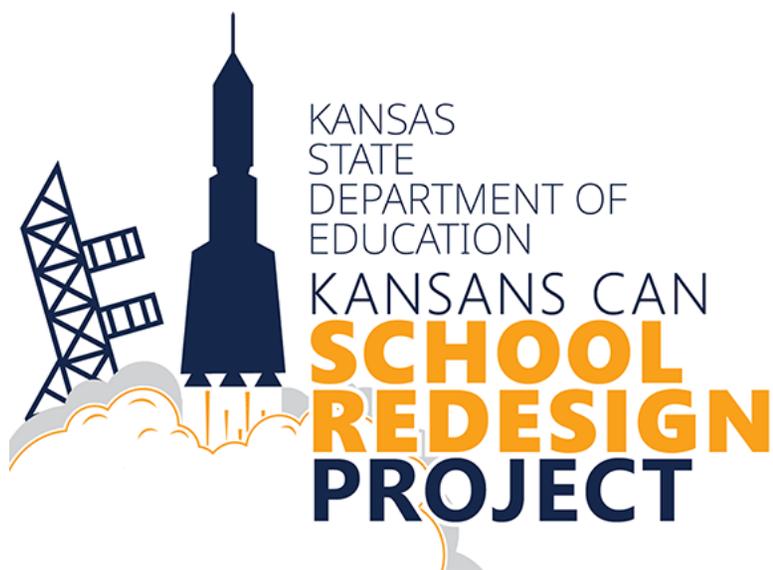


2021
2022

DISTRICT NAME AND NUMBER HERE
SCHOOL REDESIGN

Communication Plan



Kansas leads the world in the success of each student.

SCHOOL REDESIGN COMMUNICATION PLAN

For more information, contact:

Type contact name here.

Type contact job title here.

Type contact school/department here.

Phone number

Email address

District name and number

Communication Goals

GOALS

What is our communication goal?

Why is it important to reach that goal?

How will we know when we've reached this goal?

Audiences

AUDIENCES

- With whom do you need to communicate in order to reach your goals? (Example: Staff, Parents, Community Members, etc.)
- Who are your biggest influencers (positive or negative)?
- What is your audience priority? (Identify as Primary, Secondary, Tertiary)
- What do you know about your audience?
- What opportunities do you have to reach this audience?
- What potential barriers are there to reaching this audience?

Audience Identification

Audience	What do you know about this audience	Opportunities to reach this audience	Potential barriers/concerns of this audience	Relationship to other audiences

Messaging

AUDIENCE 1:

Main Message:

Key Talking Points:

- 1.
- 2.
- 3.

AUDIENCE 2:

Main Message:

Key Talking Points:

- 1.
- 2.
- 3.

AUDIENCE 3:

Main Message:

Key Talking Points:

- 1.
- 2.
- 3.

Challenge Planning

PROTOCOL DEVELOPMENT

What is the sequence of actions that will take place in response to an issue/challenge?

Identify:

- Chain of command.
- Internal communication structure.
- Required response time.
- Appropriate response.
- Appropriate communication channels through which to respond.
- Appropriate district or school spokesperson.
- Process for response follow up and issue monitoring.

CHALLENGE PLANNING

Identify:

Areas for potential issues/challenges.

-

Who would be impacted by this issue/challenge.

-

Appropriate response to this issue/challenge.

-

Plan to mitigate the potential for this issue in the future.

-

Measurement of Effectiveness

Activity	Goal	Outcome	Adjustment

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