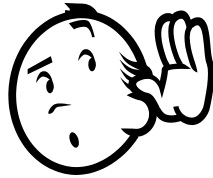


Listening Campaign

A strategy for engaging stakeholders

You might organize a Listening Campaign when...

You might organize a listening campaign when you are planning to undertake a major school initiative, such as restructuring into grade-level houses. By sharing information with your school community and incorporating their feedback into your plan, you build trust with the community and thereby increase the chances of success by connecting the plan to what people really need and want.



Description

A listening campaign is a strategy that engages the entire community in the strategic visioning and planning of a major school or district initiative. A listening campaign involves iterative cycles of sharing information; data collection; revision and reporting back to the community. It typically relies upon a range of more targeted tools such as interviews and focus groups. A form of community organizing, with supportive leaders and good management, a listening campaign can deliver a high quality plan and public support for the initiative.

Although more costly and challenging to manage than other engagement strategies, a listening campaign has the potential for high impact.

- Due to the iterative nature of the work involved, there are multiple opportunities to receive feedback and revise plans based on real-time, relevant data.
- This work builds ownership of the final plan which encourages greater investment of diverse stakeholder groups in the implementation of the initiative.

The “How To” of a Listening Campaign

- Identify a major school initiative that requires thoughtful planning and community support.
 - A listening campaign will occur infrequently, but once in motion will require much work communicating with a broad group of stakeholders.
- Outline a clear set of questions/content/messages and be ready to analyze the data you receive.
 - Utilize [focus groups and interviews](#) as means of communication and gathering feedback.
 - Determine how you will analyze feedback and identify themes to be incorporated into your plan.
- Work through volunteer organizations and individuals.
 - This will ensure the authentic involvement of diverse groups of stakeholders.
 - It will also make the campaign more cost-effective for your school.
- Be prepared to incorporate feedback into your plan.
 - The point here is to listen and *hear* what stakeholders have to say about the content/questions you've presented.
 - Once you've listened, revised your plan, and listened again, you should be ready to implement a plan with the community support you need to be successful.