

# ENGAGEMENT FRAMEWORK

Modified from Alberta Education Framework for Strategic Engagement 2015

GRANDE YELLOWHEAD PUBLIC SCHOOL DIVISION IS COMMITTED TO GATHERING PERSPECTIVES FROM THE COMMUNITY THAT WILL CONTRIBUTE TO SOUND, INTENTIONAL INFORMED SUSTAINABLE DECISION MAKING THAT IMPACT OUR STUDENTS.



# FOUNDATION FOR ENGAGEMENT PRACTICES

BASED ON THE INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION (IAP2), GRANDE YELLOWHEAD PUBLIC SCHOOL DIVISION 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.

## 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.

## ENGAGEMENT

## 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 including identifying the participants involved and the anticipated outcomes and outputs for the engagement activity.



# ROLE OF THE FRAMEWORK

THE FRAMEWORK IS INTENDED TO PROVIDE GRANDE YELLOWHEAD PUBLIC SCHOOL DIVISION STAFF WITH A COMMON PROTOCOL AND PROCESS FOR EFFECTIVE ENGAGEMENT.

## BENEFITS OF ENGAGEMENT

Commitment of the GYPSD to involve the community in a variety of ways to inform of education decision making

Community contributions provide collective wisdom and a more holistic picture by providing a variety of perspectives.

Community participants broaden their understanding by listening to the perspectives of others and feel valued for their contributions recognizing that their voices have been heard.

## OUTCOMES THROUGH THOUGHTFUL ENGAGEMENT APPROACHES

01

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

02

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

03

Grande Yellowhead staff have strong relationships with the community.

04

Engagement practices are purposeful, consistent and of high quality.

# STANDARDS OF PRACTICE

STANDARDS OF PRACTICE OUTLINE THE EXPECTATIONS FOR HIGH QUALITY THOUGHTFUL AND COMMON PROCESSES FOR WORKING WITH COMMUNITY INCLUDING AN EFFECTIVE COMMUNITY INVOLVEMENT PROCESS, ASSURANCES THAT DECISIONS ARE WELL INFORMED REGARDING THE EDUCATION OF OUR STUDENTS.

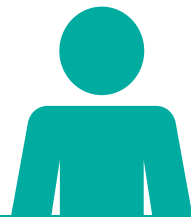
## IDENTIFYING PARTICIPANTS

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

or key 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. GYPSD engages community participants based on their level of influence and the issue being addressed.

# 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.

DETERMINE IF  
THE COMMUNITY  
ENGAGEMENT  
WILL:

## 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

## 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 need to participate as not all stakeholders need to be actively engaged in all activities. Informing stakeholders is an important element of every engagement activity.
- Determine the technique that will be used to engage participants (survey, online, focused conversation etc.)
- Plan your questions to solicit the kind of responses you require

## PROMOTE THE ENGAGEMENT

- Raise awareness about your engagement activities
- Invite participants

## ENGAGE

- Conduct your engagement

## ANALYZE

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

## EVALUATE

- The engagement planning process
- The engagement activity
- The extent to which you met your identified outcomes

# EVALUATION OF THE FRAMEWORK

Community engagement has to be embedded in the culture of core functions of the school division 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 of high quality

Grande Yellowhead 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 Grande Yellowhead students.



# ENGAGEMENT PROCEDURE

GRANDE YELLOWHEAD RECOGNIZES THE SHARED RESPONSIBILITY OF SUPPORTING STUDENTS IN ACHIEVING THEIR POTENTIAL. THE DIVISION 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.





# PROCEDURES

01

The Engagement Spectrum will be used to ensure engagement processes align with the scope, complexity and outcomes of the decision being made.

02

The purpose and outcomes of the engagement will be identified at the beginning of the process.

03

Participants will know what is included in the discussion and what is not, and what decisions will be made or have been made, and who will make the final decision.

04

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

## DEFINITIONS

**STRATEGIC ENGAGEMENT:** The term used to cover the continuum of purposes or phases for engaging stakeholders in education decisions. The continuum includes sharing information, consultation to test ideas and collaborating to build solutions and active participation to inform decision-making.

It is not intended for day-to-day, operational discussions with stakeholders but for complex or controversial engagement, where purposeful planning and deliberate forethought are required.

**STAKEHOLDERS:** 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 or key 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 a 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 decisions in some way.

**ACCESSIBLE INVOLVEMENT:**

- Information is readily available so stakeholders can participate in an informed discussion.
- Information is accessible:
  - Provided in the simplest form possible—in plain language or understandable graphic formats.
  - Translation or interpretation services are provided when necessary.
- Locations are considerate of geographical unique communities.



# ENGAGEMENT SPECTRUM

