

Communicating the Every Student Succeeds Act: Promotional Toolkit

There are many ways you can inform stakeholders about the Every Student Succeeds Act (ESSA). While your website and social media channels are excellent resources, this toolkit includes some additional promotional strategies that you can incorporate into your outreach efforts.

In this toolkit, you'll find:

- [A customizable flyer](#) to advertise stakeholder meetings
- **Two sample e-blasts**: one informational and one promotional that you can send to stakeholders or an ESSA listserv
- **A how-to guide for [radio PSAs](#)** and a sample PSA script to reach stakeholders by the airwaves

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How Do You Define Student Success?

The [STATE EDUCATION AGENCY] and [SCHOOL DISTRICT] invites you to come share your thoughts on what education should look like for our kids.

When: [DATE & TIME]
Hosted by: [PLACE]
Where: [LOCATION]

We have a responsibility to shape the future of education in [STATE]!

Learn about the Every Student Succeeds Act (ESSA) and how, together, we can improve our schools and better meet the needs of all kids.

**Communicating The Every Student Succeeds Act:
*E-Blast Informational***

Now is your chance to shape education policy in [STATE].

The Every Student Succeeds Act (ESSA) is a bipartisan education policy that guides how our state, local districts and schools work to support the needs of all of our students.

Under ESSA, our state has greater flexibility and authority in decision-making around accountability, funding, school improvement, grant-making systems and other key policy areas.

Most importantly, ESSA provides an opportunity for states to further engage stakeholder groups — including parents, educators and community members — in the planning and implementation process.

That means we need to hear from you!

[INSERT UPCOMING STAKEHOLDER OPPORTUNITIES.]

We each have a responsibility to shape the future of education in [STATE]!

Learn <<Hyperlink to website>> more about the Every Student Succeeds Act (ESSA) and how we can work together to improve our schools and better meet the needs of all of our kids.

**Communicating The Every Student Succeeds Act:
*E-Blast Invite***

**We Want to Know:
How do you Define Student Success?**

The [STATE EDUCATION AGENCY] and [SCHOOL DISTRICT] invites you to come share your thoughts on what education should look like for our kids.

When: [DATE & TIME]

Hosted by: [PLACE]

Where: [LOCATION]

We have a responsibility to shape the future of education in [STATE]!

Learn <<Hyperlink to website>> more about the Every Student Succeeds Act (ESSA) and how we can work together to improve our schools and better meet the needs of all of our kids.

Communicating The Every Student Succeeds Act:

Radio PSA

Radio PSAs: A Beginners Guide

Public Service Announcements (PSAs) are a great way to reach stakeholders in their day-to-day lives. Many people listen to the radio during their commute, at work, or while they're doing things around the house. Below are a few steps to help you place your first PSA.

- **STEP 1:** Identify target radio stations. Consider popular local stations, like morning news shows and Spanish language stations.
- **STEP 2:** Identify a contact at the station. This may be the Public Service, Community Affairs, or Public Affairs Director. For smaller stations, your contact could also be the News Director, General Manager, Advertising Director or Production Manager.
- **STEP 3:** Send a pitch email to your contact. Explain what the Every Student Succeeds Act is and why it's important that people learn more about it. Below is a template email you can customize.

[STATE] is planning for the new federal education policy, the Every Student Succeeds Act (ESSA), which replaces No Child Left Behind. For this new law to help all students, [STATE] needs to hear from parents, educators, students and community members on how we can improve our schools to better meet the needs of all kids.

To do this, we need your help —as a trusted source for local news you will be critical to informing our community about how they can be involved in this new education policy and have their voice heard.

Please see the [RADIO SCRIPT] pasted below. Would you consider running a PSA to encourage more people to share their feedback on the new education policy?

I'd be happy to talk with you more about our work to help all students in our community succeed, and look forward to hearing from you soon.

Regards,

Name

Email

Number

- **STEP 4:** Follow-up your email with a phone call. Be prepared to explain again why it's important for stakeholders to be involved in planning for the Every Student Succeeds Act (*e.g., For this new law to really work for all kids, we need to be sure that all voices are at the table.*)
 - Ask about the decision process for PSAs and if there are any specific file types the media outlet will need.

Communicating The Every Student Succeeds Act:
Radio PSA

PSA Script (30 seconds)

- Educating our children is not a spectator sport.
- The [STATE EDUCATION AGENCY] wants your input on the new Every Student Succeeds Act — a bipartisan policy that guides how our state and local districts can work together to support the needs of all of our students.
- Learn more about the Every Student Succeeds Act and how you can be involved at [INSERT SEA WEBSITE.]
- We all have a responsibility to shape the future of education in [STATE].