



District Communication Action Plan

Begin developing broad goals for your district's program and actions the district will take, including who is responsible and the timeframe/frequency of those actions.

District's Overall Goals:

First, begin by developing at least three overall goals of your district communication plan.

1.

2.

3.

4.

5.

Action Plan:

Utilize the table below to begin planning for various actions the district will take to ensure a strong communication plan. It is important to state who your audience is (community, teachers, principal(s), etc.), what are the key communication messages, media format (email, website, meetings, etc.), the frequency of communication (annually, weekly, daily), the district communication plan goal that the message is tied to, and the person(s) responsible for the communication.

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<u>Stakeholder</u>	<u>Key Messages</u>	<u>Media Format</u>	<u>Frequency</u>	<u>Goal</u>	<u>Person Responsible</u>

