The Learning Accelerator

Blended Learning Communications Planning

TEMPLATE

AUDIENCES: Who are your key audiences for communications and engagement 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?
Sample: Parents	*1. Ensure parents understand WHY we are blending learning.* *2. Build parent engagement with student learning at home and at school.* *3. Tap into parent expertise if applicable.*	*Principal* *Teachers* *Students*	*1. The world our children face is rapidly changing, requiring new skills and preparation to be ready for college, career, and citizenship. Blended learning provides teachers with tools to personalize learning for our students, increasing their engagement, growth and achievement.* *2. Students and their parents have access to learning 24/7, and can share in skill-building.*	*1. Weekly teacher e-newsletter to parents highlighting blended learning in action* *2. Student-produced short videos showcasing activity put on school website* *3. Family Open-house to try new tools*

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