



Communication Plan Matrix

October 2018

Introduction

The following Communication Plan Matrix is designed as a guide for communicating within the various stakeholder groups of the Michigan Association of Administrators of Special Education (MAASE). The plan is an outgrowth of the strategic priorities of the organization:

- Technical assistance and information
- Professional learning
- Networking among members
- A mechanism for political action
- Encouragement and support for educational innovation
- Communication and collaboration with all educators and community partners

MAASE aligns and organizes the MAASE Strategic Priorities and work to focus on the following four elements:

- High Quality Student Evaluations
- Specially Designed Instruction (SDI)
- Skilled Staff
- Program Evaluation

The goals of the Communication Plan are:

- To increase the visibility and awareness of MAASE information and activities
- To promote and sustain the positive culture within and about MAASE
- To improve the quality of communication by providing clear expectations of frequency, method, content, target audience, and responsibilities of MAASE communications
- To establish a process for feedback on quality and communication needs of MAASE

Target Audience: General Membership, Prospective Members, Public

Key Components: Events/Professional Learning – Committee and Community of Practice Updates - Resource Sharing - Awards/Achievements

Communication Tool	Frequency	Placement	Content	Responsibility/ Resources
News and Notes	1-2 times per month	Email	-Registration information -Upcoming activities and membership reminders	Executive Associate

			<ul style="list-style-type: none"> -Info from other organizations/ associations -MAASE Award nominations and winners -Board of Director elections 	
President's Corner	2-3 weeks prior to MAASE events	Website	-Goals/motivational message/ general MAASE info	President
Standing Committee and Community of Practice Reports	After each meeting	Website	<ul style="list-style-type: none"> - Meeting outcomes -Upcoming events/dates -Hot topics -Connection to the MAASE 4 Focus Areas -Status of committee functioning and committee updates -Items for Board attention 	Chairpersons Report template
MAASE Homepage	As needed	Website	<ul style="list-style-type: none"> -Organizational Information -Calendar -Membership -Activities -Awards -Job Postings -News -Upcoming Events 	Executive Associate
Wiki	Bi-monthly	MAASE Website Wiki Page	<ul style="list-style-type: none"> -Professional Learning PowerPoints and Handouts -Lobbyist Report 	Executive Associate
Twitter	As needed	Internet MAASE Account	<ul style="list-style-type: none"> -Event Updates -Resource Sharing -Developing Leaders content/ideas -Members use #MAASElearns 	President's Group
President's updates on Wednesday MAASE	Bi-monthly	General membership meeting	<ul style="list-style-type: none"> -Board updates -General Membership Information 	President
Lobbyist Updates	Bi-monthly	General membership meeting	<ul style="list-style-type: none"> -Legislative updates -Ways to be active with legislators 	Karoub representative
Board of Director Meeting Minutes	Bi-monthly	Website	<ul style="list-style-type: none"> -Meeting minutes -Topic specific information - current issues/ dates/events -MAASE priorities/focus areas 	Executive Associate
CoP ListServes	As needed	Email	<ul style="list-style-type: none"> -Committee updates -Event planning -Question/answer -Resource sharing 	Chairperson /members

Target Audience: Board of Directors/Leadership Team

Key Components: Member feedback – MDE-OSE - Committee support - Board action requests - Suggestions for improvement

Communication Tool	Frequency	Placement	Content	Responsibility/ Resources
General Membership	As needed	Communication submitted to Regional Representatives Shared with Board of Directors	Items for Board attention	General Members
Regional Representatives	As needed	Email, phone, in-person	<ul style="list-style-type: none"> -Feedback for the Board of Directors -Connections to work in the field -Request for organizational information 	Regional Representatives

Community of Practice	meeting			Report template
Ad Hoc Committees and Special Projects	As needed	Written Report In person	-Updates -Requests to the Board	Chairpersons
Appointees	Bi-monthly	Association Partnership and BoD meetings	-Updates from DAS Advisory Committee, DAS Assessing SWD, EO Foundation, MAISA EC Committee, SEAC -Position statements/White Papers -Collaborative work between associations	Appointees
Conversation with Director of MDE-OSE	At BoD meetings	In person, meeting minutes	-Work and relevant updates of MDE-OSE -Feedback from MAASE BoD	Board of Directors
Member surveys	As needed	News and Notes	-Feedback on specific items -Information on topics of interest/urgency	Board of Directors Executive Associate
Leadership meetings	Twice per year	In-person	-Strategic planning -Organizational goal development & progress monitoring -Organizational overview	Leadership team members

Target Audience: Outside Organizations/Associations/Agencies/Other Individuals

Key Components: Collaborative work - Input for the organization - Distribution of MAASE positions - Legislative action

Communication Tool	Frequency	Placement	Content	Responsibility/Resources
President outreach	As needed	Email, phone, in person	-Collaborative work -MAASE Perspective -Advocacy -Legislative position/perspective/query	MAASE President LAC Chairperson
News release	As needed	News media	-MAASE position on current events	MAASE President
Collaborator solicitation	As needed	Email, phone	-Professional learning planning -Sponsorship query -Vendor participation -Product promotion	Executive Associate Tuesday PL Chair Summer Institute Chair