CCSSO Stakeholder Engagement Resources

The following is a summary of some of the tools and resources CCSSO has provided in support of states developing effective stakeholder engagement routines and policies. All resources are available at https://ccsso.org/resource-library/ *under "Educator and Stakeholder Engagement".*

- **Let's Get This Conversation Started:** A comprehensive stakeholder engagement guide for state education agencies with support from more than a dozen partner organizations.
  Direct link: https://ccsso.org/resource-library/lets-get-conversation-started

- **Let's Keep This Conversation Going:** a complementary stakeholder engagement tool aligned with the original guide that shares best practices and state examples for how states can engage stakeholders throughout the transition to ESSA: from planning and development to implementation. This tool includes specific call-outs to strategies that will be helpful in reaching traditionally underserved communities. We incorporated feedback from National Urban League, NCLR and NCLD.
  Direct link: https://ccsso.org/resource-library/lets-keep-conversation-going

- **Let's Continue The Conversation:** the third stakeholder engagement tool in a series that supports states to engage stakeholders as they transition to implementing ESSA. The guide focuses on state examples and best practices and incorporates feedback from key partner organizations.
  Direct link: https://ccsso.org/resource-library/lets-continue-conversation

- **ESSA One-Pager:** CCSSO has created a customizable one-pager that states can use to help better explain ESSA to the public. You can access the customizable word document below. It provides an overview of the new law, a timeline and the opportunity for you to add your logo and more details about the next steps your state is taking.
  Direct link:
  https://www.dropbox.com/s/qt8nuipkcyagddy/ESSA%20Overview%20customizable.docx?dl=0

- **Parent engagement materials:** CCSSO partnered with the National PTA and Learning Heroes to create resources focused on helping SEAs better engage parents in meaningful discussions around ESSA. The resources include 1) Parent Engagement Guidelines for SEAs that shares strategies and best practices for how you can engage parents, and 2) a Discussion Framework offers sample questions and language facilitators can use during a face-to-face meeting or focus group with parents. The framework is meant to be customized by each state. We also incorporated feedback from National Urban League, NCLR and NCLD.
  Direct link to: Parent Engagement Guidelines for SEAs
  https://ccsso.org/resource-library/guidelines-seas-engaging-parents
  Direct link to: Discussion Framework
  https://ccsso.org/resource-library/framework-meaningful-parent-engagement-under-essa

- **Meeting in a Box Toolkit:** This toolkit will include all the tools states need to plan and run effective in-person meetings that will lead to meaningful feedback. Access the toolkit here:
  https://ccsso.org/resource-library/essa-stakeholder-engagement-meeting-box-cover-page-guidance

- **Digital Resources Toolkit:** This toolkit provides best practices and guidance on language to use on your website and sample social media content. Access the toolkit here: https://ccsso.org/resource-library/communicating-every-student-succeeds-act-digital-communications-toolkit

- **Promotional Materials Toolkit:** This toolkit provides templates for flyers, e-blasts and other ways to communicate about stakeholder engagement activities in your state. Access the toolkit here: https://ccsso.org/resource-library/communicating-every-student-succeeds-act-promotional-toolkit

- **Incorporating Feedback Tool:** This tool will help states learn best practices for incorporating feedback from multiple sources into a draft plan and communicating it back to stakeholders throughout the process.
  Direct link: https://ccsso.org/resource-library/making-sense-it-all-how-incorporate-stakeholder-feedback-your-states-essa-plan

- **ESSA Communications Rollout Guide:** CCSSO and Education First have created guidance to SEA communications directors on ways to effectively communicate the rollout of a state's ESSA plan with stakeholders, the media and the broader public.
  Direct link: https://ccsso.org/resource-library/essa-plan-rollout-taking-right-approach-your-state

- **Transparency in Stakeholder Engagement Tool:** CCSSO worked with stakeholder groups at the national level to create Transparency in Stakeholder Engagement: A Tool to Help Demonstrate How Stakeholders Informed the State ESSA Plan. This tool focuses on how states can describe stakeholder engagement activities and how stakeholders influenced key decisions in the submitted state ESSA plan.
  Direct link: https://ccsso.org/resource-library/transparency-stakeholder-engagement

- **LEA Stakeholder Engagement Guides:** CCSSO worked with Partners for Each and Every Child to create a two-part stakeholder engagement handbook specific to local schools and districts as well as how states can support local districts in engaging stakeholders around ESSA. The handbook was released in two parts. The first part of the Meaningful Local Engagement Under ESSA: A Handbook for LEA and School Leaders (Issue 1) was released in July 2017 and focuses on more general best practices and structures for engaging stakeholders. The Meaningful Engagement Under ESSA: A Handbook for Local Leaders on School Improvement (Issue 2) offers local leaders more detail about different school improvement strategies, as well as assessing need and aligning resources with chosen priorities — and how to do so in collaboration with community stakeholders.
  Direct link #1: partnersforeachandeverychild.org/lea-and-sl-handbook-1/
  Direct link #2: partnersforeachandeverychild.org/project/handbook2_engagementforlocalleaders/

- **ESSA Implementation Timeline:** this provides a timeline of key state and local actions and planning processes in these initial years of implementing new accountability, reporting, and school improvement systems, from the 2017-18 school year through 2020-21 and beyond. It also documents application and funding timelines for federal programs under ESSA, as well as opportunities and expectations for continuous improvement over time. The timeline highlights both the commonalities across states in actions and timing under the law, but also the variation in timing as SEAs and LEAs implement the law within their unique contexts (indicated through visual "windows" of time).
  Direct link: https://ccsso.org/resource-library/essa-implementation-timeline

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