

**Eden Prairie School Board
Community Linkage
Committee Work Plan**

Date Last Updated: 1/28/2021

Audience	Audience Type	Direction (Inbound/Outbound)	Prioritization	Linkage Purpose/Goals	Linkage Method(s)	Last Linkage Date	Channel	Person Responsible	Target Date	Status	Notes:
Description of group, demographics, etc.	Owner, moral owner, etc.			Desired outcomes from linkage	Meeting, website, email, survey, focus group, expert informant, etc.			Committee member responsible for coordination			
Listen & Learn Sessions	Owner	Inbound		Input for policy measurement metrics for ENDS	In person listening sessions with regular cadence	1/30/2021		CJ & Kim	Late Spring (April/May)		Full board involvement
Community	Owner	Outbound		Communication Simplicity of SB KPIs (ENDs)	Performance Dashboard	1/30/2021		CJ and ?	October ENDS metric Policy interpretation- is that the right timing? Need to confirm with Adam.		
Community	Owner	Inbound		Increase participation / satisfaction with public comment section of Board meetings.	Measure: # participants and ask about satisfaction.	1/30/2021		CJ/Kim	TBD		
Community	Owner	Outbound		Increase community understanding of SB roles/responsibility. Target messages to appropriate leadership.	Improve forum questions, communication on structure, pros/cons	1/30/2021		Kim/DD	TBD		Leverage existing documentation. Work with LOWV and Rotary to reinforce policy model
Community	Owner	Outbound		Drive enrollment goals	How can the SB improve enrollment goals through actions/words/speeches?	1/30/2021		TBD	October ENDS metric Policy interpretation- is that the right timing? Need to confirm with Adam.		Where do we draw the line (or set policies)- EL or ENDS with management?
Community	Owner	Outbound		Improve linkage and message through related organizations (FEPS, PTOs, etc.)		1/30/2021		DD and ?	FEPS gala? If so need to get moving on that. That might be too aggressive.		
Board	Us	Outbound		Determine most effective way to summarize important events discussed in workshops.	Policy Governance	1/30/2021		DD	2/8/2021		Provide update with board, provide full recommendation 2/22/2021 (or when DD returns)
Schools/Board	Us	Inbound		Assign/align SB members with schools in district to build relationships and drive inbound input.	Relationships	1/30/2021		DD & Kim	Either 5/2021 or 9/2021.		We probably did this in the past.

Kim

What do we need to know?

What improvements do we need to make

Foundation of routine cadence

Mechanism to communication

DD

More community info

8200 unique parents, 40k people contribute/ ROI

Open line

FEPS/PTOs linkage to fundraising

Aware of calendaring

Assigned to schools