**Template: Stakeholder Engagement: A Simple Assessment**

Complete this form for each major group. **Stakeholder Group:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| What kinds of communications tools can be used to help inform stakeholders about the issue? These are mostly one-way forms of communications such as websites, brochures, informational meetings, press releases, etc. | What communications can help stakeholders gain a deeper understanding of the issues and engage in two-way communication with district leaders? How have you learned about the communications preferences or concerns of this group about the issue? How have you tailored messages to the specific needs of the group?  | In what ways have you sought stakeholder input on important decisions, before the decisions were made? How have you allowed stakeholders to hear different viewpoints and generate common ground solutions for action? Examples include advisory groups, community conversations, school board meetings, etc. | How have you assessed the effectiveness of your communications efforts? How have you demonstrated to stakeholders that their participation was valued and that you honored their views?  |

National Connection: A partnership service of your state school boards association and NSBA.