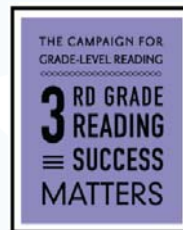


# The Campaign for Grade Level Reading

## Constituency Building: *Teachers and Principals*

October 24, 2012



## Opening Remarks

# The Campaign for Grade-Level Reading

3<sup>RD</sup> GRADE READING SUCCESS MATTERS



## Today's Agenda

What	Who	When
Opening Remarks	The Campaign for Grade Level Reading	1:00 – 1:10
Constituency Building: Power, Interest & Support	Community Wealth Ventures	1:10 – 1:30
Peer Learning: Local Site Discussion	Wake County (NC) Public School System Salt Lake City School District	1:30-1:50
Q&A	All participants	1:50-2:00
Tools for Action / Next Steps	Community Wealth Ventures	2:00

## Who Is Community Wealth Ventures?

**Community Wealth Ventures (CWV)** is a management consulting firm...

that **emboldens and equips** leaderships teams...

to **innovate, grow and sustain** impact.



## Objectives

### ■ Objective of First Three Webinars:

- Network members will gain an understanding of:
  1. The importance of constituency-building
  2. How to assess the power and interest of constituents
  3. How to identify assets that may be useful in engaging constituents
  4. How to craft a value proposition for engaging with constituents
  5. How peer sites have effectively engaged with various constituents

## Objectives

### ■ Today's Objectives:

1. Discuss how to assess the level of power, interest, and support of constituents
2. Peer site presentation and discussion about how to effectively engage teachers and principals
3. Share tool for action

## Constituency Building Webinar Schedule

### Session #1

- Teachers and Principals

Today

### Session #2

- Business community

November 28

### Session #3

- Faith-based and service organizations

December 19

## Quick Poll: Who is on the line?

- Which region are you calling in from?
  - Northeast
  - Midwest
  - West
  - South
- Which best describes you?
  - Nonprofit organization
  - School/school district
  - Government agency/Mayor's office
  - Funder
  - Other

## Quick Poll: Who is currently engaging/partnering with teachers/principals?



- Are you currently working with **teachers** and **principals** to advance your campaign efforts?
  1. Yes, we already have relationships with this constituency
  2. We are in the process of developing relationships with this constituency
  3. We are not developing relationships now, but plan to develop them in the future
  4. No, we do not plan to develop relationships with this constituency

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## Why is constituency-building important in a community campaign?



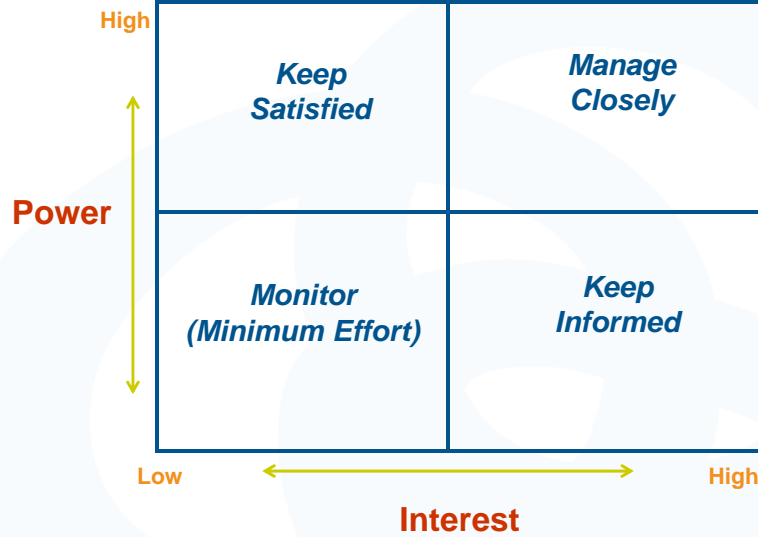
*“If you want to go fast, go alone. If you want to go far, go together.” – African proverb*

- The breadth and depth of the social problem makes it important to **“open your circle”**.
- Who has a role to play in solving this social problem?

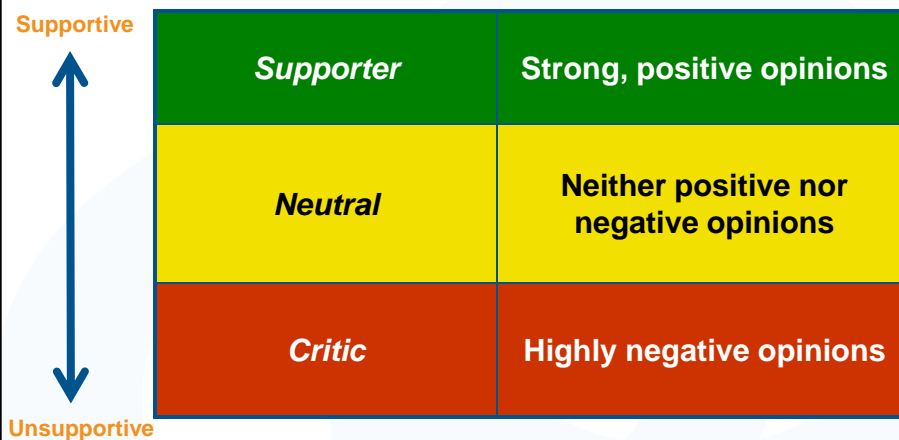


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## Where do I begin in building relationships with important constituencies?



## Consider Also the Constituency's Level of Support



## Quick Poll: What level of power, interest, and support do teachers/principals have?

- What level of power and interest do teachers and principals currently have in your campaign?
  1. High power, high interest
  2. High power, low interest
  3. Low power, high interest
  4. Low power, low interest
  
- What level of support do teachers and principals currently provide towards your campaign?
  1. Supportive
  2. Neutral
  3. Critical

## What if you have...

### Power, but no interest?

- Keep satisfied
- Consider ways to increase interest

### Interest, but no power?

- Keep informed
- Consider ways to involve in efforts
- Monitor for power increases

### Power and interest, but no support?

- Manage closely
- Consider ways to win favor
- Influence first

*As power and interest increases = manage more closely*

## Let's Take an Example



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## Introduction of Peer Site Presenters

**Sherri Miller**

**Senior Administrator, K-12 Special Education  
Literacy Department, Curriculum & Instruction  
Wake County (NC) Public School Systems**

**Cynthia Talbot-Holz**

**District Community Learning Center Coordinator  
Salt Lake City School District**

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## Peer Site Discussion

1. Why is it important to the campaign to build relationships with teachers and principals?
2. How has the school community led or been engaged with the campaign in your community?
3. What best practices or lessons can you share for others looking to engage this constituency?

## Q & A

***What questions do you have for today's presenters?***

***What strategies have you used in your community for engaging teachers and principals?***

## Tool for Action

### ■ Power, Interest, and Support Matrix Worksheet

- Using this worksheet, determine the level of power and interest in your campaign among the following:
  - Teachers and principals
  - Business community
  - Faith-based organizations
  - Service organizations
- Secondly, reflect on the level of support of each constituency (supporter, neutral, or critic)
- Reflect on the strategies shared today for how you may approach each constituency

## Upcoming

### ■ Second Webinar: November 28<sup>th</sup> at 1:00PM (ET)

- **Focus:** Constituency building with the business community

### ■ Third Webinar: December 19<sup>th</sup> at 3:00PM (ET)

- **Focus:** Constituency building with faith-based and service organizations

## For Further Information

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