

Effectively Communicating about Personalized Learning

"Effective communication is a cornerstone of successful innovation in education."

<p>Plan & Align</p> <p>pg. 4-9</p>	<p>Create a Culture of Communication</p> <p>Plan First, Then Tactics</p> <p>Set Goals</p>	
<p>Foundations</p> <p>pg. 10-12</p>	<p>Assess resources</p> <p>Identify gaps in tools/ expertise</p> <p>Identify partners</p>	
<p>Design</p> <p>pg. 13-21</p>	<p>Identify Your Audiences</p> <p>Identify Your Key Messengers</p> <p>Identify Your Key Messages</p>	
<p>Reflect & Iterate</p> <p>pg. 22-25</p>	<p>Success Metrics & Early Wins</p> <p>Issue Spotting</p>	

Blended Learning Communications Planning TEMPLATE



AUDIENCES: Who are your key audiences for communications and outreach? Why do they matter?

GOALS: What do you want to achieve with your communications and engagement efforts?

MESSENGERS: Who are the best messengers for your messages and audiences?

MESSAGES: What are your key messages for each audience?

TACTICS: What tactics will you use for communications and engagement? How will you execute your tactics? When will you execute them?
