



CALIFORNIA COLLABORATIVE
FOR EDUCATIONAL EXCELLENCE

*Communication
Breakout Session*

Overview

- » **Purpose:** Discuss potentially useful means to communicate key themes from the LCAP and Dashboard to community stakeholders
- » **Session Agenda**
 - LCAP and Dashboard purposes
 - LCAP and Dashboard communication tools
 - Logos, Ethos, and Pathos
 - Develop your own unique approach

Overview

- » Breakout session is **not about compliance** but about increasing skill of attendees
- » Breakout session only offers **suggestions and considerations**
- » Suggestions and considerations are **not requirements**
- » Attendees should **use, modify, or disregard** them based on local context

Overview

- » ***Identify*** your key message
- » Then, ***consider your audience***
- » ***Tools*** you can use

LCAP & Dashboard Purposes



» Turn to your neighbor and discuss what purposes you see for these tools?

LCAP

- Strategic planning
- Community engagement
- Budget transparency
- Student group accountability

Dashboard

- Identify strengths and areas for improvement
- Comparisons b/w LEAs
- Transparency
- Student group accountability

Communication Tools

A. Team Activity

- What parts of the LCAP and/or Dashboard are useful tools to communicate with and engage stakeholders?
- What other communication documents or techniques are useful to communicate with and engage stakeholders regarding what is in the LCAP and the Dashboard?

Logos, Ethos, & Pathos

B. Methods of understanding how to make communication tools, documents, and techniques more useful

- Logos (Logic)
- Ethos (Credibility)
- Pathos (Values)

Communication Tools

C. Team Activity

- **What** is the key message being delivered?
- **Who** is your target audience?
- **How** are you going to deliver the message? What tools will you use?
- **What** ethos, pathos, or logos techniques will be employed?



Closing

» What is one thing that you will be taking back to your LEA to try?

Your Voice Matters!



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