

## PLANNING TO COMMUNICATE ABOUT LOW-PERFORMING SCHOOLS

Use this worksheet to begin brainstorming how you will communicate about your policies and plans to turn around low-performing schools. Focus on five issues:

**Desired Actions:** What do you want to happen as a result of your communication? What do you want people to do (just become aware, vote on a policy, implement a policy, persuade others to implement, etc.)? And how will you measure success?

**Top Audiences.** Who do you most need to communicate with? Prioritize top 5.

**Messages:** For each audience, what do you want to say? Make sure to address their key hot buttons on this issue (teachers want to know that they'll get support; parents want to know what their options are, etc.).

**Messengers/Mechanisms:** What are the best ways to reach each audience?

**Timing:** When do you need to reach audience?

**Roles/Responsibilities:** Who will take the lead? Who else on the team?

**DESIRED ACTION:** \_\_\_\_\_

TOP AUDIENCES	MESSAGES	MESSENGERS/ MECHANISMS	TIMING	ROLES AND RESPONSIBILITIES
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		<b>MECHANISMS</b>		<b>RESPONSIBILITIES</b>