

# Communication Plan Worksheet

## Audiences, Methods, Messages and Evaluation



### I. Audience Identification

| Identify Your Primary Audience   | Why Is this Your Audience?   |
|--|--|
| 1. General public: parents, teachers, administrators, students, interest groups (LDA, P&A, SAI, etc.), IHEs. | a. Good dispute resolution improves educational results, conserves scarce educational resources, and builds and maintains essential relationships.                                 |
| 2. AEA/LEA staff, including but not limited to Resolution facilitators.                                      | a. Good dispute resolution improves the ability of AEAs and LEAs to efficiently and effectively serve students and their families.   |
| 3. DE staff  | a. DE staff members who are knowledgeable about dispute resolution processes and skills provide effective and efficient leadership, technical assistance, and general supervision. |
| 4. Mediators and ALJs  | a. Mediators and ALJs implement the core functions of the state's dispute resolution systems.  |

| Identify Your Secondary and Tertiary Audience(s) | Why is this Your Secondary and Tertiary Audience?                                       |
|--|---|
| 5. National Organizations (e.g., CADRE, NCOSEA)  | a. Other states can learn from Iowa's experience, and Iowa can learn from other states. |

### II. Communication Methods

| Identify Your Audience(s)                                 | Identify Your Communication Methods   |
|---|---|
| 1. General public   | <ul style="list-style-type: none"> <li>a. website</li> <li>b. mailings (packets, letters, brochures)</li> <li>c. personal communications</li> <li>d. presentations, including the Special Education Law Conference</li> </ul>   |
| 2. DE, AEA & LEA staff, including resolution facilitators | <ul style="list-style-type: none"> <li>a. meetings with AEA directors, UEN, etc.</li> <li>b. website, including School Leader Update</li> <li>c. personal communication</li> <li>d. mailings (packets, brochures, letters to the field)</li> <li>e. conferences, trainings, etc.</li> </ul> |
| 3. Mediators and ALJs                                     | <ul style="list-style-type: none"> <li>a. quarterly inservices</li> <li>b. personal communications</li> <li>c. other training (conference calls, expert trainers, etc.)</li> </ul>  |

### III. Key Messages

| Identify Your Audience(s)   | Identify Your Key Messages  |
|-----------------------------|---|
| 1. General Public           | <ul style="list-style-type: none"><li>a. Dispute resolution improves education.</li><li>b. The earlier, the better.</li><li>c. Dispute resolution saves time, money, and human resources.</li><li>d. Know all your options.</li></ul>   |
| 2. Education professionals. | <ul style="list-style-type: none"><li>a. Dispute resolution improves outcomes. There's a direct link between dispute resolution and every SPP indicator.</li><li>b. Inform your colleagues of dispute resolution options.</li><li>c. Take professional and personal responsibility for improving dispute resolution in your organization.</li><li>d. The earlier, the better.</li></ul> |
| 3. DE staff                 | <ul style="list-style-type: none"><li>a. Include dispute resolution as part of your leadership, technical assistance, and general supervision.</li><li>b. Dispute resolution improves outcomes, saves resources.</li><li>c. The earlier, the better.</li><li>d. Know dispute resolution options and techniques, and be able to explain them.</li></ul>                                  |
| 4. Mediators and ALJs       | <ul style="list-style-type: none"><li>a. Their work is crucial to improving education.</li><li>b. We want them to continue to continuously improve their skills.</li></ul>  |

### IV. Evaluating Results

| Identify Your Audience(s) | How Your Results will be Evaluated   |
|---------------------------|--|
| 1. All audiences          | <ul style="list-style-type: none"><li>a. Decreased # of dispute resolution requests filed with the DE.</li><li>b. Increased proportion of disputes resolved without a due process hearing.</li><li>c. Improved educational outcomes.</li><li>d. Qualitative measures, such as success stories.</li></ul> |