts.

From Local Initiatives Support Corporation (LISC)

Where have you excelled in engaging your community on Blueprint planning and implementation?

Where can you still improve in engaging your community on Blueprint planning and implementation?

Examples of Engagement

- Share opportunities to engage with the Blueprint through existing events/meetings (neighborhood or city council meetings, religious/civic organization meetings, festivals/fairs, school events)

- Large group meetings/town halls

- 1:1 meetings

- Focus groups

- Surveys

- Information sessions/webinars

Challenges to Community Engagement

- Large number of stakeholders to engage across a wide array of policy areas

- Tight implementation timeline

- Responding to input/feedback that would require a legislative change to address

Best Practices

- Share and shift power to community members by listening to what they have to say

- Ensure that individuals participating in planning or implementation activities reflect the community you serve

- Eliminate accessibility and language barriers to participation

- Be upfront about potential challenges/limitations to addressing community feedback

Community Engagement with Developing the Initial BCP

- Implementation Planning Series (4 sessions)
  - Livestreamed to the public
  - Archived on AIB website
- Blueprint Public Working Sessions (9 sessions)
  - 3 sessions per pillar
  - Livestreamed and open to members of the public to attend and contribute input via Zoom

2022 AIB Meetings

May	20	Implementation Planning Series Session One: Kickoff
June	16	Implementation Planning Series Session Two: Pillar 3 and Pillar 5
	23	Implementation Planning Series Session Three: Pillar 1 and Pillar 4
	30	Implementation Planning Series Session Four: Pillar 2
July	14	Summer Working Session One: Pillar 2 and Pillar 5
	20	Summer Working Session Two: Pillar 3 and Pillar 4
	28	AIB Meeting and Summer Working Session Three: Pillar 1
August	4	Summer Working Session Four: Pillar 2 and Pillar 5
	11	Summer Working Session Five: Pillar 3 and Pillar 4
	18	Summer Working Session Six: Pillar 1
September	15	Summer Working Session Seven: Pillar 1 and Pillar 2
	20	Summer Working Session Eight: Pillar 3 and Pillar 4
	29	Regular Meeting and Summer Working Session Nine: Pillar 1
October	13	AIB Meeting and Discussion of the Draft Plan
November	10	Public Hearing
	17	AIB Meeting and Discussion of Revisions to Draft Plan
December	1	AIB Meeting and Adoption of Initial Blueprint Comprehensive Plan

Community Engagement with Developing the Initial BCP

- Public Feedback on Draft Blueprint Comprehensive Plan
  - Released draft for public review and feedback
  - Held public hearing at which 41 individuals testified on the draft BCP
  - AIB reviewed 444 pieces of written testimony and feedback submitted through email or a Google Form

2022 AIB Meetings		
May 20	Implementation Planning Series Session One: Kickoff	
June 16	Implementation Planning Series Session Two: Pillar 3 and Pillar 5	
23	Implementation Planning Series Session Three: Pillar 1 and Pillar 4	
30	Implementation Planning Series Session Four: Pillar 2	
July 14	Summer Working Session One: Pillar 2 and Pillar 5	
20	Summer Working Session Two: Pillar 3 and Pillar 4	
28	AIB Meeting and Summer Working Session Three: Pillar 1	
August 4	Summer Working Session Four: Pillar 2 and Pillar 5	
11	Summer Working Session Five: Pillar 3 and Pillar 4	
18	Summer Working Session Six: Pillar 1	
September 15	Summer Working Session Seven: Pillar 1 and Pillar 2	
20	Summer Working Session Eight: Pillar 3 and Pillar 4	
29	Regular Meeting and Summer Working Session Nine: Pillar 1	
October 13	AIB Meeting and Discussion of the Draft Plan	
November 10	Public Hearing	
17	AIB Meeting and Discussion of Revisions to Draft Plan	
December 1	AIB Meeting and Adoption of Initial Blueprint Comprehensive Plan	

Ongoing Community Engagement with Implementing the BCP

- Advisory Committees
  - Four committees focused on Pillars 1-4
  - Meetings held at least once each quarter and livestreamed to the public
- Outcome Measures Workgroup
  - 10 meetings in Phase One; Phase Two begins in October
  - Meetings are livestreamed to the public and available through AIB website
- Public comment at AIB meetings
- Solicit written feedback/recommendations on State and local Blueprint Implementation Plans
- Solicit written feedback/recommendations on BCP Updates

Discussion

1. What would you change about your school district's approach to community engagement with developing and implementing your Blueprint plan?

2. What are some new community engagement tactics/strategies related to Blueprint planning that you would like to try in your school district?

3. What do you need to make these ideas possible?

Looking Forward

- Stay in touch with AIB to access useful community engagement resources
- Schedule/implement your first community engagement activity to inform the development of your next Blueprint plan
- Continue learning about useful and effective community engagement practices
- Learn about existing grassroots/community organizing efforts happening in your school district

Staying Connected with the AIB

Check out our website: aib.maryland.gov

Join the AIB email List: https://bit.ly/AIB_Listserve

Email us at aib@maryland.gov

Follow us on social media

Twitter: @MDBlueprintAIB

LinkedIn: linkedin.com/company/marylandaib

Instagram: mdblueprintaib

Facebook: www.facebook.com/BlueprintforMarylandsFutureAIB