

Family Engagement Team: Identifying Our School's Opinion Leaders

As we look at moving ahead and spreading the word in Family Engagement one key strategy is identifying influencers or opinion leaders in your building to get the message out. There are two key qualities opinion leader possess. They are **socially connected** and **respected** among the staff. These savvy people know how to tap into this enormous source of influence in hundreds of different ways. It just takes one person to turn the tide from compliance to quality.

1. Who is on your Family Engagement Team?
(Circle your opinion leaders)



2. Who are the opinion leaders in your building but not on your Family Engagement Team?

Opinion leaders represent about 13.5 percent of the population. They are smarter than average, and tend to be open to new ideas. The rest of the population- over 85 percent -will not adopt the new practices until opinion leaders do.