

Communication Roadmap

This is an abbreviated version of a communication action plan and an example of some of the things to think about when creating your plan. Other, larger, plans may have subsets of goals (objectives) and list the specific steps and activities required to reach each one, including the person responsible for that step and a due date. Note that the strategy, message, actions, and asks are aligned with the goal of getting school board endorsement, which ultimately supports the goal of sustainability. You may want to create a plan for each of your goals.

Overall Goal: Sustainability of SEL and mental health promotion programs.

Goal 1	Audience	Information about audience	Strategy	Possible Messages	Actions	Asks
Get School Board to Endorse SEL	School Board	<ul style="list-style-type: none"> Meet weekly Are influenced by public opinion, civic leaders, and county staff X sets the agenda The following have already voiced interest in SEL: Are elected; all but one works full time Top priority is to close the achievement gap Meetings are open to the public 	<ul style="list-style-type: none"> Tie message to top priority Get support of school board members who have voiced an interest in SEL Demonstrate that public opinion/civic leaders/staff support the initiative Demonstrate that it can help close achievement gap/or doesn't detract from that goal 	<ul style="list-style-type: none"> There has been positive movement in the schools for activities that support children in all areas of their lives. We think these programs are important and should be part of every child's school experience. Some of the positive outcomes we have seen are better attendance and less tardiness. In fact, at X school, with these programs in place, tardiness decreased by X. In addition, we have heard that students are happier and there have been fewer discipline problems. We know that these issues are important to the school board and would like to make members more aware of these programs. 	<ul style="list-style-type: none"> Attend meetings Meet with individual members who have already expressed interest in SEL to learn more about board and gain their support Meet with those who influence school board Have lunch with scheduler and provide with materials about our initiative. Assess strategy 	<p>1) Ask about the process and to speak at a future school board meeting</p> <p>2) Ask for thoughts on how to get SB endorsement and Ask for their support</p> <p>3) Invite them to visit a program or school</p> <p>4) Can we have a place on the following tables.</p>