**[Name of District or Issue] Communications Plan**

**Problem/Challenge/Opportunity:**

*(Keep it at a high level, one or two sentences)*

[ABC Unified School District has created a new STEM program that will help keep advanced math and science students in our district]

**Situation Analysis:**

*(What do we know based on the research? Don’t forget to include what you know about audience information preferences)*

* [Example - According to internal tracking of trends the past five years, our enrollment is declining at an alarming rate]
* [Example – According to our last communication survey, most of our families have access to the internet and prefer to be contacted by email]

**Goals:**

*(Broad goals for overall plan – audience specific objectives come later)*

[Promote awareness of new STEM program and increase enrollment at XYZ High School]

**Audience 1** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(Repeat for each audience)*

[Example – Middle school families, local real estate agents, PTA leaders, all families, elementary teachers, board members]

**Messages:**

* [Example -Our new STEM program will prepare students for college and career paths]
* [Example – Our STEM program is open to all ABC Unified students & students in neighboring districts]
* [Example – Our STEM program will feature new hands-on labs and one-to-one technology access]

**Objective Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective)

*(Increase/Decrease/Establish Baseline/Execute/Implement + Awareness/Knowledge/Attendance/Responses/Event + by % or # on or before Date)*

[Example – Increase awareness of the STEM program by 30% based on post campaign survey on or before May 2017]

[Example – Implement new board policy to allow neighboring students to attend STEM program on or before January 2017]

[Example – Establish baseline awareness of STEM program on or before December 2016]

**Objective Actual:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective after tactics are completed and results are in)

[Example – Increased awareness of the STEM program by 30% based on post campaign survey in April 2017]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactics/Tools** | **Responsible** | **Budget** | **Deadline** | **Output** |
| [Example – Create and Send enewsletter on STEM program to elementary families | Trinette | $30 | Nov 2016 | # sent, opens, clicks |
|  |  |  |  |  |
|  |  |  |  |  |

**Objective Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective)

*(Increase/Decrease/Establish Baseline/Execute/Implement + Awareness/Knowledge/Attendance/Responses/Event + by % or # on or before Date)*

[Example – Increase awareness of the STEM program by 30% based on post campaign survey on or before May 2017]

[Example – Implement new board policy to allow neighboring students to attend STEM program on or before January 2017]

[Example – Establish baseline awareness of STEM program on or before December 2016]

**Objective Actual:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective after tactics are completed and results are in)

[Example – Increased awareness of the STEM program by 30% based on post campaign survey in April 2017]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactics/Tools** | **Responsible** | **Budget** | **Deadline** | **Output** |
| [Example – Create and Send enewsletter on STEM program to elementary families | Trinette | $30 | Nov 2016 | # sent, opens, clicks |
|  |  |  |  |  |
|  |  |  |  |  |

**Audience** 2\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(Repeat for each audience)*

[Example – Middle school families, local real estate agents, PTA leaders, all families, elementary teachers, board members]

**Messages:**

* [Example -Our new STEM program will prepare students for college and career paths]
* [Example – Our STEM program is open to all ABC Unified students & students in neighboring districts]
* [Example – Our STEM program will feature new hands-on labs and one-to-one technology access]

**Objective Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective)

*(Increase/Decrease/Establish Baseline/Execute/Implement + Awareness/Knowledge/Attendance/Responses/Event + by % or # on or before Date)*

[Example – Increase awareness of the STEM program by 30% based on post campaign survey on or before May 2017]

[Example – Implement new board policy to allow neighboring students to attend STEM program on or before January 2017]

[Example – Establish baseline awareness of STEM program on or before December 2016]

**Objective Actual:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective after tactics are completed and results are in)

[Example – Increased awareness of the STEM program by 30% based on post campaign survey in April 2017]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactics/Tools** | **Responsible** | **Budget** | **Deadline** | **Output** |
| [Example – Create and Send enewsletter on STEM program to elementary families | Trinette | $30 | Nov 2016 | # sent, opens, clicks |
|  |  |  |  |  |
|  |  |  |  |  |

**Objective Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective)

*(Increase/Decrease/Establish Baseline/Execute/Implement + Awareness/Knowledge/Attendance/Responses/Event + by % or # on or before Date)*

[Example – Increase awareness of the STEM program by 30% based on post campaign survey on or before May 2017]

[Example – Implement new board policy to allow neighboring students to attend STEM program on or before January 2017]

[Example – Establish baseline awareness of STEM program on or before December 2016]

**Objective Actual:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective after tactics are completed and results are in)

[Example – Increased awareness of the STEM program by 30% based on post campaign survey in April 2017]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactics/Tools** | **Responsible** | **Budget** | **Deadline** | **Output** |
| [Example – Create and Send enewsletter on STEM program to elementary families | Trinette | $30 | Nov 2016 | # sent, opens, clicks |
|  |  |  |  |  |
|  |  |  |  |  |

**Audience** 3\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(Repeat for each audience)*

[Example – Middle school families, local real estate agents, PTA leaders, all families, elementary teachers, board members]

**Messages:**

* [Example -Our new STEM program will prepare students for college and career paths]
* [Example – Our STEM program is open to all ABC Unified students & students in neighboring districts]
* [Example – Our STEM program will feature new hands-on labs and one-to-one technology access]

**Objective Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective)

*(Increase/Decrease/Establish Baseline/Execute/Implement + Awareness/Knowledge/Attendance/Responses/Event + by % or # on or before Date)*

[Example – Increase awareness of the STEM program by 30% based on post campaign survey on or before May 2017]

[Example – Implement new board policy to allow neighboring students to attend STEM program on or before January 2017]

[Example – Establish baseline awareness of STEM program on or before December 2016]

**Objective Actual:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective after tactics are completed and results are in)

[Example – Increased awareness of the STEM program by 30% based on post campaign survey in April 2017]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactics/Tools** | **Responsible** | **Budget** | **Deadline** | **Output** |
| [Example – Create and Send enewsletter on STEM program to elementary families | Trinette | $30 | Nov 2016 | # sent, opens, clicks |
|  |  |  |  |  |
|  |  |  |  |  |

**Objective Target:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective)

*(Increase/Decrease/Establish Baseline/Execute/Implement + Awareness/Knowledge/Attendance/Responses/Event + by % or # on or before Date)*

[Example – Increase awareness of the STEM program by 30% based on post campaign survey on or before May 2017]

[Example – Implement new board policy to allow neighboring students to attend STEM program on or before January 2017]

[Example – Establish baseline awareness of STEM program on or before December 2016]

**Objective Actual:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (repeat for each objective after tactics are completed and results are in)

[Example – Increased awareness of the STEM program by 30% based on post campaign survey in April 2017]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactics/Tools** | **Responsible** | **Budget** | **Deadline** | **Output** |
| [Example – Create and Send enewsletter on STEM program to elementary families | Trinette | $30 | Nov 2016 | # sent, opens, clicks |
|  |  |  |  |  |
|  |  |  |  |  |