



Reform
Support
Network

**SUSTAINABILITY WORK GROUP CONVENING
INTEGRATED COMMUNICATIONS
AND MESSAGING**

JANUARY 30-31, 2014



Objectives

Participants will:

1. Understand RSN's "4 I's" rubric and how it aligns to the sustainability work.
2. Learn about a messaging framework.
3. Share sample integrated messages from Transitions Work Group.
4. Customize your messages and integrate your other priorities into the Big 3 (CCR Standards, assessments, evaluation and support systems).



The 4 I's Framework is our Theory of Action for meaningful engagement



INFORM

- One-way emails, press releases, PPTs, web, etc.

INQUIRE

- Listening, surveys, focus groups, etc.

INVOLVE

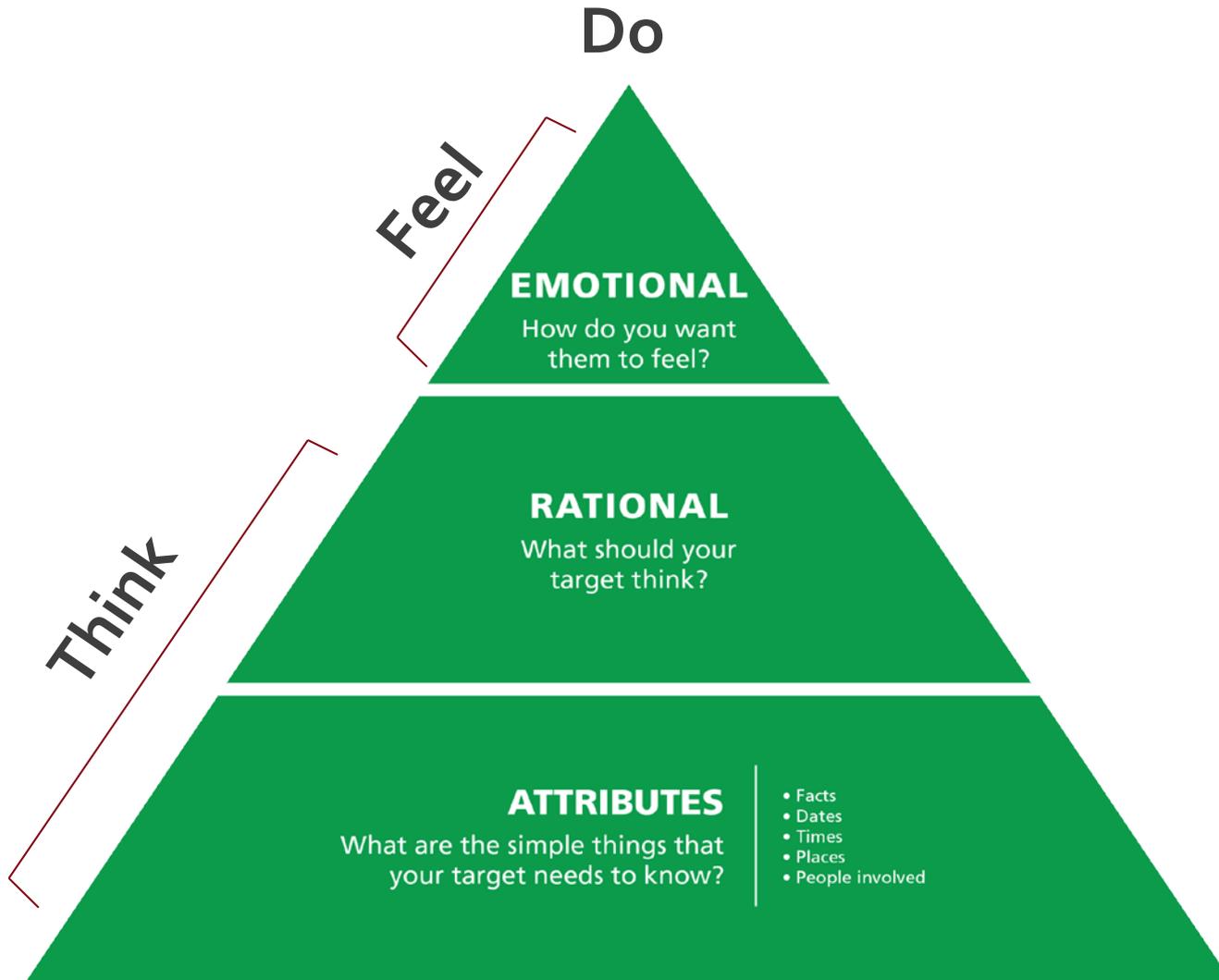
- More active engagement, advisory groups, steering committees, etc.

