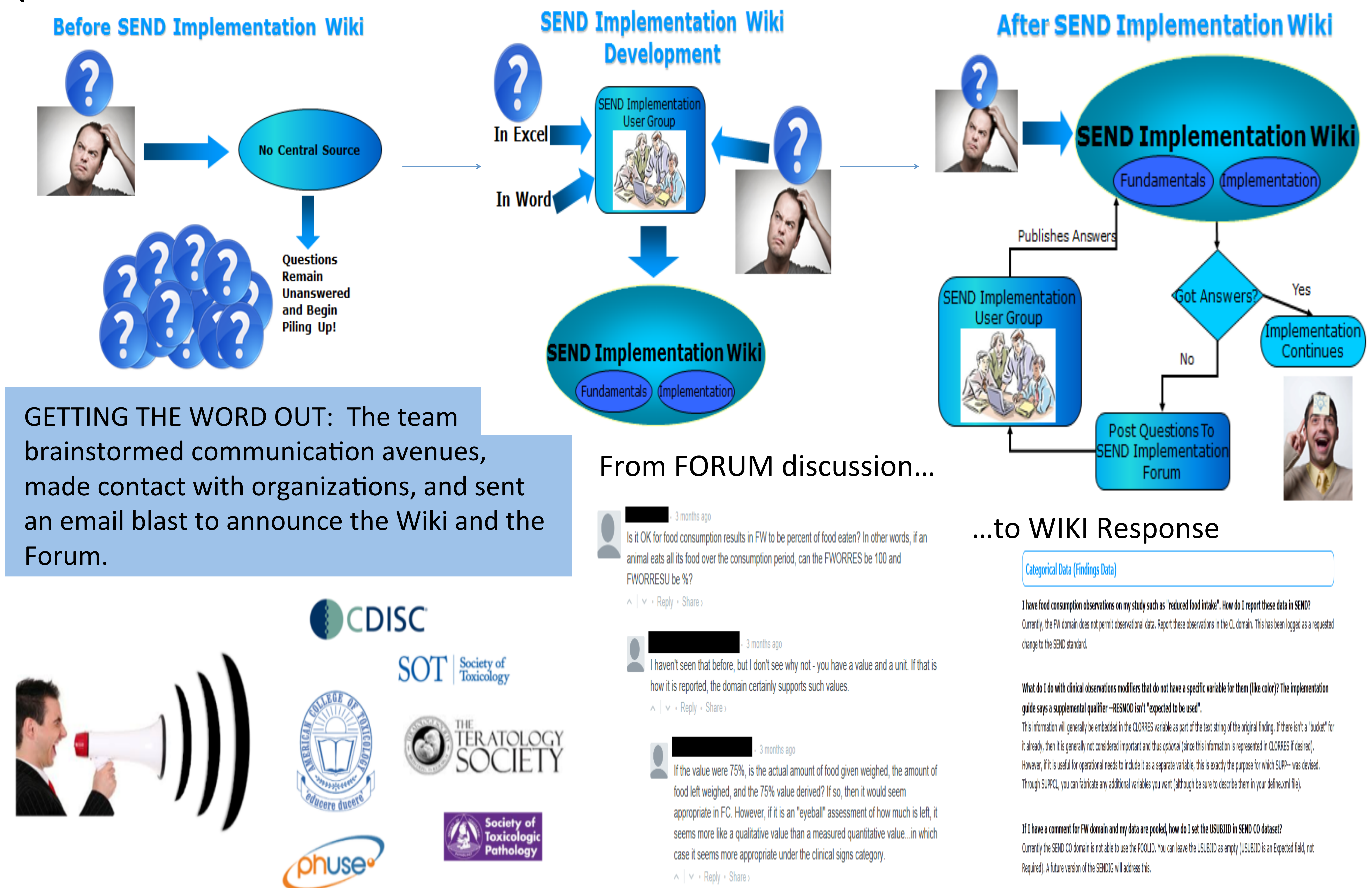


PP28: Communication: So, we have a new standard...now what?

Nonclinical SEND Implementation Working Group

Introduction: After the release of the SEND Implementation Guide version 3.0 (SEND IG), the SEND Implementation User Group quickly recognized the need for additional information. Even those who had worked on developing the SEND IG had questions or needed clarifications when starting implementation within their own organizations...what about the rest of the industry who had not been intimately involved? Questions were gathered from various sources to create an evolving knowledge-base resource for SEND implementation, and the first iteration of the SEND Implementation Wiki was launched in 2013. The SEND Implementation User Group followed with the launch of the SEND Implementation Forum in 2014, allowing members of the industry to ask questions and receive answers from experts and keep up to date. The SEND Implementation User Group team meets regularly and translates relevant Forum threads to the question/answer format in the Wiki. This poster discusses our team's approach to the development of effective communication avenues when implementing a new standard.



SUMMARY: From George Bernard Shaw: "The problem with communication is the illusion that it has occurred." Simply posting an Implementation Guide for a new standard is not enough. While webinars and presentations help, only those in attendance hear the information. When theory meets reality, it is critical to have an active mechanism for asking questions and receiving responses reasonably fast; it is important to share the questions as it is likely that someone else is also wondering, and a standard is not a standard if the response to the question depends upon whom you ask. To that end, there are plans to move some questions from Public Comment into the Forum and then on to the Wiki. This team has created and is maintaining a valuable forum for communication and collaboration evidenced by the numbers: The FAQ page on the WIKI has been accessed >14,000 times and the forum >4,000.

SEND IMPLEMENTATION TEAM: Troy Smyrniotis; Wenxian Wang; Debra Oetzman; Pamela Hills-Perry; Sarah Obbers; Bill Houser; Audrey Walker; Cheryl Sloan; Dan Potenta; Donna Danduone; Frederic Mura; Jeff Foy; Jennifer Feldmann; Jennifer Keysock; Kathleen Powers; Linda Hunt; Lou Ann Kramer; Louis Norton; Lynda Sands; Magda Bleus; Mike Wasko; Peggy Zorn; Tom Ratcliffe; Marc Ellison