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Tuesday, March 19 – Friday, March 22, 2019 ♦ Kansas City Marriott Downtown ♦ Kansas City, MO

Engaging Key Stakeholders with Effective Communication Strategies

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Session Objectives

- Understand how communication styles and practices impact our ability to make strategic decisions.
- Examine effective communication approaches with internal and external stakeholders to build and enhance partnerships.
- Identify an action step to use in your CCDF program.





Check-in

At your table, introduce yourself and answer the following question:

What do I hope to get from this session on communication strategies and engaging stakeholders?

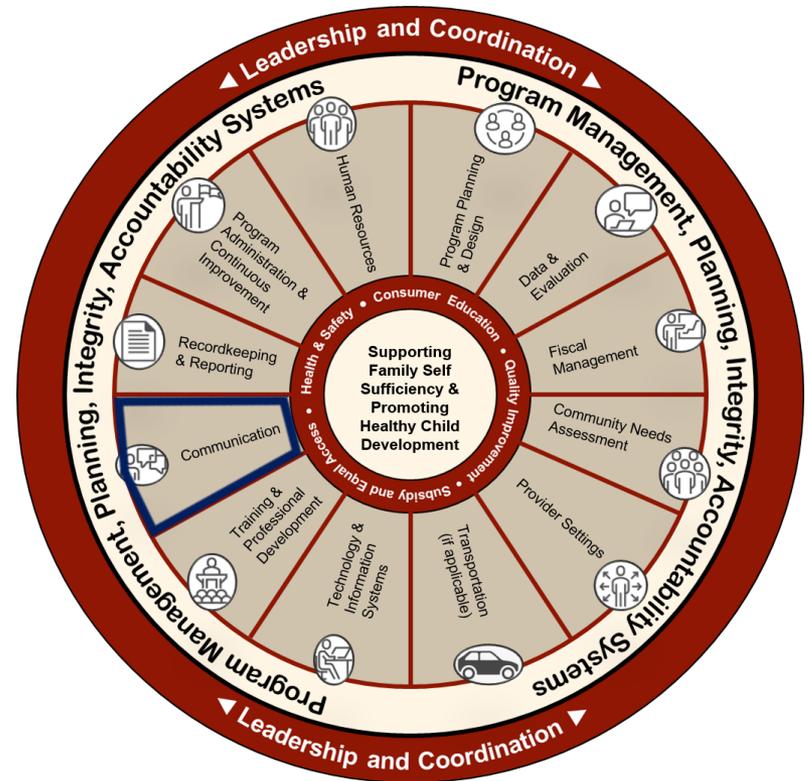
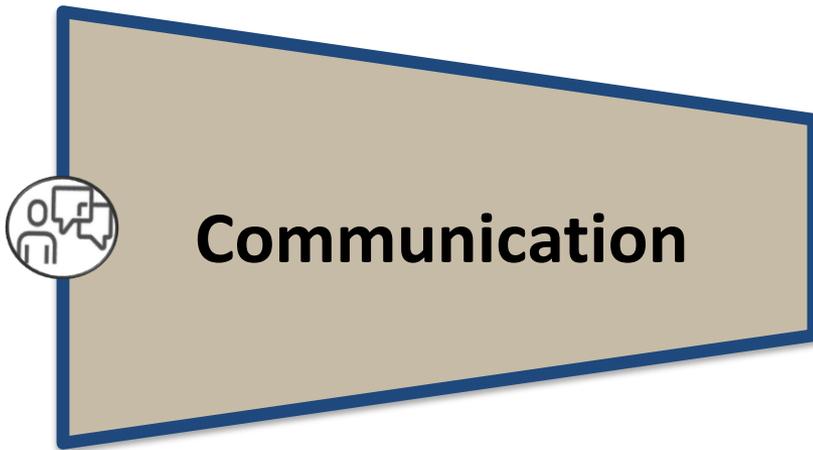


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Tribal Child Care Management Systems Framework



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Let's Brainstorm

Communication is ...

Engaging stakeholders is like ...



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Communication Styles

- Review purpose and directions
- Individually complete the inventory
- Tally individual responses
- Review your communication style description





Collaboration Continuum

| ◆ Cooperation | ◆ Coordination | ◆ Collaboration |
|---|---|--|
| <ul style="list-style-type: none"> ▪ Shorter-term, informal relations ▪ No clearly defined mission, structure, or planning <p>Each organization shares little, retains authority, keeps resources separate, risks nothing</p> | <ul style="list-style-type: none"> ▪ Formal relationships ▪ Understood mission ▪ Coordinated effort ▪ Longer-term, specific interaction ▪ Planning and division of roles ▪ Open communication channels between organizations ▪ Risk increases ▪ Power can be an issue <p>Resources and rewards are shared</p> | <ul style="list-style-type: none"> ▪ Durable relationships ▪ A new, committed structure ▪ Full commitment ▪ Common mission ▪ Comprehensive planning ▪ Well-defined communication ▪ New structure determines authority ▪ Risk is much greater ▪ Partners contribute resources and reputation ▪ Power can be unequal <p>Resources, results, and rewards are shared</p> |
| ◆ Lower Intensity | | ◆ Higher Intensity |

Source: These materials were originally developed by the Quality in Linking Together (QUILT) Project, through a partnership with the Community Development Institute, the Education Development Center, and the National Child Care Information Center. QUILT was funded by the U.S. Department of Health and Human Services, Administration for Children and Families. © 2002, Education Development Center, Inc.



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Communication

- Benefits of communicating and engaging with stakeholders
- Communication plans
- Key considerations for meeting planning



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Meeting Planning: Key Considerations

Moving from talk to action

- Meeting design, location, and notification
- Agenda development
- Evaluation
- Meeting follow-up





Strategic Relationships

- Invest time.
- Know the work and deepen understanding of the early childhood and afterschool landscape.
- Assess and develop personal and professional skills to maximize success.
- Support a culture of cooperation and collaboration.
- Build and sustain trust.
- Study what contributes to a successful collaboration, and apply this knowledge.
- Facilitate a level of understanding about change management.
- Use strategic relationships to overcome barriers.





Small-Group Discussion

1. How do our communication practices enable us to make the strategic decisions that will move our programs forward during and beyond the CCDF final rule implementation process?
2. How do we ensure that members of the tribal nation government or consortium leadership are knowledgeable about the CCDF program, specifically regarding their roles and responsibilities?
 - What communications, messages, or materials have we provided?
 - How recent and current has our communication been with tribal government or consortium leadership?
 - Do we need to provide an update, and how frequently are we or should we provide information updates?
3. How does communication between the tribal nation government or consortium leadership and key CCDF administrative staff take place in support of program decisionmaking regarding implementation of the new CCDF final rule?





Small-Group Discussion

4. What skills and training do we need to foster effective communication in the CCDF program, with others within tribal government or within the consortium?
 - What is effective communication?
 - How are we doing in our communication within the CCDF program and within the tribe or consortium?
 - How can we support our staff in being effective communicators about the CCDF program and services?
 - How can we engage staff and families in CCDF Plan development?
5. Does our program communicate effectively with internal and external stakeholders?
 - How do we do this?
 - What's working?
 - What might we improve?





Let's Discuss

- Share a key highlight from your table discussion
- What is a key learning or idea from your discussion that you will take with you?



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Action Plan Takeaways



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Taking the Training Home

- What is one key takeaway you have from this session?
- How do you plan to put that takeaway into action once you're home?
- What technical assistance might you need to support you in implementing your takeaway?





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Thank You



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