



Stakeholder group: teachers

First, set your communications objectives. What do you want teachers to think feel and/or do about your priority reforms?

Second, brainstorm messages that might persuade them. Don't wordsmith. What are the big ideas and key benefits about your priority reforms?

	Objective	Messages to achieve them
Think		
Feel		
Do		

NOTE: Refer to the Transitions Work Group's draft integrated messages handout for suggestions about how to communicate about the "Big 3" reforms: college- and career-ready standards, aligned tests, and evaluation/supports systems.

But also try to brainstorm how you'd connect the dots with your additional reforms.