

New Paradigm for Community Engagement

Old	New
Reach out to community groups if and when we need them	Reach out regularly, because they are equal stakeholders in improving our schools and communities
Collaboration is short-term and issue-based	Collaboration is based on long-term relationships
Wait for them	Go to them
Tell them about our issues and concerns	Listen to their issues and concerns
Focus on contract and funding issues	Focus on improving our schools and communities, <i>as well as</i> the contract and funding

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We are the experts, and we develop proposals for change on our own	“They” are experts too, so we develop proposals for change <i>with</i> our community partners
We hold power in the District/State	We can help communities and parents build <i>their</i> power
Work with existing relationships	Go beyond the “usual suspects”
Community engagement as an add-on to the union’s work	Community engagement <u>is</u> the union’s work!
We maintain the current level of relationship with the community	We take risks to deepen our relationships with the community