



Stakeholder Participation - AR 2.3

Purpose

City Schools of Decatur is dedicated to developing and maintaining an environment that encourages all internal and external stakeholders to participate in helping the system carry out our mission to work with and inspire students to grow and develop their ability to learn, think, and inquire through meaningful, motivating, and rewarding learning experiences supported by highly qualified, caring adults in a safe, supportive, and inviting environment. To accomplish this goal, school and district administrators shall work in consultation with the Director of Community and Government Relations and use best practices and tools to encourage maximum appropriate stakeholder engagement; develop positive relationships; and promote open, honest, and timely communication.

Definitions

Stakeholder Management Plan - a description for how stakeholders will be engaged

Communication Management Plan - a description for how to communicate with stakeholders

Project Manager - the person who has overall responsibility for the success or failure of the project and who ensures that all the work gets done and that others are appropriately involved

Process

Communication and stakeholder management plans are essential to effectively communicate and engage with stakeholders. City Schools of Decatur uses vetted best practices from national organizations such as the National School Public Relations Association (NSPRA) and the International Association for Public Participation (IAP2). Below is a sample decision-making matrix from IAP2 defining the levels of stakeholder engagement. A model, like the IAP2 sample, shall be used by all project managers to determine the level of engagement/participation desired.



City Schools of Decatur Administrative Regulation

IAP2 Federation has developed The Spectrum of Public Participation to help groups define the public's role in any public engagement process. The IAP2 Federation Spectrum is quickly becoming an international standard.

	inform	consult	involve	collaborate	empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision	To work directly with the public throughout the process to ensure that public issues and concerns 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.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct 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 Tools	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decisions

Once a project manager has selected the level of engagement, project managers should draft a stakeholder management plan and communication management plan. The level of detail in each plan will depend on the project and level of engagement desired. The Director of Community and Government Relations will provide plan templates for project managers. It is the responsibility of the project manager, supported by the Director of Community and Government Relations, to carry out the tasks in the stakeholder and communication management plans and to update those plans as needed as the project progresses. School-based project managers will be supported by the Director of Community and Government Relations and the designated staff member responsible for communications in the communication service level agreement.

Questions about this regulation should be directed to the Director of Community and Government Relations.



City Schools of Decatur Administrative Regulation

Related Board Policy: 2.3

Public Review and Feedback: 11/14/18 - 12/14/18

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