

# D.A.T.E. Sample Strategic Communication Plan

Stakeholder	Key Message	Media Format	Frequency	Owner
Teachers and school staff	D.A.T.E. program goals and progress	D.A.T.E. plan presentation, Scorecards, and district website	Monthly	Principal, Campus Improvement Team and campus planning committee
Principals and Assistant Principals	D.A.T.E. program goals and progress	Leadership meetings, emails, and D.A.T.E. website	Bi-Monthly	D.A.T.E. district planning committee
D.A.T.E. district planning committee	D.A.T.E. progress in schools, D.A.T.E. monitoring and payout logistics	Leadership meetings, Phone calls, email, and website	Bi-Monthly	Principals, District- level staff
District-level staff	School Progress, Involvement Opportunities, D.A.T.E. payout logistics	Scorecards, Newsletters, website, meeting at end of year to discuss payout logistics	Quarterly	District planning committee, Superintendent
Parents and the Community	D.A.T.E. program goals and progress	Scorecards, parent newsletter, website	Quarterly	District planning committee, Superintendent
School Board	D.A.T.E. program goals and progress	Scorecards, School Board meetings, website	Quarterly	Superintendent