

New Paradigm for Community Engagement

Old	Where is your local on the path toward improved community engagement?					New
Reach out to the community groups if and when we need them	1	2	3	4	5	Reach out regularly, because they are equal stakeholders in improving our schools and communities
Collaboration is short-term and issue-based	1	2	3	4	5	Collaboration is based on long-term relationships
Wait for them	1	2	3	4	5	Go to them
Tell them about our issues and concerns	1	2	3	4	5	Listen to their issues and concerns
Focus on contract and funding issues	1	2	3	4	5	Focus on improving our schools and communities, <i>as well as</i> the contract and funding
We are the experts, and we develop proposals for change on our own	1	2	3	4	5	“They” are experts too, so we develop proposals for change with our community partners
We hold power in the District/State	1	2	3	4	5	We can help communities and parents build <i>their</i> power
Work with existing relationships	1	2	3	4	5	Go beyond the “usual suspects”
Community engagement is an add-on to the union’s work	1	2	3	4	5	Community engage <i>is</i> the union’s work!
We maintain the current level of relationship with the community	1	2	3	4	5	We take risks to deepen our relationships with the community