**Exercise 20: Develop Key Three Messages**

**Objective(s) for participants:**

Identify the key questions that need to be answered.

* Create key three messages to answer the identified key questions.

**Instructions:**

Using the list of key questions, identify those that are most important to the communications effort or those that should be emphasized to key stakeholders and circle them on the flipchart.

As a group, draft answers to each of the questions and record those as core messages on the flipchart.

Reflect on the list of core messages.

* + Are they complete?
  + Are they concise?
  + Do they provide the information stakeholders most need?
* Adjust the core messages as necessary to fit those characteristics.

**Materials needed:**

Flipchart

* Markers

**Template for Exercise 20**

|  |  |
| --- | --- |
| **Key Questions  (circle the ones to emphasize)** | **Key Messages** |
| What are we trying to accomplish for our students and the United States in science education and why? |  |
| How will we know that we have done it? What are our specific goals/targets? |  |
| What is holding us back from reaching our goals/targets? |  |
| Why and how are the NGSS essential to our success? How are they different from what we already do? How will they help us overcome the challenges we face? |  |
| Secondary Questions | Supporting Messages |
| What strategies are we undertaking to implement the NGSS? |  |
| What are the biggest changes these strategies will require in our districts, schools and classrooms? |  |