



THE NATIONAL CENTER ON
Program Management
and Fiscal Operations

Head Start A to Z Communication






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Nifty Notes





Key Messages

Relationship-building
is at the heart of
effective leadership







Session Outcomes

Participants will:

- Review the basic elements of communication and explore how they take shape in your program
- Recognize the central role of leaders in fostering the core values of effective communication
- Examine a process for assessing and planning for effective communication
- Understand the impact of regulations, standards, and federal and state law on your program's communication plans

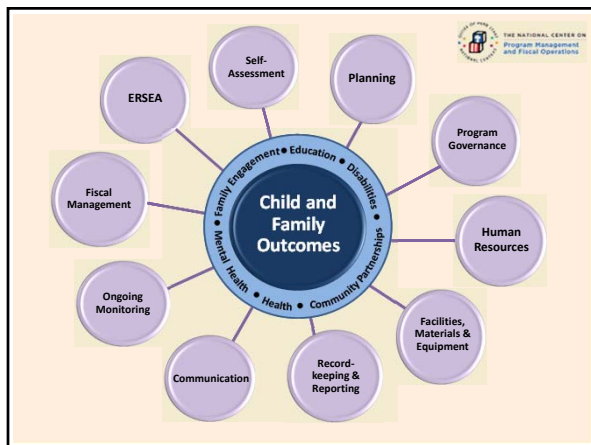


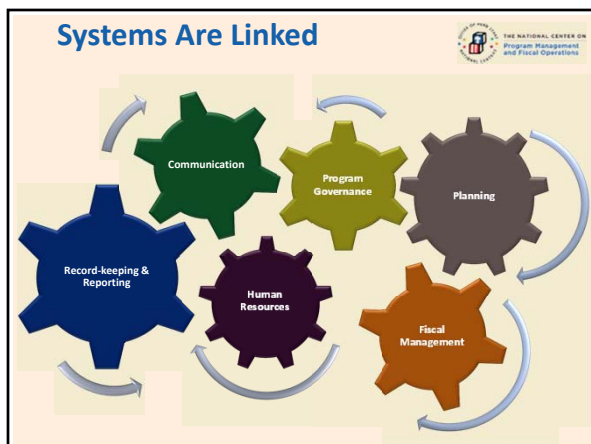
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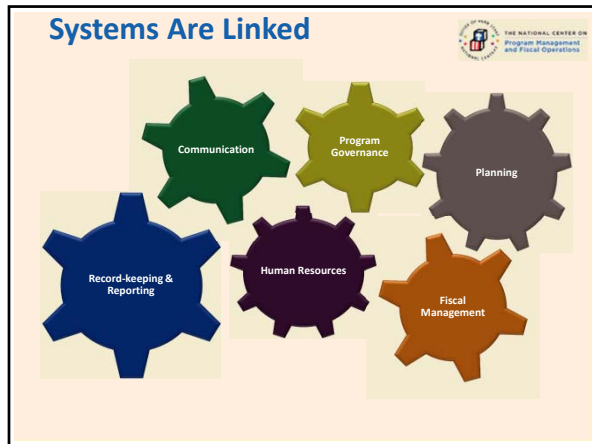


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Defining Communication

noun : the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else



<http://www.merriam-webster.com/dictionary/communication>

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Types of Communication

- Internal, External
- Written, Verbal, Visual
- Formal, Informal


The image shows a close-up of a bunch of ripe, dark purple grapes hanging from a vine. The grapes are clustered together, and the green leaves of the vine are visible in the background, providing a natural and vibrant visual element.


Sender → **Receiver**



Take a Walk in their Shoes




- Which communication strategies are being used? Are they working? Are they not working?
- How are you using previously acquired knowledge ?
- What are you feeling? At the beginning, middle, and end of the activity?




Effective Communicators

- Focus on sharing information clearly
- Provide information in a timely way
- Understand how their message may affect group cohesion and morale
- Honor responsibilities related to confidentiality and ethics
- Are responsive to cultural and language differences
- Demonstrate ability to prevent and/or resolve conflicts




Tips for Promoting Effective Program-Wide Communication

- Model strong communication skills
- Involve stakeholders in assessing the program's communication practices
- Invite stakeholders to help you develop and implement a communication plan that includes a process for conflict resolution
- Include expectations in job descriptions
- Provide staff with training, as needed
- Hold people accountable for good communication



Further Examples of “How”

- Texts
- E-Mails or E-Blasts
- Newsletters (internal and external)
- Social media, including Facebook, Twitter, etc.
- Newspaper articles or letters to the editor
- Flyers
- Videos
- Television





Communication Plans Address

- Parents
- Governing bodies and Policy Councils
- Program staff
- Delegate agencies (if applicable)
- Community partners



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Benefits of a Communication Plan

- Clarifies expectations
- Provides transparency
- Prevents possible misunderstandings and conflict
- Provides a coordinated approach to promoting the program's key messages



Communication Planning



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graph TD; A[1. Communication Audit] --> B[2. Develop or Revise your Plan]; B --> C[3. Evaluate];
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Communication Planning Activity







Laws and Regulations

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Key Starting Points

- **Specific to Head Start**
 - Performance Standard 45 CFR 1304.51 (b-f) Communications
- **Federal**
 - Equal Employment Opportunity Commission (EEOC) – anti-discrimination
 - Occupational Safety & Health Administration (OSHA) – health and safety
- **State**
 - Wage and Hour Division (WHD) – US Department of Labor – has list of state labor offices

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Extend Your Learning

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- Communication skills
 - active listening, conflict resolution
- Cultural and Linguistic Responsiveness
- Marketing
- Plain Language
- Establishing a social media policy
- Other resources

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