DISTRICT NAME AND NUMBER HERE

SCHOOL REDESIGN

Communication Plan

2021

2022

For more information, contact:

Type contact name here.

Type contact job title here.

Type contact school/department here.

Phone number

Email address

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# 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 |
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# Messaging

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| --- | --- | --- |
| Audience 1: | Audience 2: | Audience 3: |
| Main Message: | Main Message: | Main Message: |
| Key Talking Points: | Key Talking Points: | Key Talking Points: |

| Communication Activities | | | | |
| --- | --- | --- | --- | --- |
| Audience | Activity | Date | Purpose | Responsible |
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| Communication Schedule | | | |
| --- | --- | --- | --- |
| Date of release | Communication method | Message/topic |
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# 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.



| Communication Planning | | | | | |
| --- | --- | --- | --- | --- | --- |
| Issue/Challenge | Individuals impacted | Response | Communication channel(s) | Staff member assigned | Follow-up plan |
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| Measurement of Effectiveness | | | |
| Activity | Goal | Outcome | Adjustment |
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For more information on the Kansans Can School Redesign Project, contact:

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| --- | --- | --- |
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