2021

COMMUNITY ENGAGEMENT FRAMEWORK

School District 6 Rocky Mountain is located on the traditional unceded shared territory of the Ktunaxa and Secwépemc peoples and the chosen home of the Métis.

Rocky Mountain
School District #6

COMMUNITY ENGAGEMENT FRAMEWORK

School District 6 Rocky Mountain is committed to gathering perspectives from the community that will contribute to sound, intentional, informed decision-making that positively impacts students.

FOUNDATION FOR ENGAGEMENT PRACTICES

Based on the International Association for Public Participation (IAP2), School District 6 Rocky Mountain utilizes the engagement spectrum designed to assist with planning the engagement process. The spectrum has a flexible range of approaches and tools to assist in the development of effective engagement activities.

ENGAGEMENT

SUCCESSFUL

Engaging the community is an opportunity for innovative, creative, and collaborative problem solving that involves identified community members to provide advice on education decisions in the best interest of students.

Engaging the community helps build relationships among participants and builds community confidence in the education decisions being made.

PURPOSEFUL

Each engagement activity is unique and requires thoughtful and intentional planning. The plan identifies why the engagement is important and will outline the cycle of engagement for participants this includes identifying the participants involved in the engagement activity and the anticipated outcomes and outputs for the engagement activity.

ROLE OF THE FRAMEWORK

The framework is intended to provide School District 6 Rocky Mountain with a common protocol and process for effectively engaging the community.

BENEFITS OF ENGAGEMENT

Commitment of School District 6 Rocky Mountain to engage the community in a variety of ways to seek input that will inform education decision-making.

Community contributions provide collective wisdom and a variety of perspectives

Community participants broaden their understanding of education issues by listening to the perspectives of others and feel valued for their contributions.

OUTCOMES OF THOUGHTFUL ENGAGEMENT APPROACHES

1. Community members know what to expect, how to participate and how their involvement will contribute to the decision.

2. Community members gain confidence and trust that their advice is being considered in the decision making.

3. The Board of Education and staff of School District 6 Rocky Mountain have strong relationships with the community.

4. Engagement practices are purposeful, consistent, and of high quality.

STANDARDS OF PRACTICE

Standards of practice outline the expectations for a common process for engaging community partners. Including an effective community involvement process and assurances that decisions are well informed and student focused.

IDENTIFYING PARTICIPANTS

It is important to do a stakeholder analysis as part of any engagement activity to consider the anticipated level of impact the decision will have on stakeholders, and how much the decisions and related issues matter to them. Stakeholders can be a person, group, or organization that has interest or concern that are classified into groups based on their level of interest and influence.

PRIMARY STAKEHOLDERS are those who are directly benefiting from or affected by a decision or its implementation.

SECONDARY STAKEHOLDERS are people or groups that are indirectly affected either positively or negatively, by the decision or its implementation.

TERTIARY STAKEHOLDERS are those who are not directly or indirectly affected by a decision or its implementation, but are interested in or have the ability to influence the decision in some way.

When planning engagement activities, stakeholders are strategically selected for their ability to contribute in meaningful ways. Selection of stakeholders will depend on the purpose of the engagement and the wider policy and project objectives.

GETTING STARTED

Information generated from the following six steps will help to ensure purposeful planning towards a successful engagement and will help to determine the depth and breadth of the engagement required. It is equally important to determine whether the engagement is necessary.

1 **BUILD THE PLAN**
- Articulate the outcomes of the plan
- Articulate the outcomes of your engagement
- Identify the participants
- Determine the level of engagement based on the spectrum

2 **TELL THE STORY**
- Create the background content to inform the participants prior to the engagement.
- Clearly explain "Why" the engagement is required and the decision that needs to be made.
- Identify the stakeholders that will participate.
- Determine the technique that will be used to engage participants.
- Plan your questions to solicit the kind of responses you require.

3 **PROMOTE THE ENGAGEMENT**
- Raise awareness about your engagement activities.
- Invite participants.

4 **ENGAGE**
- Conduct your engagement

5 **ANALYZE**
- Analyze the data collected.
- Prepare a report for the decision maker.
- Plan a report back strategy, what was heard, what decision was made and how the input influenced the decision.

6 **EVALUATE**
- The engagement planning process.
- The engagement activity
- The extent to which you met your identified outcomes

EVALUATION

Community engagement has to be embedded in the culture of all decision-making functions of the school district if we are to be successful at meeting our outcomes.

Community members know what to expect, how to participate, and how their involvement will contribute to the decision.

Community members gain confidence and trust that their advice is being considered in decision making.

