

Sample Key-Three Messages

You should be able to boil down what you want to communicate to your target audience to three central messages – the “key three.” Typically, the first message will define the issue; the second will outline the problem; and the third will explain the solution. The key three should be distributed to all internal and external team members and communicated consistently, without variation, at all times.

The discipline of repetition should be carried across all communication channels. And while you will develop sub-messages for each target audience or around common criticisms to the college- and career-ready agenda, those sub-messages will fit under the key three, and overarching key three messages should be communicated at all times by all leaders/members in all media.

SAMPLE KEY-THREE MESSAGES

- *A high school diploma is no longer enough; now, nearly every good job requires some postsecondary education and/or training – such as an associates or bachelors degree, certificate, license, or completion of an apprenticeship or significant on-the-job training.*
- *Currently, far too many students drop out or graduate from high school without the knowledge and skills required for success, closing doors and limiting their post-high school options.*
- *All students deserve a world-class education that prepares them for college, careers and life. The best way to prepare students for life after high school is to ensure they graduate with a strong foundation in the core academic areas that will leave all doors open in the future.*

SAMPLE KEY-THREE MESSAGES

- *To ensure that all students have greater opportunities and access to the careers of their choice, we need a K–12 education system that imparts the knowledge and skills most valued by employers and higher education.*
- *Today’s – and tomorrow’s – jobs value postsecondary education and training more than ever. Americans without the requisite knowledge and skills will struggle to access good jobs in the increasingly competitive global economy.*
- *Our state chose to adopt the K–12 Common Core State Standards to help ensure that all students graduate from high school with the core academic knowledge and skills necessary for success in college, careers and life, for the benefit of their futures and the future of our nation.*

SAMPLE KEY-THREE MESSAGES

- *Many existing standards and assessments put an undue burden on educators, students and the education system as a whole – and rarely provide the information needed to positively impact any of those stakeholders.*
- *In addition, state standards and assessments have historically been set too low, offering an inaccurate view of how well our students are truly achieving.*
- *The Common Core and aligned common assessments are more rigorous than what states have in place now, and will provide an honest picture of how well our students, schools and system are achieving on the most critical knowledge and skills in mathematics and English.*

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