



## The Four Change Boosters of Innovation: Social Connectors

### Hopes & Dreams Follow Up

*From our I\*Express Innovation Initiative*

*Now that you have had a chance to analyze the responses from your Hopes and Dreams conversation this fall, don't forget to circle back to parents to share with them what you have learned and the direction you are heading.*

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### Suggestions for Communicating with Parents (phone call or written)

#### COMMUNICATE to Parents

- Share with the parents the themes that you heard. This can include both common themes and discontent themes from the conversations.
- Describe the progress that has been made since you last met, highlighting how the parents' input helped to shape your model's pilot learning experiences. Give concrete examples.

#### LISTEN to Parents

- Give parents the opportunity to share something of particular interest or that sounds exciting, based on what they have heard or know about the planned learning.
- Allow parents to raise any questions or concerns about pilots based on what they know or have heard.
- Ask for parents to brainstorm what they think would be the best way to share their excitement about this new model with other parents who have not yet been involved:
  - What's important to emphasize about the new model?
  - Around which aspects of the model might there be resistance?
  - What messages would peak the interest of new families or grab their attention?

#### EMPOWER Parents

- Ask participant to share with two friends/families information about the new model (to include what the model is, why the synagogue chose it and what the synagogue is hoping the model will achieve).

