

## NEEDS ASSESSMENT PLAYBOOK: ROLE DESCRIPTIONS

Identifying unconnected students is the first step in delivering remote learning to all students this fall. To help, we developed a 10-Day Action Plan that outlines the steps your school district can take to efficiently and accurately collect home digital access data.

**Before you kick-off your plan, school districts should consider creating a school district team lead and members for managing collection effort.** We've developed detailed role descriptions to help you identify a leader and recruit members to contact families.



### Outreach Manager Role Description

#### OVERVIEW

The most successful outreach efforts will have a point person in charge of recruiting staff to make calls and send texts, overseeing the preparation and management of data, and managing the team to make sure that outreach gets done.

As the manager for your school's outreach efforts, you will coordinate efforts to customize materials as needed, gather the list of families you need to contact, decide which outreach tools you'll use, and recruit and schedule staff for outreach work.

The best project managers will be able to communicate needs to the key stakeholders, have staff management experience, and be good at meeting deadlines.

#### RESPONSIBILITIES

- Gain buy-in from district leadership to execute data collection effort
- Manage a team of cross-functional contributors, including Communications, Data/Systems, and outreach staff/volunteers
- Assemble the list of families that need outreach
- Determine outreach method(s): calling, texting, emailing, surveying during registration, mail, etc.
- Recruit, train, and schedule staff to conduct outreach
- Hold staff accountable to goals and the timeline
- Manage collected data and report back to the necessary teams

#### SCHOOL DISTRICT STAFF MEMBERS WHO MIGHT BE SUITABLE FOR THIS ROLE

Technology  
Director

Instructional  
Technology Specialist

Community/Family  
Engagement Director



## Caller/Texter Role Description

### OVERVIEW

All outreach efforts will require some amount of staff resources to make calls and/or send text messages to families. The best efforts will be staffed by people who understand the importance of this outreach, are enthusiastic about speaking with families, and can commit to the time requirement. As outreach staff, you'll be responsible for figuring out what students' needs are by calling, texting, or (potentially) other outreach methods.

The best outreach staff will be comfortable communicating with school district parents, able to attend scheduled shifts and training, and familiar with spreadsheets and doing data entry.

### RESPONSIBILITIES

- Attend a one-hour training
- Commit to scheduled shifts for conducting family outreach
- Contact families through multiple rounds of calls and/or texts
- Have in-depth conversations with families about their at-home technology situation to figure out what students need to participate in online learning
- Report back to a manager on what is and isn't working about outreach

### SCHOOL DISTRICT STAFF MEMBERS WHO MIGHT BE SUITABLE FOR THIS ROLE

Teacher

Community/Family  
Engagement Specialist

Front-desk  
staff

Parent Volunteer  
group

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