**LOCAL COMMUNICATION PLAN TEMPLATE**

<table>
<thead>
<tr>
<th>Key Message/Communication Goal</th>
<th>Communication Activity</th>
<th>Vehicle</th>
<th>Audience</th>
<th>Person Responsible</th>
<th>Timeframe/Deadline</th>
<th>DPI Created Resources</th>
</tr>
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</table>
| **Build Understanding of EE System** | Create common tools for principals to share info with teachers (adopt or adapt “EE in My District” PowerPoint) | PPT, newsletter | All staff | | Summer 2014 | *EE In my District PPT*  
*Talking Points*  
*System Purpose and Data Use Info Brief*  
*EE Purpose Video*  
*EE Summer Strategies for principals and teachers* |
| Make staff aware of DPI's EE News (website updates) and how to subscribe to e-mail updates | Email | All staff | | | Summer 2014 | *Subscribe to the website RSS feed*  
*Follow EE on Twitter and subscribe to the EE blog*  
*EE Summer Strategies for principals, teachers, and Effectiveness Coaches*  
*Training Implementation Timeline* |
| Write a series of brief articles for the local newspaper (Facebook page, television, radio, etc.) to inform public of initiative (control the message—EE purpose is to improve instruction and student outcomes, not “gotcha”). | Media – story suggestions | Parents, community, school board via the media | | | Summer 2014 and beyond | *Drop in article example*  
*Talking points*  
*EE Overview handout*  
*EE Purpose Video* |
| Create a visual that clarifies the flow of process in your district/school and distribute to all staff. | Multi-use graphic (presentations, newsletter, etc.) | All staff | | | Fall 2014 | *Communications Strategies and Pitfalls*  
*Talking Points*  
*System Purpose and Data Use Info Brief*  
*EE Purpose Video* |
| Facilitate overview sessions with all staff, district-wide or by school | In-person | All staff | | | Fall 2014 | *Communications Strategies and Pitfalls*  
*Talking Points*  
*System Purpose and Data Use Info Brief*  
*EE Purpose Video* |
| Make presentations to PTO | Speaker with ppt | PTO | | | 2014-15 | *EE In my District PPT*  
*Talking Points*  
*EE Overview Handout*  
*System Purpose and Data Use Info Brief* |
| Make presentations to School Board | Speaker with ppt | School Board | | | 2014-15 | *EE In my District PPT*  
*Talking Points*  
*System Purpose and Data Use Info Brief*  
*Local Decisions and Inclusions* |
| Make presentations to civic groups | Speaker with ppt | Rotary, etc. | | | Ongoing | *EE In my District PPT*  
*Talking Points*  
*System Purpose and Data Use Info Brief*  
*EE Purpose Video* |

*Please note: This template is for planning purposes and provides examples only. It should be adapted as district leaders and educators see fit.*
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<tr>
<th>Provide updates on EE System developments</th>
<th>Routine updates to District Staff</th>
<th>Email</th>
<th>All staff</th>
<th>Monthly or as needed</th>
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<tr>
<td>Routine updates to School Board</td>
<td>Email or presentation</td>
<td>School board</td>
<td></td>
<td>Quarterly or as needed</td>
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<td>Prepare piece(s) for district / school newsletter about EE System and updates</td>
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- Routine updates to District Staff
  - Email
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- Routine updates to School Board
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**Provide updates on EE System developments**

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<th>Develop feedback loops to answer questions and track understanding of the EE System</th>
<th>Designate an EE point person and an implementation team and make staff aware of their roles</th>
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<td>District website addition</td>
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<td>Establish a district EE question email address and the person responsible for fielding questions</td>
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- Designate an EE point person and an implementation team and make staff aware of their roles
  - Email, Presentation
  - All district staff
  - Early Fall 2014

- Develop a district-specific FAQ
  - District website addition
  - All staff
  - 2014-15

- Establish a district EE question email address and the person responsible for fielding questions
  - Email account
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  - Fall 2014

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