Questions for Planning an Outreach System for the Data-Informed Plan

Creating a focus group

1. What parental involvement activities, personnel, and/or services are already in place at our school and district?

    - How can we tap into these existing structures to recruit focus group members?
    - How can our outreach system connect with, utilize, or build upon these existing structures?

2. What student populations do we need to include as we recruit focus group members?

    - How will we include the unique needs and perspectives of these students and their families in our outreach system?

3. What community stakeholder connections already exist within our school that we could tap into for the focus group?

4. What other community stakeholders will we want to include in this process?

Designing an outreach system

1. What information about the data-informed plan do we need to communicate?
    - Which programs do we discuss? What do we communicate about them?
    - Which services do we discuss? What do we communicate about them?
    - What kinds of progress toward goals do we communicate?
    - Which successes toward goals do we communicate?

2. How will we communicate this information to stakeholders?
    - What method will we use—electronic, printed, or face-to-face?
    - Which languages will be needed to reach all stakeholders?
    - How can we make sure information is meaningful to non-educator audiences?

3. When will outreach take place?
    - When will initial information about the data-informed plan for improving literacy instruction and its goals be communicated?

4. When will updates using various methods occur?

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