Eden Prairie School Board Community Linkage Committee Work Plan & Ideas

Date Last Updated: 2/17/2021

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	1	Input for policy measurement metrics for ENDs	In person listening sessions with regular cadence	2/17/2021		CJ & Kim	Late Spring (April/May)		Full board involvement
Community	Owner	Outbound	1	Communication Simplicity of SB KPIs (ENDs)	Performance Dashboard	2/17/2021		Full committee?	October ENDs metric Policy interpretation- is that the right timing? Need to confirm with Adam.		Partner with Josh and EP MarCom leader to find common ground.
Community	Owner	Inbound	Align with agenda ideas and move to Board development	Increase participation / satisfaction with public comment section of Board meetings.	Measure: # participants and ask about satisfaction.	2/17/2021		CJ/Kim	TBD		
Community	Owner	Outbound	1	Increase community understanding of SB roles/responsibility. Target messages to appropriate leadership.	Improve forum questions, communication on structure, pros/cons	2/17/2021		Kim/DD	TBD		Leverage existing documentation. Work with LOWV and Rotary to reinforce policy model. Can we get "talking points" from district on critical messaging.
Community	Owner	Outbound	3	Drive enrollment goals	How can the SB improve enrollment goals through actions/words/speeches?	2/17/2021		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?
Board	Us	Outbound	Done	Determine most effective way to summarize important events discussed in workshops.	Policy Governance	2/17/2021		DD	2/8/2021		Provide update with board, provide full recommendation 2/22/2021 (or when DD returns)
Schools/Board	Us	Inbound	2	Assign/align SB members with schools, PTOs and community organizations in district to build relationships and drive inbound input.	Relationships	2/17/2021		DD & Kim	Either 5/2021 or 9/2021. FEPS gala? If so need to get moving on that. That might be too aggressive.		We probably did this in the past.

COMMUNITY LINKAGE COMMITTEE WORK PLAN (Details)

Improve Communcation and Transparency with EP Community	Ownership	Purpose	Actions	CLC Owner	Timing
Listen and Learn- Large Format	CJ & Kim	To receive in bound information from community independent of EP Administration. Opportunity to communicate with community about vision, actions, and execution	Location	Kim	Mid/Late May- Staring Lake/need iln door option (warming room?) Late August- Riley Lake September- Round Lake October- Staring Lake November- CMS PAC January- EPHS PAC
		Type	Mixers	Dashboards	
		Initial steps	Communicate to community plan	Kim	March- May
		Who	3 Board members in attendance (create doodle)	Kim/DD	March- May
		How	SB Overview & Small breakout sessions (create questions to get people talking)	CJ	April- Staring Lake
		Needs	District talking points from MarCom	CJ	June
Listen and Learn- Small Format	CJ & Kim	Small groups to hear unique community issues that could be better expressed in small focused group sessions.	Define board work/identify gaps	All board members	
		Type	Focused small group discussion	Identifying who to target/leverage district- CJ	February April June December
		Who	CLC- 2 board members		
		How	Lervage SB member connections	Communication plan- CJ	
		Location	Wherever possible	Formatted questions- CJ	
		Needs	Identify community leaders to coordinate	All board members- provide leaders/names to CJ	
District Dashboard	CJ & Kim	Improve communication of District performance and SB ENDs through consistent dashboard.	Partner with Administration	CJ- Kick off conversation	March April
		Type	Define key metrics/aligned with ENDs- Timing	Kim- ENDs tie out/monitoring/testing	May
		Who	Define key metrics/aligned with Admin	CJ & Kim	June
		How	Define format- Timing/context "Metric of the month"	CJ & Kim	June July
			Comparison (EP, History, MN, Local competitors/lake)	CJ- Kick off conversation	August
			Linkage to board work/meeting discussion	DD & Adam	
		Cost	Is this a School Board priority/cost	TBD	
		Location	Identify communication channels	CJ & Kim	September
		Needs	Print/roll out in October ENDs measurements	CLC	October
Improve SB Communication with Community partners	Kim & DD	Strengthen ties with community organizations and educational infrastructure.	Identify: FEPs, PTOs, LOWV, Rotary, Interfaith, others?	Board	March April
		Type	Join meetings/presentations/update	DD- has a list to share and build on	As possible
		Who	Assign each board member to groups/schools	DD- Create Doodle to assign SB contact laision	April
		Leverage	Use info developed by past CLC to provide options/data/presentaitons	DD	April May
		How	Build relationships and look for opportunities to share EP Schools vision/Plan	All board members	
			Opportunity to highlight Board Governance/SB Talking points	TBD- maybe link with board development?	
		Needs	District talking points from MarCom	DD- "Top 5" of the month heads up to Josh	June
Workshop Transparency	DD	Ensure public can follow key policy considerations moving across SB Meetings and workshops	Update job description Clerk	DD- Coordinate with Policy	March
			Partner with Policy Committee		March
			Define role, how Admin clerk supports		April
			Clerk sets definition of summary	DD- Execute	March
			Board will approve first workshop sumary with SB meeting minutes	DD- Implement	April May