



Communication Plan Matrix

June 2023

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:

- Capacity: Increase the internal capacity of MAASE through structure, process and culture in order to expand impact.
- Membership Volunteer Management: Create a visible path for all MAASE members to become connected to the organization's work.
- Association Partnership: Establish MAASE as a state-wide recognized leader and partner in Special Education.
- Professional Learning: Ensure a cohesive aligned system where all MAASE events and activities are designed to address our Guiding Principles.
- Advocacy: Build and sustain capacity to ensure maximum impact of our advocacy in the field of Special Education.

MAASE aligns and organizes the strategic priorities and work of MAASE to focus on the following guiding principles:

- Partners
- Specially Designed Instruction (SDI)
- Staff
- Systems

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	<ul style="list-style-type: none"> - Registration information - Upcoming activities and membership reminders - Website updates - Info from other organizations/ associations - MAASE Award nominations and winners - Board of Director elections 	Manager of Membership and Marketing
President's Address	News and Notes that immediately follows Board Meeting and/or event	Website- News and Notes	<ul style="list-style-type: none"> - Goals/motivational message/ general MAASE info 	President
Standing Committee and Community of Practice MAASE Leadership Required Resources	Continuous	Website	<ul style="list-style-type: none"> - Meeting outcomes/minutes - Upcoming meeting schedule - Hot topics - Connection to the MAASE Guiding Principles - Status of committee functioning and committee updates (email Board liaison directly) - Items for Board attention (email Board liaison directly) 	Chairpersons
MAASE Homepage	As needed	Website	<ul style="list-style-type: none"> - Organizational Information - Calendar - Membership - Activities - Awards - Job Postings - News - Upcoming Events 	Manager of Membership and Marketing

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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
President's updates on Wednesday MAASE	Bi-monthly	General membership meeting	- Board updates - General Membership Information	President
Lobbyist Updates	Bi-monthly in-person, written updates as needed	General membership meeting Legislative Update via Constant Contact	- Legislative updates - Ways to be active with legislators	Karoub Representative
Board of Director Meeting Minutes	Bi-monthly	Website	- Meeting minutes - Topic specific information - current issues/ dates/events - MAASE priorities/focus areas	Director of Business and Operations
CoP ListServes	As needed	Email	- 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 Source	Frequency	Placement	Content	Responsibility/ Resources
Member Feedback	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	-Feedback for the Board of Directors -Connections to work in the field -Request for organizational information	Regional Representatives
Standing Committee and Community of Practice	After each meeting	Website	Items for Board attention	Chairpersons
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
MDE-OSE	At General Membership Meetings	In person, Website	-Work and relevant updates of MDE-OSE -Feedback from MAASE BoD	Board of Directors Executive Director
Member surveys	As needed	News and Notes	-Feedback on specific items -Information on topics of interest/urgency	Board of Directors Manager of Membership and Marketing
Leadership meetings	1-2 times per year	In-person	-Strategic planning -Organizational goal development & progress monitoring -Organizational overview	Executive Director, Current MAASE President, MAASE Staff

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 Executive Director
News release	As needed	News media	-MAASE position on current events	MAASE President Executive Director
Collaborator solicitation	As needed	Email, phone	-Professional learning planning -Sponsorship query -Vendor participation -Product promotion	MAASE Staff Tuesday PL Chair Summer Institute Chair
Position/Policy Statement	As needed	Website, News and Notes, in person	Procedures Manual. Reference pg. 18	Chair of the Advocacy Committee Executive Director
Platform and Priorities Document	Annually	Website, News and Notes, in person	Legislative priorities for the year, both policy and budget.	Chair of the Advocacy Committee