

Planning for Success

*Effective Communications for NGSS
Adoption & Implementation Efforts*



Communications Plan Guidelines

- Know your audience—what is the purpose or goal of your communications plan?
- Who are your spokespeople?
- Will press be engaged?
 - Debrief key editors/reporters on the issues—be proactive
 - Identify and prep your spokesperson(s) for each media opportunity
 - Submit op-eds to support key milestones (ie, adoption support, implementation planning and roll out, etc.)
 - Schedule press release and social media effort to support key milestones
- Utilize coalition resources to develop advocates , spokespeople and leverage communications outlets

Communications Plan Guidelines

- Celebrate the achievements of your state's team
- Utilize NGSS talking points in all key messaging efforts
 - Op-eds, blogs, social media
- Consider partnerships with local science community: schools; technology museums and centers; labs; university research facilities; STEM employers
- If possible, include local writing team member, state science supervisor, education board member or other NGSS partner as keynote speaker
- Work with Achieve to coordinate media outreach, as needed

Next Steps

- Coordinate with lead states and partners on any engagement support you may need
- Share your plans and tools
 - Develop/refine communications plan
 - Develop/refine implementation plan
- Network with lead states to learn from each other and leverage resources
- Proactively communicate with stakeholders (legislators; educators; parent and student groups; business leaders)
- Utilize social media, appropriately
- Ongoing engagement via social media and through local action networks

Tools and Supports

The materials below informed this presentation and may be of assistance:

- Communicating the College- and Career-Ready Agenda
 - Achieve
 - <http://www.achieve.org/future-ready>

- The Common Core Implementation Workbook
 - Achieve and U.S. Education Delivery Institute
 - <http://www.parcconline.org/CommonCoreImplementationWorkbook>

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