

Communication Audit Stakeholder Engagement Matrix

Phase	Engagement	Stakeholders											
		Internal								External			
		All Staff	Supervisors	AFSCME	MESDEA	Key Comms	Cabinet	Board	Parents	District Advisory Groups	Partners	Superintendents	
Phase 1: Needs Assessment	E-Survey*	x	x	x	x	x	x	x	x	x	x	x	x
	Focus Groups**		x	x	x	x	x	x	x	x	x		
Phase 2: Materials Review	Submit Materials	x	x	x	x	x	x	x	x				
Phase 3: Website Review	E-Survey	x	x	x	x	x	x	x	x	x	x	x	x
	Focus Groups		x	x	x	x	x	x	x	x	x	x	x
Phase 4: Report ***	Website	x	x	x	x	x	x	x	x	x	x	x	x

* A link to the e-survey will be posted this website and offered via email when the survey is open. Summary survey results will be posted when available.

**Individuals wishing to participate in an AFSCME or MESDEA focus group must contact their association President
 Individuals wishing to participate in the Supervisor or Key Communicators Focus Groups must contact their Cabinet member
 Information about Focus Group meeting dates, times, locations will be set based on participant availability, and posted when confirmed

***The Auditors report will be posted to the website when available. Estimated availability is March 2016.