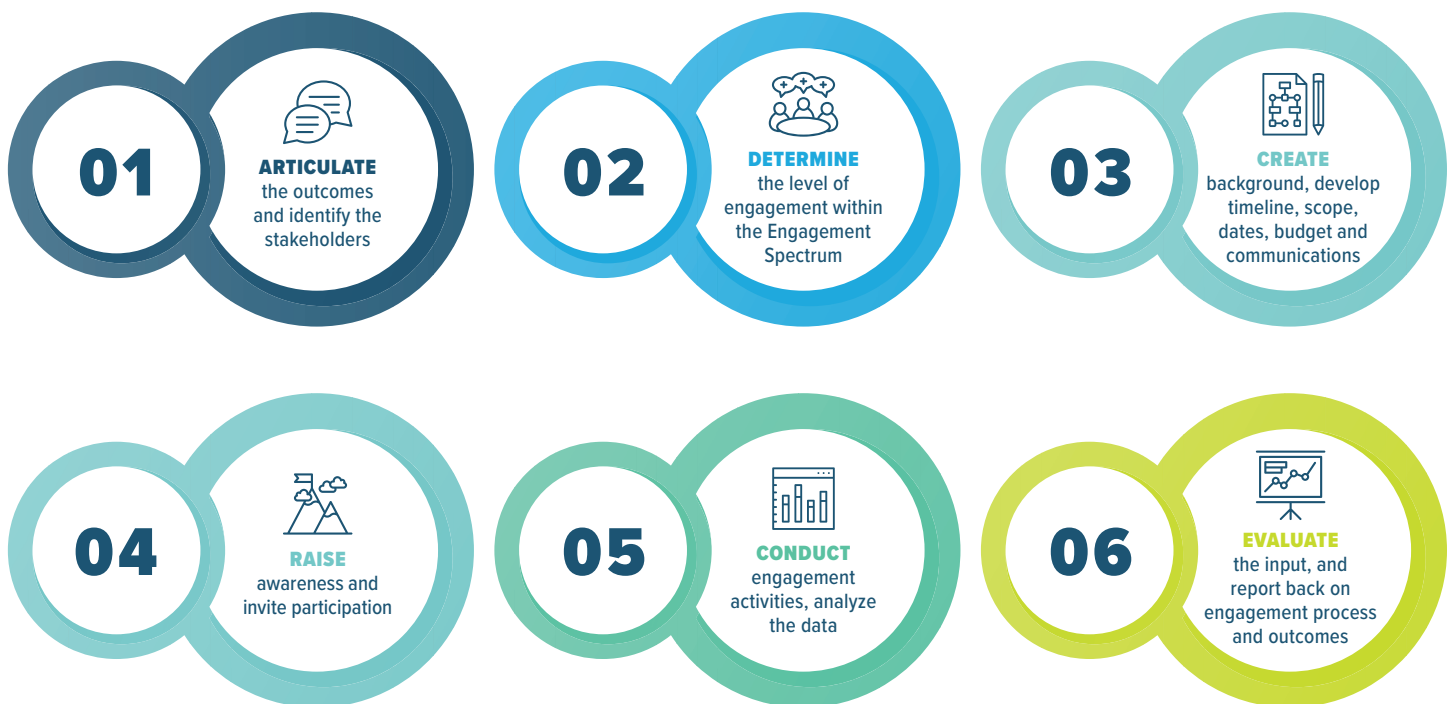Engagement practices are purposeful, consistent, and high quality.

District staff have strong relationships with the community.

This framework provides a common foundation and pathway for planning effective engagement activities that will provide decision makers with valued input for making decisions in the best interest of all students.

ENGAGEMENT PLANNING STEPS

This process is designed to develop a common process and consistent approach to engagement.

01 **ARTICULATE** the outcomes and identify the stakeholders

02 **DETERMINE** the level of engagement within the Engagement Spectrum

03 **CREATE** background, develop timeline, scope, dates, budget and communications

04 **RAISE** awareness and invite participation

05 **CONDUCT** engagement activities, analyze the data

06 **EVALUATE** the input, and report back on engagement process and outcomes

ENGAGEMENT PROCEDURES

School District 6 Rocky Mountain recognizes the shared responsibility of supporting students in achieving their potential. The District is committed to ongoing communication, participation and engagement with the education community to ensure that education decisions are considerate of multiple perspectives and are made in the best interest of all students.

1 The engagement spectrum will be used to ensure engagement processes align with the scope, complexity and outcome of the decision to be made.

2 The purpose and outcome of the engagement will be identified at the beginning of the process

3 Participants will know what will be in included in the engagement and what will not and they will know what decision is to be made.

4 Timing, location, and format will reflect the needs of the participants ensuring that engagement activities are inclusive.

THE ENGAGEMENT SPECTRUM

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision-making in the hands of the public
PUBLIC PARTICIPATION GOAL	We keep you informed	We will keep you informed, listen to acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how the public input influenced the decision	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible	We will implement what you decide
EXAMPLE TECHNIQUES	•Fact Sheets •Websites •Open Houses	•Public Comment •Focus Groups •Surveys •Public Meetings	•Workshops •Deliberative Polling	•Citizen advisory committees •Consensus-building •Participatory decision-making	•Citizen Juries •Ballots •Delegated Decision