

Communications Workshop Protocol

Time

40 minutes

Objective

Beginning with a source of confusion or controversy in your community, generate a few targeted communication ideas or actions that you can deploy in your district using some of the strategies shared here today. The primary goal is to begin thinking proactively and strategically about communications, and about how you can take control of the narrative in your community.

The Activity

30 seconds	Timekeeper Selection Select a volunteer to keep track of time. The timekeeper should monitor time, ensure that everyone has a chance to be heard, and remind the group when five minutes are left for the activity.
15 min.	Flashpoints + Challenges In your group, share and discuss one flashpoint or communication challenge you need to address and overcome. <u>Strive to be as specific as possible.</u> Start with a volunteer and go around the table until each person has had the opportunity to speak. Ask clarifying questions as needed and as time allows. EXAMPLES: → Confusion about proficiency-based grading and transcripts → Disinformation about the Common Core Standards → Counteracting an organized resistance group
15 min.	Messages + Actions To address your specific flashpoint or challenge, share one central message you need to communicate and one action you will take to deliver that message to your faculty or community. <u>When sharing your actions, make sure to articulate why you think it will be effective in your district or context.</u> ACTION EXAMPLES: → Pitch a series of stories on innovative teaching to the local paper → Launch a monthly email series featuring success stories → Create an “advocacy coalition” comprising influential local leaders
10 min.	Share Out Volunteers from each table will share a few of innovative strategies.