



## PUBLIC ENGAGEMENT & MASTERY-BASED LEARNING: KEY POINTS TO CONSIDER

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**Teachers** need to understand the changes and be able to communicate well about the changes.

*Teachers are the leading communicators with students and parents. If they don't understand the change or don't agree, this will quickly become a point of concern with parents. Further, simply getting a majority of teachers on board may not be enough if this majority doesn't include the group of teachers who are most influential.*

**Parents** and the community must feel that they have had input into the changes.

*Feeling involved is more important than actual involvement—and this reality goes both ways for parents. Deep involvement that doesn't make people feel involved is less valuable than cursory involvement that feels significant.*

Effective use of the **media** is vital.

*This has become much more difficult as newsrooms have shifted to part time or contracted employees. It has created, however, a significant need to "news". Schools and districts can fill this need with their own good news to build up credibility for the inevitable problems.*

**Board members** need to be supported to lead.

*Board members have been elected to lead and guide the district. Most acknowledge that they are not aware of the various nuances of instruction, but they can't appear uninformed.*

**Simplify** what you are doing by using graphics and compelling stories.

*Learning is complicated but talking about it must be simplified. Compelling stories are one of the more effective ways to do this.*

**What** is on the table for engagement? (and what is not)?

*As leaders in a district, you don't get to choose not to engage with the public, but you do get a significant say in the topics of engagement, when the engagement will take place, and how the engagement will take place—but only if you are out in front of the community process.*

Be clear about the role and content of **student** engagement.

*Ironically, students can be the most impacted group—but are only there for a limited time. Further, their ideas are clearly bound by their experience. Even so, they are the best judges of the impact of any changes being undertaken and the best judges of the strengths and weaknesses of the current system.*

**Timeline** is important to clarify both for the engagement as well as the implementation plan.

*Implementation needs to be slow enough to build support but fast enough to stay ahead of concerns.*