The Four Change Boosters of Innovation: Communication

Engagement: Transparency in Communication

*From our I*Express Innovation Initiative*

Transparency in communication within a congregation helps to build deeper relationships and to move communities forward. It helps you to assess how well you and your team are communicating and to consider how you can be better communicators. This resource is designed to engage leadership in a deeper conversation about communication within your congregation. It provides clear, concise descriptions of best methods both for messaging out and for listening and responding to your community. Use this with partners such as your consultant, your team, or your faculty, as a guide and a check-in to see how well you are in maintaining effective transparent communication.

Explaining	Notes/Examples:
___ 1. Our synagogue leaders have clear and regular channels for sharing how decisions are made with the congregation and use those channels to share results. ___ 2. Our synagogue has multiple channels of communication that share consistent up-to-date information that reflects our community values. ___ 3. Communication clearly reflects the goals of the education process (e.g. parent involvement) as well as other specific goals you are trying to accomplish through each piece of communication.	
Updating ___ 1. Technology and processes are in place to facilitate and enhance sharing of communal experiences and collaboration across the congregation. (e.g. Facebook page, Constant Contact, weekly congregational email)	Notes/Examples:

___ 2. Our synagogue leaders and staff frequently use social technologies like blogs, Twitter, or Facebook to provide and receive regular and honest updates on what's happening in the community. (e.g. pictures, surveys) ___ 3. Our synagogue leaders and staff learn about and experiment with social technologies.	
Conversing ___ 1. Our congregants have access to synagogue staff and leaders for ongoing conversation. (e.g. up-to-date directories both online and in hard copy) ___ 2. We have established opportunities for conversation between synagogue staff, leaders and congregants. (e.g. Social Connector conversation, coffees, drop-ins) ___ 3. Our congregation has a process that allows us to hear the needs of congregants and when we have a challenging circumstance engage members in the conversation to get a better sense of how we should act or respond.	Notes/Examples:
Open Mic/Suggestion Box ___ 1. We have known face-to-face and virtual channels through which members can contribute ideas and content for congregational experiences. ___ 2. Our congregation actively cultivates and encourages members to contribute their ideas and best practices. ___ 3. Our members frequently contribute ideas and suggestions that are, in fact, adopted or adapted by the organization.	Notes/Examples:

Crowdsourcing ___ 1. We have a process for groups of people to be able to contribute ideas, innovations, and solutions in an organized way. ___ 2. We have an appetite among our leadership and membership to seek out new ideas and innovate. ___ 3. Ideas from outside the congregation are frequently considered for our congregation's activities and operations.	Notes/Examples:
Parent Communication ___ 1. Technology and processes are in place to share up-to-date information with parents about the learning and student progress. ___ 2. We have regular established opportunities for conversation between synagogue educational staff and parents. ___ 3. Our synagogue staff actively listen, both formally and informally, to parents and provide new opportunities for conversation as needed.	Notes/Examples: