

Equitable community engagement that holds space in a variety of ways at a variety of times is crucial to the Portrait of a Graduate.

## Communication: Getting Community Partners to the Table

Select the communication strategies that you will use to get diverse community partners to your event(s).

Strategy	Pros Who will this reach?	Cons Who will this NOT reach?
Email	<ul style="list-style-type: none"> <li>• <i>easy</i></li> <li>• <i>efficient</i></li> <li>• <i>reaches large groups</i></li> <li>• <i>potentially reaches everyone the school/district has email addresses for</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>not everyone checks email</i></li> <li>• <i>can end up in spam folders</i></li> <li>• <i>inboxes are full, emails get ignored</i></li> <li>• <i>People not on community/school listservs</i></li> </ul>
Text		
1:1 phone calls		
Phone alerts		
Postal mailing		
Social Media postings (i.e. Twitter, Instagram, Facebook, TikTok etc.)		
Community forum post		
Website (i.e. school sites, community calendars)		
Online newsletter		
Announcements during events (sports, etc.)		
Getting on the agenda of an existing community meetings (i.e. Rotary, Chamber of Commerce)		
Connecting with community leaders, cultural brokers, and trusted partners in the community		
Postings at community spaces (library, farmers market, places of worship, etc.)		