The Communication Paradox

Cooperation

- **Cooperation** is informal, with no commonly defined goals or planning effort; information is shared as needed. For example, teacher teams share topics being taught with each other so that teachers in other disciplines can reinforce concepts in their own curriculum. Each works independently, but they come together briefly for mutual benefit.

Coordination

- **Coordination** suggests a more formal working relationship and the understanding of missions. Some planning is required and more communication channels are established. For example, teacher teams create a calendar to identify due dates for tests and long term projects so that students don’t have multiple assignments due at the same time. In this situation, a closer working relationship is required.

Collaboration

- **Collaboration** is a much more prolonged and interdependent effort. It changes the way we work. It moves away from competing and toward building consensus; from working alone to including others from different fields and backgrounds; from thinking mostly about activities and programs to thinking about larger results and strategies; from focusing on short-term accomplishments to requiring long term results. Collaboration is a working relationship over a relatively long period of time. Collaboration requires shared goals, derived during the partnership. Roles are carefully defined and more comprehensive planning is required. Communication is conducted at many levels to ensure success. Leadership, resources, risk, control, and results are shared. As a result of collaboration, there is a substantial benefit. “More is accomplished jointly than could have been individually.” (Mattessich and Monsey, 1992)
The Communication Plan

How DO we communicate?

☐ With students?

☐ With teachers

☐ With & between committees?

☐ With county office?

☐ With parents?

☐ With community?

How WILL we communicate?

☐ With students?

☐ With teachers

☐ With & between committees?

☐ With county office?

☐ With parents?

☐ With community?