

Communications and Messaging

QUESTIONS	DISTRICT RESPONSE
<p>Identify key leaders: Which individual(s) will take the lead on developing and implementing the plan? Which individual(s) will be the spokesperson(s) for results?</p>	
<p>Goals: What are the site’s goals and anticipated outcomes around conducting the assessment inventory tool? Around releasing the results?</p>	
<p>Key audiences: Who are the target audiences/groups you want to engage around your efforts to address testing in the district? Who do you need to have in your tent to make progress to change what tests are given and change the perception of testing in the district?</p>	
<p>Key messages: What are the three key messages you want to convey to all stakeholders (e.g., “we reviewed all tests given in the district, we give too many, we have a plan to improve them”) and what are the additional messages, building on your key three, that you may want to use with specific audiences?</p>	
<p>Communication channels & activities: What communications channels do you plan to use to deliver the messages (e.g., earned media, paid media, PSAs, social networks, etc.)? What other activities are worth investing in to reach key audiences (e.g., roundtables, forums, or press conferences)? What types of advocacy materials should you create (e.g., executive summary of results, fact sheets, etc.)? Where will you publicly post the results of the inventory?</p>	
<p>Timeline: What are the phases of work for the communications and messaging plan? How is the communications and messaging timeline aligned with major milestones in the process?</p>	