

## COMMUNICATIONS OPPORTUNITIES

6/12/03

These are opportunities when state and/or local leaders will be communicating with various publics about the performance of schools in their state and districts.

Key messages:

- Be prepared
- Be proactive—these are teachable moments for your reform plan
- Be consistent — parents and others will be getting lots of messages about school performance. AYP offers several such opportunities, but AYP and NCLB are far from the only game in town....or the only measuring system that counts.

Communications Opportunity	Date
State test administration	
NRT administration	
Release state test results	
Release NRT results	
Release SAT/ACT results	
Release state list of schools (low- and high-performing)	
Release AYP list of schools	
Release state NAEP scores	
Release school-specific report cards	
Letter to parents about AYP options (transfers, tutoring, be involved in school planning, etc.)	
Letter to parents about “highly qualified” qualified teachers	
Letter to parents about unsafe school options	
State-of-the-state speech	
Annual budget	
Board meetings (monthly, biweekly?)	
Invited speeches	
Back-to-school nights	
School-community events	
Parent-teacher conferences	
Award ceremonies (teachers, principals, school-community partnerships)	
Graduations	
Media-only events	