INSPIRE

- Stakeholders as owners and champions



Messages should be simple, but have rational and emotional levels

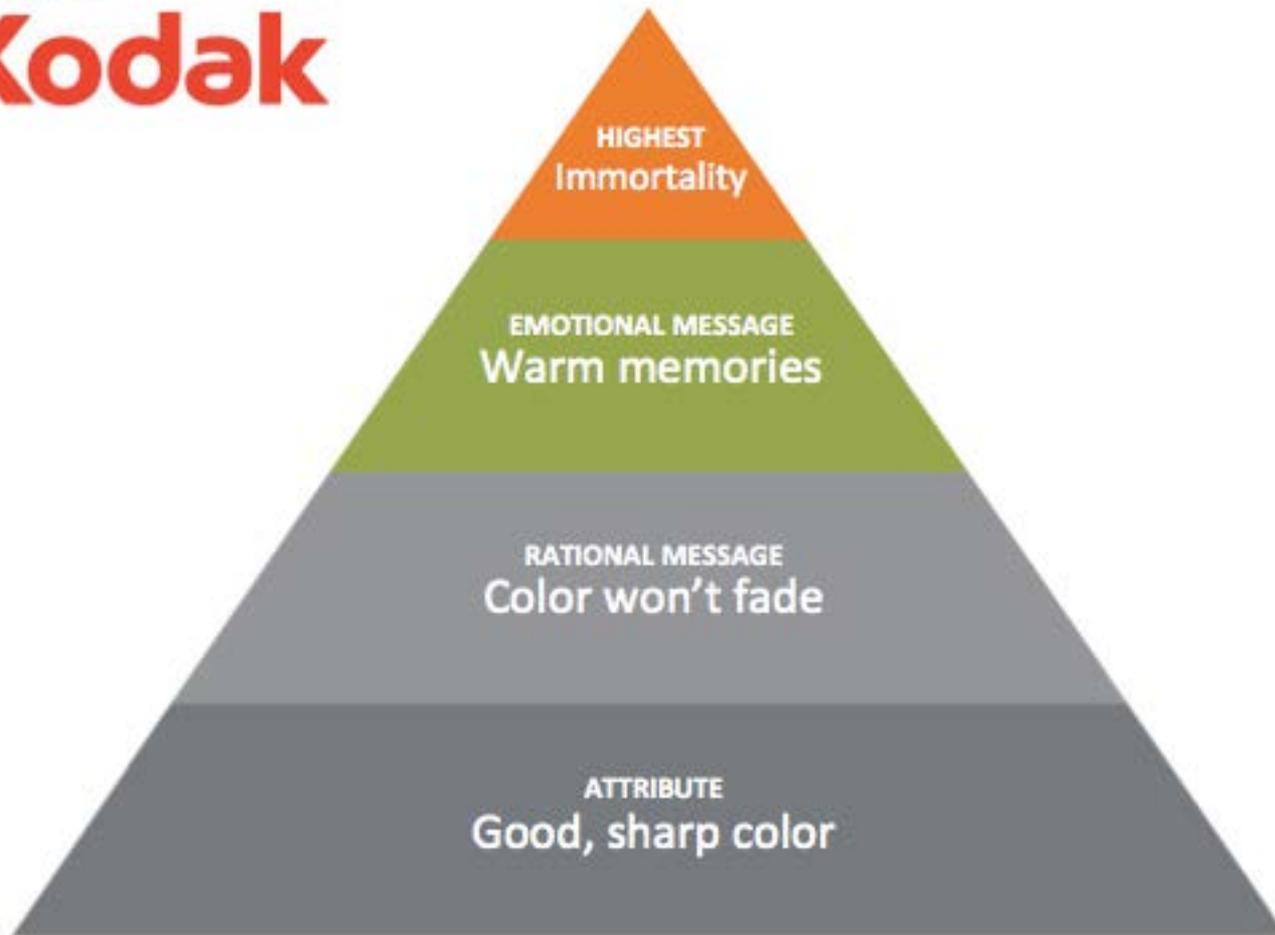




Kodak provides a useful example

EXAMPLE

Kodak



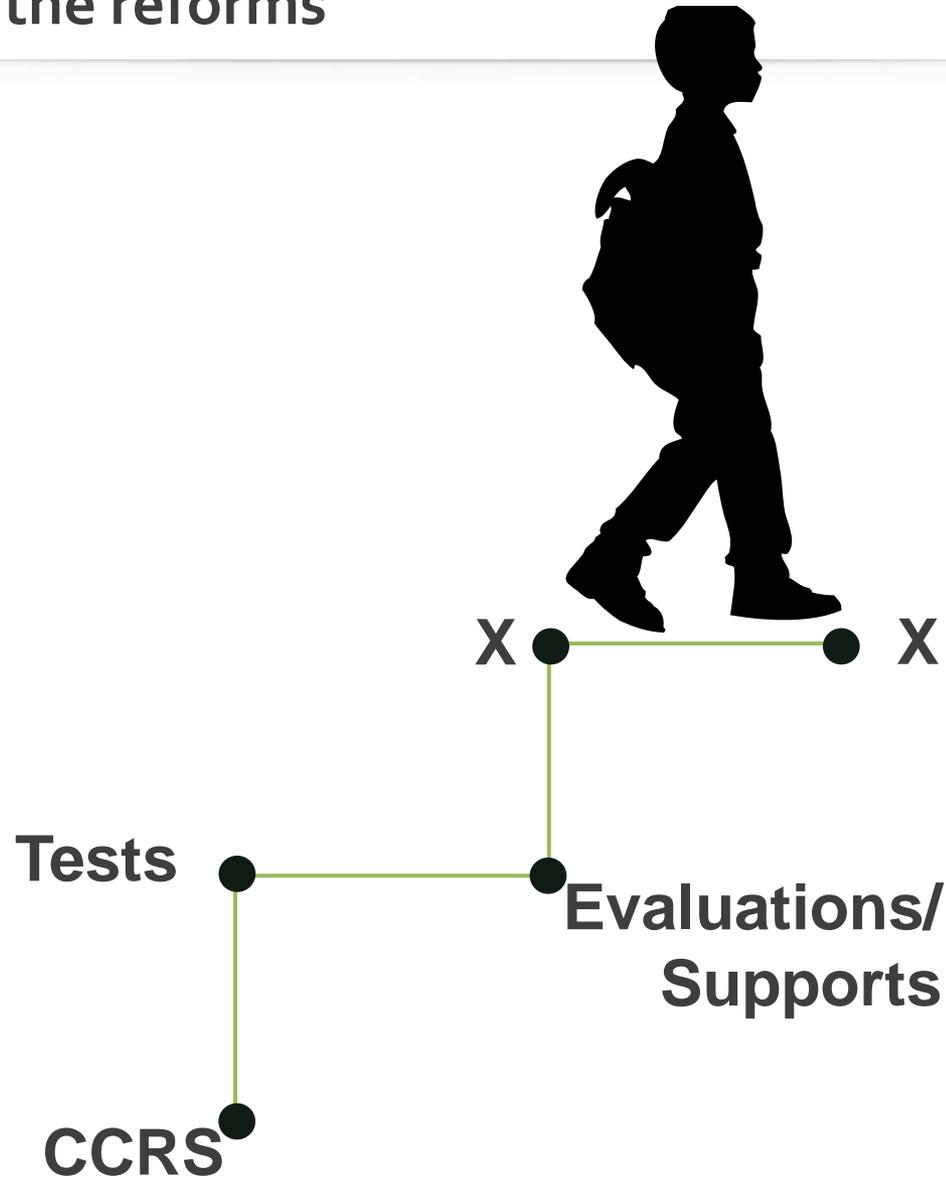


The Transitions Work Group has produced sample messages to describe integrated reforms

1. Aspirational Message
2. Key Overarching Messages
 - Why Integration
 - Standards and Teaching
 - Assessments
 - Evaluations/supports
3. Supporting Points



These messages are designed to connect the dots between the reforms





Exercise: Integrated Communication and Messaging

What

- Focus on a key stakeholder group: teachers
- Discuss your communications objectives for this group – consider what you want the teacher to think, feel or do.
- Brainstorm and record on post-its then post on a flipchart
- Discuss:
 - How will you edit or customize the Transitions messages to fit your State’s context?
 - How will you connect the dots between messaging on your other Sustainability priorities and the Big 3?

How

- In State teams

Materials

- Flipchart
- Post-its
- Markers
- Goal-Setting and Messaging handouts
- Integrated Messaging Handout
- Messaging/Comm. Exercise Handout

Time

- 30 minutes



Discussion: What implications does this discussion have for our Sustainability Plan?

Record notes on the Planning Template poster; arrows indicate areas to consider

Areas of focus
What is the priority reform that you are planning to sustain?
What is the key challenge for your reform?
What are the key risks to your reform?
What are the key enablers for your reform?
What are the key stakeholders for your reform?

Key strategies	
Integrating priority reforms	
Assessing progress & engaging/communicating with stakeholders	
Using policy and budgeting	
Building capacity	
Stakeholders to engage and levels of influence/support	

Discuss:

- Do we need to do a deeper dive on mapping our stakeholders and crafting messages for them?
- Does this have implications for the outcomes we pursue and/or the strategies we decide to undertake in the sustainability plan?



Assessing progress & engaging/communicating with stakeholders	
Using policy and budgeting	
Building capacity	

Next steps	Who?	By when?



For the next session, we will focus on inquiry and involvement of stakeholders



The background features a series of overlapping, semi-transparent geometric shapes in shades of green, blue, and purple on the left side. On the right side, there is a vertical bar composed of several colored segments: dark blue, light blue, red, green, and dark blue.

QUESTIONS?