

# Importance of Stakeholder Engagement through Perkins V



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# Agenda



- What does Perkins V recommend
- Value of Effective Stakeholder Engagement
- Overview of the Career Readiness Stakeholder Engagement Tool
- Steps for Effective Stakeholder Engagement
- Resources

# Perkins V

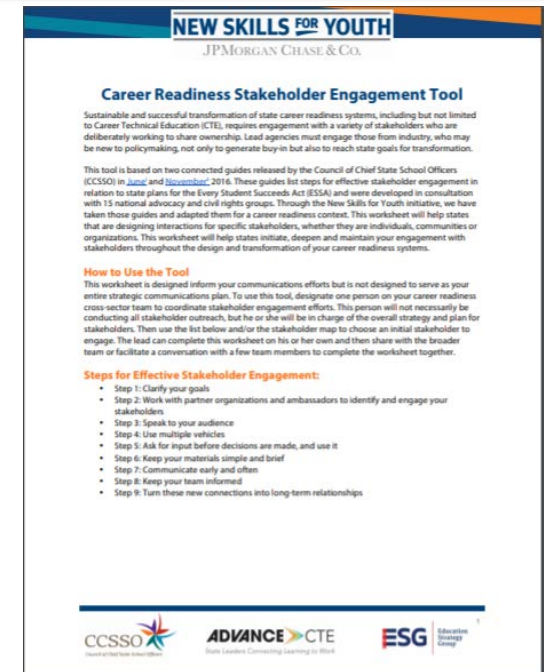
- The Strengthening Career and Technical Education for the 21st Century Act (Perkins V) provides a powerful opportunity to consult and coordinate with stakeholders throughout the state plan and local application development process and beyond.
- Importantly, meaningful engagement will not only make these plans better, but also foster partnerships and relationships that, if sustained through implementation, can make a big difference in advancing your state's vision for CTE.

# The Value of Effective Stakeholder Engagement

- Effective stakeholder engagement has a variety of benefits that can advance your vision for CTE:
  - Gather input or feedback from those impacted
  - Stronger plans that benefit from the inclusion of many perspectives
  - Build, sustain and deepen partnerships and relationships
  - A “coalition” of stakeholders that can be your allies as you continue your work

# How Can You Plan for Effective Stakeholder Engagement?

- Use the Career Readiness Stakeholder Engagement Tool to:
  - Develop plan for engaging one specific stakeholder at a time
  - Think through the goals for the engagement, the methods for engagement and how often to engage
- This tool is based off of those from the Council of Chief State School Officers, which were developed in consultation with 15 advocacy groups



Link:  
<https://careertech.org/resource/career-readiness-stakeholder-engagement-tool>

# Effective Stakeholder Engagement

- Step 1: Clarify your goals
- Step 2: Work with partner organizations and ambassadors to identify and engage your stakeholders
- Step 3: Speak to your audience
- Step 4: Use multiple vehicles
- Step 5: Ask for input before decisions are made, and use it
- Step 6: Keep your materials simple and brief
- Step 7: Communicate early and often
- Step 8: Keep your team informed
- Step 9: Turn these new connections into long-term relationships

Source: <https://careertech.org/resource/career-readiness-stakeholder-engagement-tool>

# Choose a Stakeholder



- Focus on one stakeholder at a time to be able to think strategically about each
- Some examples of stakeholders include:
  - Local workforce boards
  - Employers
  - Industry associations
  - Faculty
  - Students
  - Community Partners/Organizations
  - Civil Rights Organizations

# Step 1: Clarify your Goals



- Clarify the overall vision or goal
- Define objectives for engagement with this particular stakeholder
- Determine how to engage with this stakeholder



# Step 2: Work with Partners to Identify and Engage Your Stakeholders



- Determine who makes outreach to the stakeholder based on current relationships
- Asking partners to serve as ambassadors in your stakeholder engagement efforts can also help you re-engage with that partner
- If an ambassador or partner is making outreach, make sure they are prepared to engage with this stakeholder

# Step 3: Speak to Your Audience



- Meet your stakeholders where they are
- Share materials ahead of time
- Allow sufficient time for stakeholder to respond to requests for feedback, input, etc.

# Step 4: Use Multiple Vehicles



- Use multiple methods of communication
- Leverage existing meetings and communication methods already in use
- Think about the method of communication for the first engagement and ongoing engagement

# Step 5: Ask for Input Before Decisions Are Made and Use It



- Involve stakeholders early in your efforts to first build awareness of the issues and then solicit input
- Be clear from the start about which issues have been resolved and are no longer up for discussion and which ones need input/feedback
- Establish feedback loops

# Step 6: Keep Your Materials Simple and Brief

- Keep materials concise, easy to understand, and developed with specific audiences in mind
- Identify the information your stakeholder needs to know to be able to engage
- Make sure any career readiness or workforce development jargon is thoroughly explained

# Step 7: Communicate Early and Often

- Determine where this interaction fits in your overall timeline
- Be proactive in your communications: in a vacuum of information, others will fill the space
- Make sure it's a two-way street and stakeholders can reach you to provide information and input

# Step 8: Keep Your Team Informed



- Don't forget to communicate with your internal team
- Determine who else on your team needs to know about interactions with your identified stakeholder
- Make a plan for how and when you inform your team more broadly about interactions with this stakeholder

# Step 9: Turn New Connections into Long-term Relationships



- Determine how will you communicate the results of this stakeholder's involvement to him or her
- If you and this stakeholder are not actively working on something together, establish how often you will check in
- With some effort, this stakeholder can become a valuable partner in your long-term goals



# Resources

- [Career Readiness Stakeholder Engagement Tool](#)
- [Perkins V Tools](#)
- CCSSO Tools:
  - [Let's Get This Conversation Started](#) includes strategies, tools, examples and resources to help states engage with stakeholders to develop and implement their ESSA Plans.
  - [Let's Keep This Conversation Going](#) includes steps to ensure that stakeholders get engaged and stay engaged through the ESSA development process and beyond.

# More resources...

- REPORT: [The State of Career Technical Education: Employer Engagement in CTE](#): This report from Advance CTE examines the employer engagement landscape with a particular focus on the ways in which states can foster and sustain meaningful employer engagement to strengthen their CTE system for all students through policy and practice.

Thank  
you.

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