



You Can't Do It Alone: A Communications and Engagement Manual for School Leaders Committed to Reform

Jean Johnson

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Experts and reformers have suggested many promising ideas for improving schools and ramping up student learning, but in too many cases, proposals for change run up against resistance, confusion, and anxiety from key stakeholders such as teachers, parents, students, and members of the broader public. To propel change—and to sustain it—school leaders need to understand what is driving these responses and develop more effective strategies for engaging these groups in the mission of reform.

You Can't Do It Alone provides school leaders with a crisp summary of opinion research among teachers, parents, and the public conducted by Public Agenda, Education Sector and other respected analysts. It offers tips on what leaders can do to more successfully engage these groups in areas such as reforming teacher evaluation, turning around low-performing schools, and building support for world-class standards. The book also introduces a theory of change and public learning developed by social scientist Daniel Yankelovich, along with some practical rules of the road for promoting the kind of dialogue that leads to consensus and action.

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