AN OPPORTUNITY CULTURE FOR TEACHING AND LEARNING:

COMMUNICATIONS PLANNING TEMPLATE

In an Opportunity Culture, far more students have access to excellent teachers. All teachers have career opportunities dependent upon their excellence, leadership, and student impact. Advancement allows more pay and greater reach. New school models increase collaboration time and make development toward excellence possible for all staff.

Communication with teachers and staff is critical for introducing an Opportunity Culture and new teaching models into your school.

Even when change is positive, it may be challenging for school teams and the broader community to understand and accept. Planning strategically about the key messages for each group of stakeholders, then creating multiple opportunities for their feedback and input, can help build understanding and support for an Opportunity Culture and its relationship to your school’s vision.

This template, which accompanies the sample communications timeline, *An Opportunity Culture for Teaching and Learning: Communications Planning Timeline*, will help you develop a plan to inform and engage teachers and staff at your school. It includes timing, objectives, activities, resources, and target audiences for each of the key messages and discussions about your school’s staffing plan.

The members of your design team charged with communicating the changes should adapt the steps and time frames in this template to meet the needs of your school. For each activity listed, design teams should consider the overall time frame and objective; target stakeholders (such as teachers, other school staff, students, parents, school partners, community groups); key messages (such as overall vision, benefits to teachers, benefits to students); who is best suited to lead the communication or input opportunity (design team members or others); and whether a specific deadline applies.

The template is part of a series of tools for building an Opportunity Culture, all of which are available on OpportunityCulture.org.
### Timeline

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year Prior to Major Implementation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>September–November</strong></td>
<td></td>
</tr>
</tbody>
</table>

  **[Activity]**
  - Target stakeholders *e.g., teachers, other school staff, students, parents, school partners, community groups*:
  - Key messages *e.g., overall vision, benefits to teachers, benefits to students*:
  - Communicated by *staff person(s) responsible*:
  - Deadline *if applicable*:

  **[Activity]**
  - Target stakeholders:
  - Key messages:
  - Communicated by:
  - Deadline:

  **[Activity]**
  - Target stakeholders:
  - Key messages:
  - Communicated by:
  - Deadline:

| **November–December** |

  **[Activity]**
  - Target stakeholders:
  - Key messages:
  - Communicated by:
  - Deadline:
<table>
<thead>
<tr>
<th>Timeline</th>
<th>Objective</th>
<th>Activity</th>
<th>Forum and resources</th>
</tr>
</thead>
</table>
| January      | [Activity] | • Target stakeholders:  
  • Key messages:  
  • Communicated by:  
  • Deadline: |                                  |
| February–March | [Activity] | • Target stakeholders:  
  • Key messages:  
  • Communicated by:  
  • Deadline: |                                  |
| April–May    | [Activity] | • Target stakeholders:  
  • Key messages:  
  • Communicated by:  
  • Deadline: |                                  |
| May–July     | [Activity] | • Target stakeholders:  
  • Key messages:  
  • Communicated by:  
  • Deadline: |                                  |
### Years 1 and 2 of Major Implementation

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
<th>Target Stakeholders</th>
<th>Key Messages</th>
<th>Communicated by</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>October–November</td>
<td>[Activity]</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>December–January</td>
<td>[Activity]</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>April–May</td>
<td>[Activity]</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>June</td>
<td>[Activity]</td>
<td>•</td>
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</tbody>
</table>

Check for updated and new resources on [OpportunityCulture.org](http://OpportunityCulture.org).