The ABC’s of Effective Community Partnerships
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“America was built on the promise that every family should have an opportunity for success.”

https://communityactionpartnership.com/about-us/
Our mission is to accelerate language development in children birth to three, in order to improve their cognitive, social, and emotional health and to close opportunity gaps.
40+ LENA Communities
Share Your Expertise!

http://backchannelchat.com/Backchannel/2x2lx
Successful Partnerships
The ABC’s of Effective Community Partnerships

• Alignment
• Buy-in
• Commitment
Alignment

The “Pitch” – Gaining Interest
Alignment

Mission and outcomes
Alignment

Offer Multiple Ways to Engage

• Implementation
• Funding
• Advocacy
• Marketing
• Resource sharing
• ….and what about the “watchers?”
Alignment

Think out of the Box!
Buy-In

Defined Roles
Buy-In

Communication Plan
Buy-In

The messenger matters!
Commitment
Commitment

• Make it “easy”
• Clear action items
• Accountability
• Flexibility
What’s Your Partnership Superpower?
## Community Mapping Activity:

<table>
<thead>
<tr>
<th>Entity name</th>
<th>What are they currently doing?</th>
<th>What is their motivation?</th>
<th>What special assets/abilities do they have?</th>
<th>How could they be engaged?</th>
</tr>
</thead>
<tbody>
<tr>
<td>School District</td>
<td>Providing education from PreK-12(^{th}) grade; parenting education</td>
<td>School readiness</td>
<td>Relationships with families; trusted community organization; facilities; staff</td>
<td>Implementation site; teachers may be able to serve as coordinators; recruiting families</td>
</tr>
<tr>
<td>Local Government Services</td>
<td>Overseeing a wide variety of services to ensure a strong, healthy, secure community</td>
<td>Building a stronger community; economic vitality</td>
<td>Able to bring together multiple partners; seek or supply grants/funding</td>
<td>Funding; recruiting implementation sites; creating community awareness of talk gap</td>
</tr>
</tbody>
</table>
Independent Activity:

• Jot your partnership name or goal at the top.
• Take 5 minutes to think about a potential or existing partnership you are involved in.
• Fill out as much information as you can.
• Be prepared to share.
Partner Activity:

• Trade handouts with someone else at your table.
• Provide a brief description of your potential partnership.
• Share your perspectives –
  • Is there something they haven’t thought of yet that you could share?
  • Is there something they’ve thought of that could apply to your partnership?
Table Share:

• Share at your table – listen for any “big ideas” or “A-ha’s!” you hadn’t thought of.
• Share any specific partnership challenges or “super powers” you have.
• Choose a few of your table’s big ideas to add to the backchannel. Be sure to “like” any that you agree with or have in common!
Active Ingredients of a Successful Partnership

1. Clarity – Mission, Outcomes, Actions, Results
2. Relationships
3. Maintained Engagement
4. Reflection and Refining
5. Flexibility
6. Transparency (Results)
7. Synergy
Partnership Pitfalls

1. Unclear mission/outcomes
2. Undefined roles
3. Poor communication
4. Over/under-commitment
5. Recognition
Takeaways: 5-3-1 Activity
The Promise of Community Action

Community Action changes people’s lives,
embodies the spirit of hope,
improves communities,
and makes America a better place to live.

We care about the entire community,
and we are dedicated to helping people
help themselves
and each other.

From https://communityactionpartnership.com/mission-and-promise/
Questions?
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• Visit us online at www.LENA.org
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The Partnership Wants Your Feedback!

Please be sure to **complete** the evaluation for this session **online**, via the **CAPCON18 Event App**.

Thanks in Advance for your Cooperation!