



## Developing a Compelling Why

Teams will use this document to draft their Compelling Why for community collaboration.

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### Activity 1: Describing Your Community

In the table below, list words or short phrases that describe your school, district, or community. What is the essential information someone should know about where your students live and go to school.

Table 1 Describing your community

My school / district / community is:		



## Activity 2: Challenges and Needs

As you think about supporting the students in your community, what challenges do you face? What needs are currently not being met? These will exist both in and outside of school. Consider those challenges that exist for your student population as a whole as well as those that exist at the small group or individual student level.

Table 2 Challenges and Needs of Students

<b>Challenges and needs of students in our community include:</b>	

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### Activity 3: Sorting

Review your list of challenges / needs you created for Activity 2. Which of these needs can be addressed by the school / district alone? Which of these require external support to address? Sort your list above in table below.

Table 3 Sorting Activity

School / District Can Address Internally	School / District Needs External Support



### Activity 4: Benefits of Collaboration

To draft a compelling why in support of community collaboration, it must be clear what the benefits to this work would be. Consider what protentional benefits may exist with increased collaboration between the school and community partners will create for (1) the school / district, (2) students and families, and (3) community partners.

Table 3 Benefits of Collaboration

<b>Group</b>	<b>Benefits of Collaboration</b>
For the school?	



For the students / families?	
For the Community	

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**Activity 6: Compelling Why Draft**

Based on the information you have collected above, begin to draft your compelling why. Keep in mind that your compelling why should (1) be personal, (2) be relatable and accessible to its audience, (3) be concise, and (4) establish an emotional connection between your audience and your work.

Table 5 Compelling Why Draft

<b>Compelling Why Draft</b>



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